WIT Software presents a white-label TV solution for Operators who seek the convergence of mobile devices and TV

WIT Software presented today a White-label solution for Telco's that wish to deliver an OTT-TV service fully integrated with mobile communication services.

BARCELONA, SPAIN, February 26, 2014 /EINPresswire.com/ -- Barcelona, 26th February 2014: WIT Software, a leading provider of rich and unified communications for Mobile Operators, presented today a white-label solution for Telecom Operators that want to deliver an OTT-TV service integrated with mobile communication services. The solution is realized with a HDMI dongle that connects to the TV set.

This WIT TV dongle provides the usual features of linear TV, catchup-TV, recordings, TV guide and watch movies, but on top of that also provides a platform for seamless integration with mobile devices. Users will be able to make video calls from their smartphone to the TV. In addition, users will be able to share video, pictures and real-time location during a voice call to the TV, share content locally from their phones to the TV screen (like Apple TV and Google Chromecast), and send messages to the TV in the form of TV notes.

The solution also includes a set of apps for smartphones, tablets and Web browsers. Outside the home these apps allow the user to watch the same content as they would on their home TV. When the user is at home, the app connects automatically with the TV dongle: the smartphone shows complementary information about the current channel or movie and and can be used as a remote control to zap between channels.   And through the smartphone, a user can connect with his Facebook account to receive movie recommendations from their Facebook friends.

The WIT TV Dongle can be integrated with any open IPTV solution. Alternatively, it can be deployed as an end-point of a cloud-based TV service. This solution from WIT is patent-pending and is compliant with the RCS5.1 specifications from GSMA and the WebRTC standards from W3C.

Luis Silva, CEO of WIT Software said: "In the past, Mobile Operators were just focused on selling mobile voice and SMS messaging. In recent years, market conditions have changed and the Operators have looked to integrate fixed line and TV services in their bundle offers. More importantly, the Operators know well that they need to win the attention of their subscribers when they sit on the couch watching TV. With this solution we are announcing today we can provide a white-label OTT-TV service with full convergence with mobile communication services that Operators can leverage to retain their customers and create new revenue opportunities".

WIT will showcase this solution at Mobile World Congress in Hall 6, location 6C60, from February 24 through 27 in Barcelona, Spain.

For complimentary product images, please follow the link: https://files.wit-software.com/fileshare/1aa75cabd1361a913e4a5239974b17ea_1395532799.html

About WIT Software

WIT Software is a well-established software house that specialises in products and solutions for advanced mobile communications, with extensive expertise in solutions relating to RCS, Mobile VoIP, IMS Applications and TV. Located in Portugal, UK and California, the company has over 170 fulltime employees and a blue chip industry client base. For more information, please visit http://www.wit-software.com.

For further information, please contact:
WIT Software
Tel: +351 239 801030
Email: press@wit-software.com

Monica Garcia
WIT Software
+351 239 801030
email us here

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