

Viva la Mobovivo!



Calgary-based Mobovivo succeeds in optimizing television and video access

BY T.L. DUDAR

Mobovivo is “app-ifying” and de-fragmenting the consumer viewing experience. Their software technology offers service providers and broadcasting companies the ability to target market and deliver video, television, DVD and downloadable movie content to its subscribers via an integrated online and app platform. User-viewing convenience has undoubtedly increased with the development of new technologies and devices; however, the proliferation of devices is leaving the consumer base fragmented while broadcast and service providers become increasingly disconnected from their subscribers. Mobovivo’s technology solutions are a welcomed resource for both providers and users globally.

Mobovivo software applications are developed for and are either licensed or sold directly to broadcasters, service providers and distributors of video, television and movie content. Companies have the capability to manage and market viewing content by allowing consumers to view subscribed content via interchangeable devices operating on multiple platforms including web, iOS, gaming platforms, android and mobile devices. This app platform can also elevate the viewing experience by providing anywhere, any time viewing access. Simply click an app and just watch. Want more? The MiScreens app allows viewers to watch any subscribed program on any device such as computer, mobile phone and mobile media player – including television media devices. Très cool. Want even more? The MiShows Digital Locker (DL) allows viewers to pause and play at their convenience. For example, watch the ending of that movie you were enjoying on the plane earlier today on your living room TV tonight. Mobovivo is trailblazing a new trend for viewers. Their MiScreens app and online version is a conduit between the broadcast/service provider and the consumer, taking the user experience to a whole new and integrated level.

“In the fourth quarter of 2010, eBooks outsold paperback editions, digital downloads outsold DVDs and for the first time in television, a debuting show premiered in an app versus broadcast. The digital media world is changing and now more than ever, customers are seeking ways to integrate their devices while companies search for new ways to interact with and target new and existing customers,” states Trevor Doerksen, CEO and Founder for Mobovivo.

Tapping into what is considered a dominant ‘silicon valley’ playground, this local company has marked significant milestones such as: growing its client base to over 200,000 subscribers through Samsung, Rogers, Global and BBC; expanding its operations to include Toronto and Sunnyvale, California; currently employing over a dozen employees; and continuing to gain traction in the international market. Streamlining and enhancing user-viewing experiences is an exciting venture; however, the path to success did not follow a streamlined process. Dedication, perseverance, networking and making connections were paramount for success, especially when developing technologies outside of the bench strength of Silicon Valley. Doerksen, a seasoned entrepreneur, knows all too well the trial and tribulations of entrepreneurial success.

“The best advice I can give to any entrepreneur is to recognize that working within the ‘silo’ is not necessary. Although at times it may seem that local support for your technology company is limited and that your customer base is beyond your local reach, there are local organizations that offer assistance to technology entrepreneurs – organizations like Calgary Technologies Inc. that provides programs and services to help with the development of your technology business strategy in addition to enhancing your contacts and networks to accelerate your technology company; organizations like CTI are a great gateway for success,” says Doerksen.

The introduction of new viewing methods, capabilities and technologies is evolving and pushing the viewing experience beyond our imaginations. The Mobovivo team continues to enhance this experience through the development of new platforms for consumers to keep watching. Products such as Previiv – an interactive functionality that allows viewers to share, comment, click and view on demand, while bridging broadcasts with social network platforms – are blazing yet another path in the user experience, bringing them a long way from the day of Nancy Drew, ‘Choose your Own Adventure’ novels and Beta vision. So keep your eye on the screen, live life and just watch. Viva Mobovivo!

For more information on Mobovivo visit: mobovivo.com; or contact Chris Geddes, Director of Client Media Innovation, at (416) 450-4648 or sales@mobovivo.com.

For more information on Calgary Technologies Inc. visit: calgarytechnologies.com.