

National

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Real-time use of photo and video sharing

Shanthi Kannan

Chennai: Technology advancements have increased the nature and frequency of communication, either through telephone, mobile phones, voice over Internet protocol, email, photo-sharing or SMS (short messaging services). One tends to assume that these are used by youngsters. But obviously there are many serious applications for the technology.

Take accidents on a busy street in a city. If cops use mobile phones with cameras and transmit the images in real time to a central server, they could go a long way in efficient handling of the case. The same holds true for a citizen journalist, who captures a real-life event and transmits it to a media house.

In ongoing improvements, a group of young and vibrant technologists has launched a mobile content sharing platform and a distribution network, Mobshare.in.

It enables a person to click and send pictures to the Mobshare server. There the pictures are optimised to mobile quality and sent back as SMS to other users through an embedded URL (uniform resource locator).

With this technology, the users who have GPRS (general packet radio services)-enabled mobile handsets can share their photos and videos directly from their mobile phones with all friends.

Till date, sharing a photo with friends was arduous, and expensive too. A picture to 10 people had to be sent through MMS (multimedia message services) and would cost nearly Rs. 30. A major hassle was connectivity with other operators.

Innovation award

According to Sanjay Vijayakumar, chief executive officer of mobMe, using Mobshare.in application, the user just needs to send his/her name as an SMS to 0984655563 to start using the services. This innovation has got his team the Nasscom Innovation Award for 2008 in the start-up company category.

Photo messaging is second only to text messaging in any mature market. India is a fast maturing market and photo messaging will evolve here. Markets for smart phones with WAP (wireless application protocol) and video facilities are on the increase.

To develop this market, Mobshare's strategy includes tie-ups with all operators in the country and provision of other value added services such as allowing users to post the pictures in Orkut and Facebook.

The company has also tied up with CNN-IBN and Mid-Day for their mobile citizen journalism initiative.

Fun and business

Mobshare not only provides fun but also gets into serious business. The company has tied-up with the MCARP (Mobile Crime & Accident Reporting Platform) of the Kerala police. As a result, the Kerala government has provided 70 N series Nokia mobile handsets to policemen for enabling them to capture accidents and other incidents. These photos can be transferred to the police control room for effective action. The Delhi police have taken up the same technology, with even the video facility.

Mobshare is accessible via web at www.mobshare.in and also through mobile Internet at m.mobshare.in. Soon, mobME will also come out with a mobile application for Symbian phones (hi-tech phones).

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