

CASE STUDY

Industry: Media

Product Name: MobiJOURNALIST

Overview

Mobiquest implemented a Mobile based solution that helps in covering live event or breaking news on the go.

Problem Description

Broadcasters have always wanted to cover breaking news on the go. Sending reporters on the spot was never enough, they still had to wait for the coverage crew & OB vans to arrive. In the era of competition, it has become very difficult to be the first news channel to broadcast the breaking news.

Solution

Mobiquest has developed a mobile based solution- mobiJOURNALIST™ which is the first solution in the world tailored for media industry. With this a news channel can be the first to cover & broadcast news before their competitors. This is one integrated solution taking care of shoot & secure transfer exclusive to a particular channel. There is no hassle of setting up equipments, the user just has to login & shoot to broadcast in near live scenario. The users can capture live news in Video/Audio/Photo anytime anywhere. The solution helps in covering a live event before the camera crew without missing a moment. It is one of the world's first solution enabling media & citizen journalism. This cutting edge mobile solution enables the reporters to be equipped with mobiJOURNALIST™ on their mobile with which they can start capture & transfer real time news stories with video, photo & audio capability using mobile device with good quality video camera. So the news can be aired live.

A secure web backend is provided for secure access, track & manage content from anywhere. Auto push of merged files to the broadcast server is possible. Also it provides an easy way to archive all videos from any number of end users in one place.

The web panel also provides an option to view live recordings for each reporter and download video clips in 3GP/WMV/FLV format. It also enables/ disables reporter's accounts. Location/Territory wise report can be generated and track location with GPS data.

Specific Features of the system:

- ✓ High quality video through 8 MP camera phone with up to 16x digital zoom
- ✓ Quick: ready to shoot and broadcast within minutes
- ✓ Continuous: shoot up to 1 hr of continuous video, the device auto transfers clips at the backend
- ✓ User friendly: intuitive & user friendly, no special training required
- ✓ Reliable: Stored on local device in case of low battery / no network
- ✓ Varied Usage:
- ✓ Breaking news
- ✓ Live coverage
- ✓ Sting operations
- ✓ Remote locations

- ✓ Security:
 - 64 bit encryption of each file before dispatch
 - No media file remains on handset after shoot
 - Device & SIM locked to individual reporter
 - 128 bit secure web panel
 - Secured Data Centre for processing

Opportunities for media

- Convert the entire staff into mobile journalists
- Instant coverage even from remote locations
- Best solution for covering unplanned events
- Shoot from locations difficult to reach for the camera crew (OB Vans): congested lanes, busy street, fire, disturbed & sensitive area
- Future Upgrade: Citizen Journalism

Benefits

- ✓ Instant report generation
- ✓ Cover breaking news on the go
- ✓ The users do not need a camera or Ob van for reporting
- ✓ Global coverage
- ✓ Complete, integrated solution- Single Window
- ✓ 24 x 7 support
- ✓ Easily Replicable and Scalable
- ✓ Low cost
- ✓ Focus on real time transfer of video recordings
- ✓ Minimizing operational costs and delay
- ✓ Secured service
- ✓ Reporter activities monitoring using web panel & GPS data