



Helix Rich Media Client provides mobile operators, media companies and broadcasters with a compelling, customizable mobile video viewing experience.

Helix Rich Media Client is a single video player application that operates on every major mobile handset from iPhone, Android and BlackBerry to J2ME on Nokia, Sony Ericsson and LG providing the broadest reach to over 900 devices. Customers can focus on building a rich, dynamic, custom experience and create rapid business applications. Or use our mobile TV and live mobile application templates.

In addition, the Helix Rich Media Client integrates with virtually any third-party system to support transactions, advertising, behavioral tracking and content distribution.

Helix Rich Media Client is the mobile playback component of the [Helix Media Delivery Platform](#) – the gold standard for mobile video among mobile operators, media companies and device manufacturers.

About Helix Rich Media Client

- **Rich Client Interface**
Helix Rich Media Client implements native device controls to deliver familiar experience for iPhone, Android, BlackBerry and other mobile device users.
- **Brand Control**
The Mobile TV and VOD application UIs are customizable to suit your own branding guidelines including, color palettes, application assets, icons and splash screens.
- **Fast Channel Switching**
Helix Rich Media Client includes Fast Channel Switching (based on Helix Server), allowing rapid channel switching within the application to ensure subscribers smoothly switch between mobile video channels, creating a compelling viewing experience.
- **Mobile TV and Video On Demand (VOD) Components**
Helix Rich Media Client for Mobile TV and VOD solutions are based on a range of pre-built and pre-tested components. These components are built with flexibility in mind, to enable a comprehensive range of customization in the look and feel of your application.

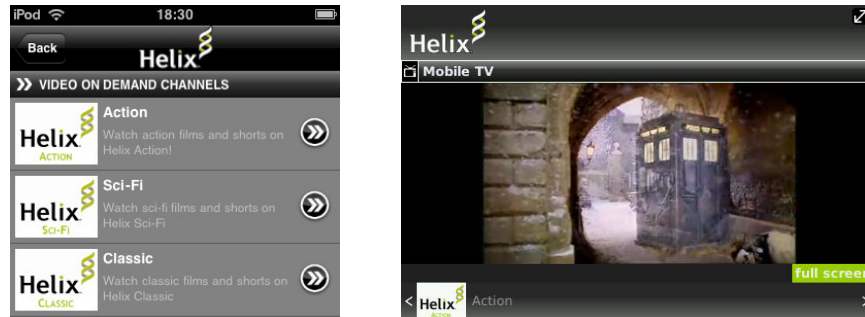


Helix Rich Media Client

Custom Toolkit

The Helix Rich Media Client Custom Toolkit includes all the tools needed to rapidly build and deploy Mobile TV and VOD applications. The Custom Toolkit provides tested and proven UI layouts for various identified functional requirements of Mobile TV and VOD solutions which are easily customized to match brand guidelines, including colors and logos, making prototyping efforts minimal.

Mobile TV Component	Description
Bouquet List	Vertical list layout presenting Bouquet items, such as News, Sports, Movies, etc.
Bouquet Grid	Grid layout presenting Bouquet items, such as News, Sports, Movies, etc.
Channel List	Vertical list layout presenting Channel items, including thumbnail and description of the channel.
Channel Grid	Grid layout presenting Channel items, including thumbnail and description of the channel.
Channel Carousel	Carousel presenting Channels logos, displaying channel information when the channel logo is focused.
Mobile TV Video Player	Component allowing the playback of a video, with optional video items carousel, action buttons (Full Screen, EPG...) or News feed.
EPG	Full grid Electronic Program Guide, displaying a list of channels and the programs running on a specified time slot.



