

Sona Mobile Launches Media Platform Designed for BlackBerry Devices

May 4 2007

Sona Mobile has launched its Sona Media Platform designed for BlackBerry devices, delivering media content including video clips, highlights, news and management capabilities.

Sona Mobile Inc. announced May 3 that its Sona Media Platform, a media management system that will bring push media to BlackBerry Devices and enable users to receive media content ranging from news, video clips and highlights on their handhelds, is now available.

Push media allows Sona Media Platform to send out content to wireless devices invisibly and also informs users when multimedia content has been delivered to their device and is available for playback, reducing the need for users to manually download video clips over wireless networks.

The new content distributor from Sona enables users to access media content such as breaking news, daily highlights as well as other streaming content. The media platform also includes a management server, providing users with SMS (Short Message Service), WAP (Wireless Application Protocol), BES/MDS and e-mail services.

The platform features an expanded media player for BlackBerry that contains a user interface, statistic logging, auto-updating, an on-demand list that allows users to view available content and a subscribe-to-push option that enables users to select their subscription content within the media player.

"The addition of push-media functionality to the Sona Media Player for BlackBerry takes the technology beyond basic media delivery and playback," Shawn Kreloff, chief executive officer of the New York-based Sona Mobile, said in a company statement.

For sports enthusiasts, the media platform can be used with Sona's mWager horse race wagering platform, allowing users to place a wager and watch the race on their mobile device as well as receive breaking news and highlights.

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Citation: Sona Mobile Launches Media Platform Designed for BlackBerry Devices (2007, May 4) retrieved 10 April 2024 from <https://phys.org/news/2007-05-sona-mobile-media-platform-blackberry.html>

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