

Article from Dave's IPAQ

Action Engine previews live TV

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Posted February 16, 2005

One of the BEST applications to hit the Windows Mobile Market

This has to be one of the most exciting applications to hit the Windows Mobile market. I have been using this application for a week and honestly can say it is the BEST application I have ever used! From interactive maps that allow you to zoom in and or pan across your entire route to searching the latest video clips from Fox Sports TV. Not only can you search the live feed but have the option of selecting low or high quality video!

"Action Engine is one of the first companies to offer the power of the Internet, TV and mobile phone in a single platform," said David Sliter general manager, services enablement, Communications Sector, Microsoft Corp. "By taking advantage of the Windows Media and Windows Server technologies and integrating their state-of-the-art solutions, industry partners Action Engine and SmartVideo are delivering the future of mobile data services to the wireless market today."

Brand-n-Go currently gives wireless subscribers access to premier mobile Internet content from providers, such as Amazon.com, eBay, FOX Sports, and the Microsoft MapPoint Team. Working in collaboration with SmartVideo, Action Engine will add a live broadcast TV application to the Brand-n-Go applications pack, giving users the ability to watch streaming television programs directly from their mobile phone. SmartVideo recently announced content distribution deals with national programmers, such as MSNBC and CNBC, ABC News and ABC News Now, The Weather Channel and DIC Entertainment.

"Action Engine's unique browserless client/server platform gives mobile users faster, easier and more secure access to SmartVideo's streaming televised content," said Richard E. Bennett, Jr., president and CEO of SmartVideo. "The public is clearly hungry for television on the go, and Action Engine is the right company to help make that a positive experience."

The complete Action Engine solution lets subscribers use interconnected Brand-n-Go applications to watch television programs, shop on Amazon.com, bid on eBay items, read news stories, check weather, stocks, and sports scores, get driving directions, find restaurants and movie times 20x faster, while using 80% fewer keystrokes than browser-based alternatives.

You have to check this application out! I am truly excited about this and would love to find out what you think? My favorite is the live TV feeds and the interactive mapping capabilities.

I have never been so enthusiastic about a piece of software until now!