

# rich mobile applications made easy



# Streamezzo MOBILE Open Development platform

Streamezzo MOOD Platform is a complete development and runtime framework to easily create and deploy Rich Internet Applications (RIAs) on any mobile device. Streamezzo MOOD Platform is designed for those who want to deliver a Rich Mobile Experience to the masses, whether you are a mobile operator, a phone manufacturer, a media company or a mobile application developer.

## Why use the Streamezzo MOOD platform?

### RICH

#### Create cool UIs simply

Do what browsers can't: animations, vector graphics, advanced user interactions, fast offline browsing, and more. Use prebuilt GUI components, rich APIs and a powerful authoring tool to dramatically shorten the application development cycle.

### REACH

#### Solve the fragmentation issue

Write your application once and run it on any mobile device. With Streamezzo's universal runtime engine, you can deploy the same application on all major OS and platforms including Java VM. Streamezzo client has also been ported on devices such as PC and set-top boxes.

#### Add media to your apps

Play media content directly within the application UI and let the end-user interact with it. Major audio and video codecs are supported as well as streaming and broadcast (DVB-H) delivery.



#### Shortest time to device

Extend your market reach to all phones running a Streamezzo-supported OS. Your application can be bundled with Streamezzo's runtime engine, and either loaded or deployed over-the-air (OTA).

#### Interact with the phone

Use prebuilt commands to leverage any interaction with the phone, including PIM, camera, memory card, SMS, call events, GPS, accelerometer, and more. Mobile app creation is boundless.

#### Flexible upgrades

Streamezzo-based applications are as easy to maintain as Web sites; all updates can be made server-side. Only one version to maintain for all OS's, and no need for the end-user to reinstall newer versions of your application.



## A world of application possibilities

### Made-for-ODP, App Stores, Widgets, and more

On-device portals (ODP), On-device App Stores and Widget dashboards have very short application lifecycles. They require continuous maintenance and upgrades to accommodate end-users adding or removing a new widget, buying and installing a new app, or for carriers publishing a new on-portal service. With its unique and flexible upgrades capabilities, Streamezzo MOOD Platform is the perfect solution for building and running these on-device services. e.g. provisioning a new widget on a dashboard is just as simple as updating the home page of a web site.

A typical customer scenario might involve deploying a set of standalone Streamezzo-based applications first, then building the ODP, App Store or Widget dashboard around these existing apps and ultimately expanding the application ecosystem with an app library, widget gallery or portal service tree.



## Standalone applications



Streamezzo pioneered the mobile TV application arena and today powers virtually any type of mobile application: mobile email, storefront client, maps, photo album, RSS reader, dynamic address book, MP3 player...

## Here's how it works

### Cross-platform and client server

**Streamezzo Rich Media Client (RMC):** a powerful, cross-platform runtime engine available on the following OS/VM: Java, Symbian, Windows Mobile, iPhone, Android, Blackberry, BREW. RTOS versions and several Linux-based platform can also be made available upon customer request.

**Streamezzo Rich Media Server (RMS):** J2EE-compliant, carrier-grade middleware with open API to integrate with 3rd party data sources or web services.

Streamezzo RMS creates a Rich Media scene by compiling local logic interaction, multimedia assets, dynamic and static data. The scene is delivered to Streamezzo RMCs installed on different handsets. All Streamezzo RMCs will render a consistent scene and user experience on each handset.

### Deployable Over-The-Air

Streamezzo-based applications are deployable on any handset for which a RMC is available; applications and the Rich Media Client can be shipped altogether. No need to wait for a player to be ported and pre-installed on the handset.

Deploying a Streamezzo-based application simply requires bundling the Streamezzo Rich Media Client with your own application code. Depending on your needs, the application code can be a simple loading scene and a link to the Rich Media Server (e.g. convenient when the foot print is critical or with a short deadline for embedding the app on a phone) or the full application code including graphical assets and media files.

### Persistence layer

Though fully updatable OTA, Streamezzo-based applications can be persistent (handset cache) enabling immediate access to content e.g. a map viewer can store locally downloaded map elements, a MP3 player can be shipped with locally persistent theme resources.



Run it on all devices



Develop & host 1 version of your application

# What's included with the technology?

The Streamezzo MOOD Platform comes packaged with a complete SDK and the resources necessary to create, test and publish applications:

**Streamezzo Workbench Developer:** authoring tool based on the Eclipse IDE featuring auto-completion, a powerful debugger and application test tools such as a memory usage tracker and, performance optimizer. Developments are made in RSP (Rich Media Server Pages) a XML language including rich APIs and scripting capabilities (InstantScript)

**Phone Simulator:** run Streamezzo apps on your PC and emulate any mobile phone behavior

**Prototype Builder:** WYSIWYG tool to create user interfaces and animations in just a few clicks

**Streamezzo Rich Media Server for Developers:** same features as the Streamezzo RMS, limited number of active users. It can be deployed on a J2EE server and runs with standard relational databases such as MySQL, Oracle

**Streamezzo Developer's Corner:** Streamezzo developer website offering access to hundreds of resources, coding tips, tutorial, screencasts and sample applications to get you inspired

**Free Component Library:** a fully downloadable, royalty free library of application development components such as Map Viewer, Video Player and a GUI Toolkit e.g. 3D Carousel, prebuilt animations, progress bars

**Streamezzo Device Database:** online device database where you can find access to detailed information on handsets e.g. give an example of detailed info other device DBs don't have and download Streamezzo Rich Media Client for more than 350 phones