Example layout of the Helix Rich Media Client

VOD Component	Description
Categories List	List presenting User Definable category items including Action, Comedy, Drama, etc.
VOD List	Vertical list presenting Video On Demand items, with thumbnail, title, description, rating and other information slots.
VOD Carousel	Carousel presenting VOD thumbnails, displaying information about the video when the thumbnail is focused.
VOD Details	Component displaying the details of a VOD item, including title, description, rating, genre and program information. Also contains an optional "Rate it!" block.
VOD Video Player	Component allowing the playback of a video, with optional video items carousel and action buttons (Full Screen, VOD Details, Rating)

Helix Rich Media Client

Handset Support

Helix Rich Media Client operates on the widest range of handsets with premium versions for iPhone, Android and BlackBerry devices. Helix Rich Media Client operates on over 900 devices including Symbian, Microsoft Windows Mobile and Java platforms.

Platform	Supported Version	Example Devices (not a complete list)
iPhone	2.x, 3.x	iPhone 2G, iPhone 3G, iPhone 3GS, iPod touch
BlackBerry	4.0, 4.2, 4.5, 4.7	BBY Storm, BBY Bold, BBY Pearl
Android	1.5, 1.6, 2.0	HTC G1, HTC Hero, Motorola Droid
Symbian	3rd Edition 5th Edition	Nokia N95, Nokia E72, Samsung SGH-L870, Nokia N97, Samsung i8910 Omnia, Nokia 5800
Windows Mobile	WM5 PPC/Smartphone WM6 Professional/Standard WM6.5 Professional/Standard	HTC P3300, HTC P3600, Orange SPV M3000, HTC Touch, HTC S310, HTC Touch Pro 2, Samsung Jack
Java	SE JP5, JP7, JP8 J2ME	Sony K750i, Sony K810i, Sony W910i, Motorola V3, Samsung U900

Streaming Specifications

Platform	Supported Codecs	Bitrate (GPRS/EDGE)	Bitrate (3G/Wi-Fi)
S60 3rd/5th edition	A : AAC, HE AAC, MP3 V : MPEG-4, H.263, H.264 Format : MP4, 3GP	A : 12.2 kbps V : 38.8 / 88.8 kbps Size : 176x144 / 240x176	A : 48 kbps V : 128 / 252 kbps Size : 240x176 / 320x240
S40 3rd edition	A : AAC, MP3 V : MPEG-4, H.263, H.264 Format : MP4, 3GP	A : 12.2 kbps V : 38.8 / 88.8 kbps Size : 176x144	A : 24 kbps V : 88.8 kbps Size : 240x176
Windows Mobile	A : MP3, WMA (1.0, 2.0, 7, 8, 9) V : WMV (7, 8, 9), MPEG-4 Format : ASF, WMV	A : 12.2 kbps V : 38.8 / 88.8 kbps Size : 176x144 / 240x176	A : 48 kbps V : 128 / 252 kbps Size : 240x176 / 320x240
Java (if supported), including BBY	A : AAC, AMR, MP3 V : MPEG-4, H.263 Format : MP4, 3GP	A : 12.2 kbps V : 38.8 / 88.8 kbps Size : 176x144	A : 48 kbps V : 128 / 252 kbps Size : 240x176 / 320x240
iPhone/Android	A : AAC-LC, MP3 V : MPEG-4, H.264 Format : M4V, MP4, MOV	A : 12.2 kbps V : 38.8 / 88.8 kbps Size : 240x176	A : 48 kbps V : 128 / 252 kbps to 1.5 Mbps Size : 320x240



Helix Rich Media Client

Delivery Protocols Supported by Device

iPhone	HTTP	Android	RTSP, HTTP
Windows Mobile	MMS, HTTP	BlackBerry	RTSP
S60/S40	RTSP	Java	RTSP

