



Our Video Interactive Voice Response (IVR) service is an easy way for your subscribers to quickly find current information through interactive video calls.

The Opportunity

Video IVR Service from RealNetworks is a video-enabled IVR solution that uses 3G networks to bring mobile phone-based transactions to life. As an interactive video and voice response service, our Video IVR makes the search for information, customer care and even transactions as quick and easy as a video phone call.

More and more businesses and consumers are turning to mobile devices for instant, interactive connections, but the increase comes in spite of many frustrating drawbacks.

Video IVR addresses current needs in the marketplace:

1. The consumer's desire for quick, reliable access to information via their mobile device and the ability to interact in a similar way to their computer
2. The business world's need to reduce transaction and marketing costs and provide self-directed access to products and services
3. The operator's need to get a return on their investment in 3G by increasing adoption of premium 3G services like video calling

Additionally, there is the opportunity to offer your enterprise accounts and business partners a new way to present their products and services through a compelling, interactive, multimedia interface.

The Solution

Video IVR from RealNetworks is similar to traditional voice-only IVR but with video added to enhance the experience. The service is highly intuitive, enables information to be presented in a rich format, and speeds up the customer interaction. Our Video IVR service interconnects the operator's 3G network and existing CRM systems including web, WAP, IVR and others. The service makes the most of 3G networks and video phone handsets, combining the reliable simplicity of a voice call with the vibrant, rich experience of a multimedia web browser.

Video IVR enables operators to make use of their underutilized 3G networks and offer business partners a dynamic way to present information in a compelling, interactive, multimedia format. Consumers simply make a phone call – and that call delivers multi-modal interactive voice and video features that are familiar and easy to use, while providing a rich, dynamic experience to the end user.

How It Works

Once the Video IVR Gateway is deployed in either a mobile operator's or business customer's network, subscribers with 3G video capable handsets can dial a phone number (like 800-Tickets) and will be presented with a visual menu of options like movie trailers and times, traffic, music, shopping and more.

The example illustrated here shows the Video IVR service in use for a movie theater or movie ticket service.

The subscriber simply calls the phone number for movies, and they are provided with a full multimedia experience via a video phone call to discover and buy movie tickets. Where traditional voice-only IVR services can be difficult to use with tedious or misinterpreted voice prompts, Video IVR allows subscriber to simply use their keypad to interact. Not only can subscribers see the listing of available movies and show times, they can watch a video trailer, purchase tickets and then view a map to the theater (or even check live traffic). The service lends itself to developing new opportunities for advertising, cross-selling, and interactive customer care.

Subscribers can also interact with the content using their keypad and complete transactions right there on the mobile device. And because the interaction takes place via a video call session, it is charged at a per-minute fee to either the subscriber or the business selling the product or service.



The Real Difference

The same company that has brought so many innovations to online and mobile entertainment now extends its capabilities to offer a true interactive multimedia experience on the mobile device. Our Video IVR service gives operators a new arrow in their quiver of solutions for business partners and consumers.

As a leading, full-service digital entertainment solutions provider, Real's managed services are currently deployed with 84 mobile operators in 45 countries.

Contact Us

For more information, please contact realnetworksasp@real.com or visit our website at www.realnetworks.com