

Briefs: Cingular to deploy RealNetwork wireless TV

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Cingular will be deploying Helix Online TV, the wireless video-on-demand service produced by RealNetworks.

Real announced Tuesday that Helix will be available in 16 U.S. cities and will offer wireless users access to video clips from such familiar content providers as HBO, Fox Sports and the Weather Channel.

"Cingular Video provides consumers a simple and easier way to access the latest news, sports, entertainment and weather clips whenever they want," said Cingular Vice President Sam Hall.

"Real's superior mobile technology foundation enables us to offer our customers the highest-degree of personalization and the widest selection of desirable content available today."

Future plans include addition of music videos provided by Rhapsody.

The service is enhanced by the low bitrate requirements of the RealVideo and RealAudio formats, Real said.

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