Interactive Client

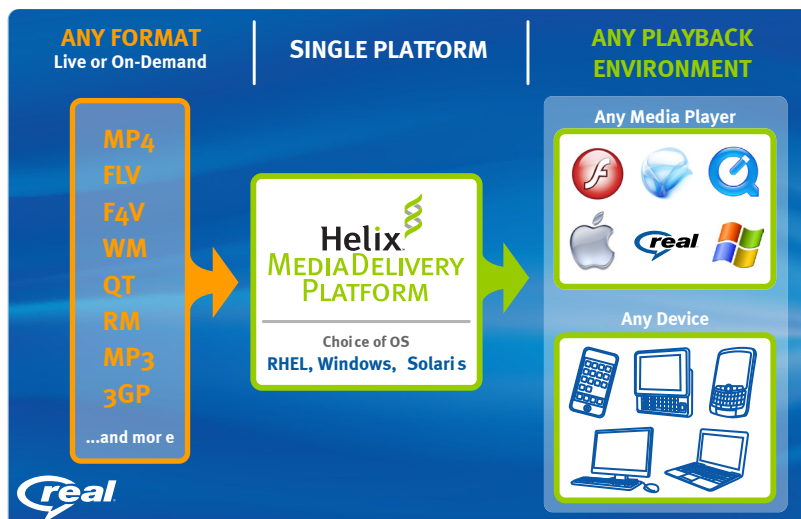
The Helix Rich Media Client supports a number of actions which enables the application to provide an interactive and rich user experience. These are easily attached to components inside the Mobile TV and VOD solutions and triggered on user input or application events. The following table provides a subset of the most common actions.

Action	Description
GotoNodeStable	Creates a navigation link. Transitions to be applied: SlideOver, SlideOff, SlideFrom, Spring On/Off
ClientBack	Navigates back to the previously viewed page
ClientExit	Quit the application
ClientSubmitForm	Submit a HTTP GET form request to the integration with user-input content
SendSMS	Send a SMS to a specified phone number
ClientPhoneCall	Initiate a phone call to a specified phone number
ClientOpenBrowser	Open the handset browser to a specified URL
FullScreenVideo	Toggle the playback of a video stream to full screen
ClientBackgroundHTTPRequest	Make a direct HTTP request to a specified URL

About The Helix Media Delivery Platform

Create, organize, manage and deliver all audio and video content to reach your entire audience on the broadest set of media players and devices with the Helix Media Delivery Platform.

THE ONE SOLUTION FOR UNIVERSAL MEDIA DELIVERY



Helix Rich Media Client

- **Universal Media Delivery**
The Helix Platform enables reliable, high-quality, scalable delivery of all media formats, including Flash, Windows Media, Silverlight, QuickTime and Real Media as well as formats for delivery to mobile devices, including the Apple iPhone.
- **An End-to-End Solution**
Helix Media Delivery Platform includes tools for media encoding, streaming and download delivery, user authentication, content management and security, and media playback. Helix also provides industry-leading interoperability with third-party content creation technologies.
- **Single Input, Live or On-Demand**
Whether for live events or on-demand content, Helix is the only end-to-end platform where you can encode once and dynamically deliver your content simultaneously to multiple players on multiple devices.
- **Broadest Audience Reach**
Helix provides a single platform to meet your organization's growing demands for digital media applications for all of your employees, customers and partners with the broadest reach to any device including, PCs, mobile phones, smartphones, iPhones, netbooks, MIDs, Internet-enabled TVs and other emerging devices.
- **Simplicity and Cost Savings**
Helix Media Delivery Platform sets the industry standard for reliability, performance, scale, operating simplicity and best total cost of ownership for multi-format and multi-player media delivery.
- **Standards-based and Operating System Independent**
The Helix Media Delivery Platform offers proven handset interoperability and is fully compliant with standards such as 3GPP, H.264 and MP4. The Helix Platform runs on Windows, Linux and Solaris operating systems.
- **Superior Content Management**
Pre-recorded audio and video content in multiple formats is easily organized, managed and delivered on-demand by Helix without conversion, providing the best playback experience for each viewer on their choice of player and device.



Contact Real Today

To learn more about the Helix Media Delivery Platform, please visit

www.realnetworks.com/HelixPlatform.aspx

To contact a RealNetworks sales representative or authorized reseller in your area, please visit

www.realnetworks.com/contact/index.aspx