



According to SK Telecom, Hoppin is South Korea's first multi-screen entertainment content portal, offering video-on-demand services through various devices including smartphones, PCs, and TVs.

ity according to the connected device types.

SK Telecom has also developed, in collaboration with Samsung, a "Galaxy S Hoppin" smartphone, designed specifically for easy use of the Hoppin service. According to the telco, four months after the Hoppin launch, the service garnered 430,000 subscribers, and 110,000 Galaxy S Hoppin smartphones were sold.

Subscribers can choose to either rent or own video content for different prices. If a user chooses to rent a video content, it can be streamed or downloaded to play within 48 hours

after purchasing. If the user chooses to own a video content, it can be streamed or downloaded within 48 hours after purchase, and the downloaded files have unlimited playback times.

SK Telecom's business model for the Hoppin stems from the personalisation data offering that would enable the operator to tailor more services that suit the particular lifestyles of the viewers, making Hoppin a sophisticated and effective platform for advertisers targeting niche markets.

Revenue sources also include monthly premiums, advertising revenues and corporate customer fees.

Currently, SK Telecom is in talks with major companies around the world about bringing the Hoppin platform and its personalisation/delivery technologies to worldwide markets.

Through its subsidiary in China, SK Telecom is tapping into that lucrative market by launching services with content providers such as Disney. SK Telecom is also creating new value-added services for the platform, and has planned to share the multi-screen platform API and cooperate with domestic and global partners to further develop Hoppin into a popular open platform. **APB**

## Mobile interface for Apple devices

Volicon has introduced Observer Mobile — a newly streamlined Web-based interface that supports H.264 on Apple iOS devices using the Safari Web browser, with native support for the iPad and iPhone.

Designed specifically for media executives on the go, Volicon said Observer Mobile provides greater flexibility, "unsurpassed" portability and the added convenience of accessing live Observer streaming, along with back navigation of previously recorded content from both local and remote locations.

The ability to play, pause, search and create logged content on-demand will also provide broadcasters with instant access to the final broadcast product to ensure quality, compliance and communication within the media enterprise.

Mike Asebrook, senior director of product marketing at Volicon, said: "The broadcast industry has continued to show widespread adoption among mobile applications recently, and we expect that trend to grow significantly over the next few years. Having Observer Mobile's logging and monitoring available for iPad and iPhone users at any time and any place will greatly improve our customers' portability, responsiveness and flexibility of supported devices, regardless of location or time of broadcast."

## Net Insight launches access portfolio for media networks

Net Insight, a provider of scalable transport solutions for media, IP and broadcast networks, has broadened its Nimbra suite of products, enabling network operators to further expand their network to new end-customers and new applications.

For example, the Nimbra 140 series, comprising a range of broadcast-quality fibre-optic appliances such as O/E converters, wavelength/TDM multiplexers, audio embedders and optical failover switchers, is "ideal" for cost-effective aggregation of video, audio and data services to the Nimbra 300 and 600 series MSR (media switcher routers).

Net Insight has also introduced the Nimbra 230 Ethernet access switch, its first all-Ethernet switch solution that allows media network owners

to expand their Ethernet access network with enhanced performance monitoring and end-to-end service provisioning.

Completing the Nimbra line-up is the Nimbra 320 multi-service IP gateway, a compact one-box access solution for multi-service transport of media and data services, targeting the increasing demands for transport of real-time sensitive media and data applications with "guaranteed" QoS.

Applications range from high-end video services such as studio production and contribution to broadcast distribution in IPTV/cable TV or DTT/mobile networks.

As part of the entire Nimbra suite, the Nimbra 140, 230 and 320 are supported by Nimbra Vision, Net Insight's network management tool.



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