



Case Study

Aquilonis Video Content Delivery Platform

About the Platform

This platform helps companies render their video based advertisement and promotion campaigns to various mobile platforms either locally or remotely over the air. It integrates with the native phone functionality seamlessly and delivers utmost performance. It allows companies to dynamically change their advertisement campaigns according to the demographic and location based data.

The platform allows user to exercise full control in terms of enabling/disabling specific users or campaigns. It also provides user with detailed analytics to evaluate the effectiveness of the campaign.

The platform provides user an innovative way to catch user attention while running the campaign on the user's mobile phone. It supports majority of the popular mobile platforms.

The platform can be customized to the specific needs of the companies to launch video based advertisement and promotion campaigns. It ensures:

- Hassle-free integration
- Utmost Speed
- Measure of Effectiveness
- Demographic Filtration
- Innovative Presentation

Background

Mobile phones are becoming an integral part of an individual's lifestyle. It is an instrument which serves proxy to many things for an individual and slowly it is becoming an necessity without which one feels handicapped. The mobile phone is slowly becoming one's day to day lifestyle. With such growing trend of Mobile and Internet users, an advertiser can not overlook the potential of reaching a mass by exploiting the technology. This is cost effective and also provides lucrative benefits in terms of catching user's attention at the right time. Resulting in high ROI

Salient Features

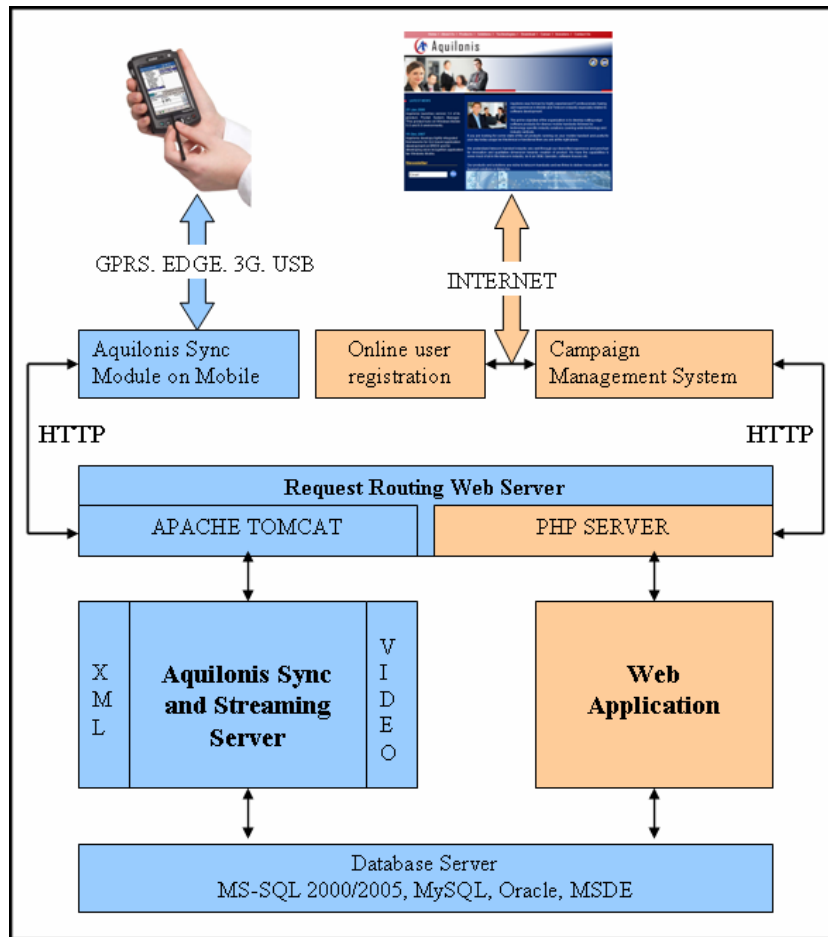
- Delivers video contents to mobile phones in highly effective manner to catch user attention at the right and the right place with rich quality.
- Campaigners can dynamically change the video contents to suit its marketing needs and fight competition.
- Campaigns can be filtered based on geographic and demographic criteria with the use of user profile and GPS
- User reaction can be captured effectively to evaluate the impact of advertisement or campaigns
- Detailed Analytics report can be generated to calculate the ROI and increase in sales
- This can also be used as platform for delivering entertainment on user's mobile

Use Cases

- User can be presented with a Video ad instead of a phone ring tone on getting the incoming call or SMS
- A specific Video ad can be played upon user entering specific geographic locations E.g. Starbucks Coffee
- Phone alarms, reminders and notifications can be presented in form of a Video ad.
- User can share the Video ad with his friends and earn points

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Solutions Architecture:



Note: The Blue color components indicate our platform. The remaining components are developed custom made based on the type of campaign and specific requirements of the client

Video Campaign Screen Shots



Mobile Platforms Supported

Windows Mobile
 PocketPC Phone
 Smartphone
 Symbian
 S60
 UiQ
 iPhone
 Android

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