



CoreMedia Adaptive Device Delivery

Understanding user context

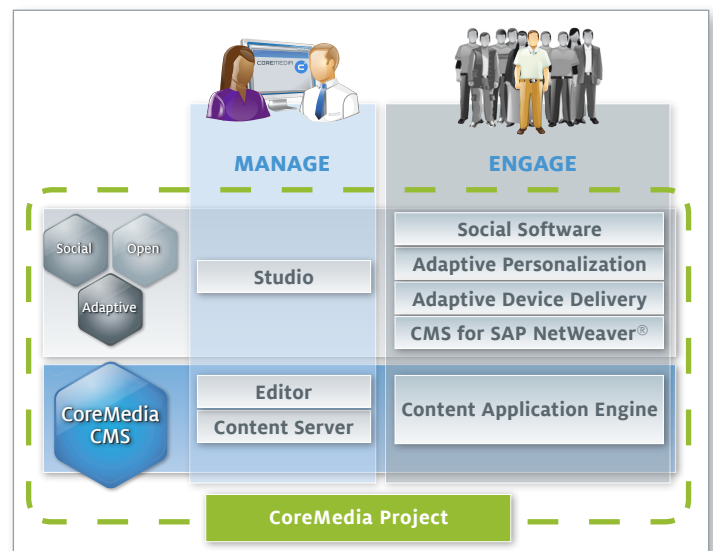
CoreMedia Adaptive products supply your users with the most appropriate content. To do so takes an understanding of “context” — the interaction between the user, the device, the environment and the content itself.

Genuine personalization involves more than simply knowing a person’s interests. It takes an understanding of the user’s context, such as the time of day, season or physical location. Context also relates to the user’s device. All of these factors affect what a user is looking for at a particular moment.

CoreMedia Adaptive products help you to deliver highly relevant content to users, at any time. Although it is a complex task, if executed properly it can create outstanding impact and generate maximum return on engagement.

Reduce time to market, gain a competitive advantage

With CoreMedia Adaptive Device Delivery, you can reduce your time to market by eliminating the need to create and maintain large databases of mobile devices. Since you can devote your developer resources to coding, you can gain a competitive advantage by delivering content to the latest mobile devices in a matter of days.



The CoreMedia 6 product portfolio.

AT A GLANCE

- Full editorial control from a single system
- Device-neutral FITML format
- Support for touch Web applications
- Device optimization for more than 11,000 devices
- Dynamic and personalized content delivery
- Reuse of CMS business logic

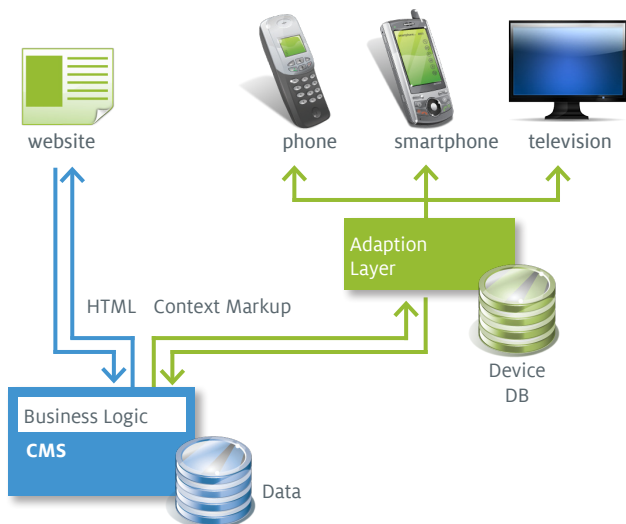
Content is critical: create engagement

CoreMedia Adaptive products give you the power to consider all the variables that make up a user's context. Combined with a deep understanding of the user's interests, it means you can deliver the most relevant content to create a truly engaging experience.

Optimize content to any device, anywhere

CoreMedia Adaptive Device Delivery delivers your content to any device — whether smartphone, netbook, TV or mobile phone. Stored in a rich yet neutral format, content is enhanced with contextual information before being converted into the appropriate format for the device. The device layout can be addressed via an easy-to-use template language that reuses your existing CoreMedia delivery business logic. To offer this advanced feature set for context-specific delivery to any device, CoreMedia partners with Sevenval, Germany's leading device adaption specialist.

CoreMedia and Sevenval each focus on their core competencies to offer a seamlessly integrated, best-of-breed solution for mobile content sites and mobile touchpoints.



Device-specific rendering based on reuse of content and business logic.

TECHNICAL FEATURES

Content management and delivery

- Full editorial control
- Direct reuse and publication of Web content
- Templates in device-agnostic FITML format for device-specific rendering
- Reuse of personal profile (in combination with Social Software) and business logic, e.g. Adaptive Personalization

Device adaptation with FITML

- Sevenval FIT Engine Cluster for Automatic device detection and content adaptation
- Rapid implementation by customer or partner
- Extensive tutorial in Web-based integrated development environment
- Pre-fabricated modules for inclusion of videos, image galleries, etc.
- Developers require no specialized knowledge of mobile platforms or devices
- Automatic transcoding and scaling of images
- Transformation of layout to device-specific markup and encoding
- On-premise software

Device database

- Information about mobile devices, mobile browser, set-top boxes, desktop browser, and conference telephones, etc.
- 100% coverage of all devices older than two weeks
- All relevant primary characteristics (resolution, markup, formats, etc.)
- User interfaces (pen, keyboard, touch, etc.)
- Multimedia capabilities (video, ringtones, etc.)

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