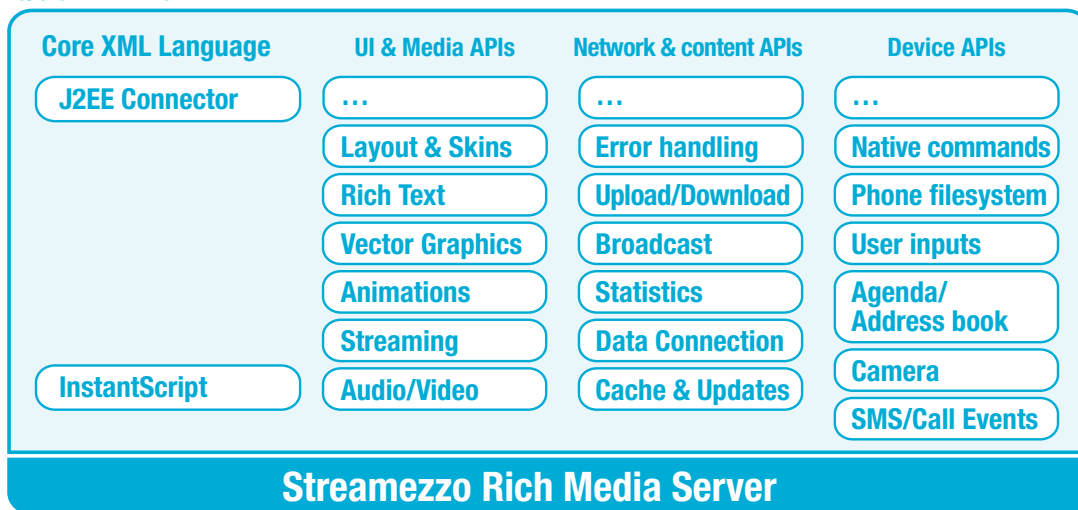
**Streamezzo Support:** developers and production teams

## APPLICATION DEVELOPMENT

Application Component Library

GUI Toolkit

## C/S OPEN PLATFORM



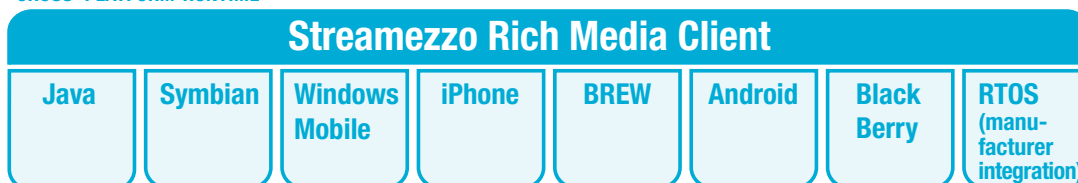
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## CROSS-PLATFORM RUNTIME



## TOOLS

Workbench Developer

Phone Simulator

Prototype Builder

Online Device Database

Phone Package Generator

## Technical specifications

Minimum configuration for Workbench Developer - Microsoft® Windows 2000 – Windows XP – Windows Vista - Intel® Pentium® 4 processor - 1GB of RAM recommended -200MB of available hard-disk space to install - Java™ Development Kit: Sun™ JDK from 1.3.1 to 1.5.0 - Java™ Virtual Machine: Sun™ JRE 1.5.0 (included) - Audio/Video sources - LAsEr SAF streams - 3GPP streaming - DVB-H (RTP streaming through SDP files) - 3GPP progressive download (HTTP tunneling) - 3GP files - Audio/Video codecs – MP3 - AAC Low Complexity (LC) - AMR Narrow Band (NB) -MPEG-4 Simple Profile (SP) -H.264 Baseline Profile (BP) - H.263 BP - H.264 Main Profile (MP) - High Efficiency AAC profiles: HE-AAC v1, HE-AAC v2 -MPEG4 Advanced Simple Profile (ASP) - AMR Wide Band (WB) –Rich Media Client compatibility - Symbian 6, 7, 8, 9, UIQ S60 1st 2nd 3rd 5th Edition – BREW – Windows Mobile 5.6 – J2ME MIDP 1.0 MIDP 2.0, iPhone 2G, 3G, Android, RIM Blackberry, Doja, Linux Nucleus, RTOS (porting required) –Rich Media Server compatibility - Tomcat 5.5 - Weblogic 8.1 / 9.2 – Websphere 5.1 / 6.1 - JBoss 4.2 – Oracle 9i/10g - MySQL 5.x- IBM DB2 - Glassfish

# A world of benefits



Benefits for carriers,  
handset manufacturers,  
service providers

- **Consistent user experience** on any handset from low-end to high-end.
- **Rich User Interfaces** with the look and feel of today's best smartphones.
- **Increased usage** (up to +150% compared to WAP on mobile download services).
- Dramatically **reduced deployment and maintenance costs** compared to Java, Open OS or native development alternatives.
- Manage your application with the **flexibility of a website**; stop the nightmare of application upgrades.



Benefits for developers,  
system integrators,  
mobile agencies

- **Develop once** for all mobile OS's and platforms.
- **Rapid Application Development** using Streamezzo component library and GUI Toolkit. Create rich UIs with fewer lines of code.
- Fast learning curve and **active developer community** (new handsets supported every month, new components available, FAQ...).
- **Easy server-side integration** with third-party data sources, web services or any J2EE custom development.
- **Simplify the maintenance** of deployed applications. Only one version to maintain for all mobile OS's.

## Where to go next?



Check out one of our downloadable demos on your phone. Point your mobile browser to [m.streamezzo.com](http://m.streamezzo.com) or go to [developer.streamezzo.com/showcase](http://developer.streamezzo.com/showcase)



You are a developer, join for free the Streamezzo Developer Program (SDP) on [developer.streamezzo.com](http://developer.streamezzo.com)



Want your app powered by Streamezzo ? Have it developed by our Professional Services team or a SDP member



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