

NTT uses Expway Server to Push Hundreds of VOD Files over Broadcast

DESCRIPTION OF THE NTT USE-CASE:

- NTT is looking to launch a large scale Push VOD service in 2012 in Japan
- The users will have the latest news, series and video clips, available on their phone, pushed few times a day
- They can browse a rich catalog (ESG) to find the content they want to watch or to keep
- All the files are downloaded in background using the broadcast network
- The solution is optimized to work as efficiently as possible, since terminals are always subject to numerous transmission errors
- Expway has proven the use case feasibility by using its server and terminal software during a one year of extensive technical evaluation

**With Expway, Broadcast
is more than just TV!**

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NTT, is a telephone company that dominates the telecommunication market in Japan. Ranked the 31st in Fortune Global 500, NTT is the largest telecommunications company in Asia, and the second-largest in the world in terms of revenue.