



OpenClove Video Exchange (OVX) Adds WebRTC Support to Embed Multi-Party Video Interaction in Web Applications

OVX™ is the first cloud based video MRF with WebRTC support enabling video in any web or mobile application

RICHARDSON, TX —October 17, 2012 – OpenClove, an innovator in providing cloud mobile and video solutions, announces the support of WebRTC on its [OpenClove Video Exchange](#) (OVX™). The development enables any application to embed multi-party video in web services and mobile apps, across any device or network. This capability brings together the power of OVX, a cloud based Media Resource Function (MRF) providing real-time audio and video mixing and processing, with the benefits of WebRTC, to deliver communications natively in web pages. Web services providers and application developers adopting WebRTC can now deliver a range of live video sharing and multi-party use cases for consumers and enterprise users.

Video communications is an exciting medium for social networks, gaming, retail, infotainment and enterprise application providers to increase their social engagement and stickiness within their user communities. While WebRTC creates a zero-touch environment and eliminates the need for end-user software for voice and video services, gaps still remain in creating multi-party communications with peer-to-peer networks. OVX addresses these technical deficiencies while providing the economic benefits by moving the complexity of managing video mixing, transcoding and layering to the cloud. Dynamic compression technology delivers high quality video over mobile broadband connections, a key consideration for application and service providers focusing on mobile strategies.

"WebRTC accelerates our vision to embed communications within any web and mobile application," said OpenClove CEO, Pulin Patel. "OVX makes WebRTC practical and powerful by bringing together the benefits of telecom, cloud and web technologies for any embedded communication use cases. OVX supports multiple audio and video codecs in a single video session, such as VP8 for WebRTC and H.264 for IMS, to assure seamless delivery of real-time communications across heterogeneous clients."

In addition to WebRTC support for browsers, [OpenClove](#) is offering OVX SDKs for both IOS and Android tablet and smartphone applications for our beta customers.

About OpenClove

OpenClove is an innovative technology company, delivering cloud based mobile and video communication solutions. Our customers are mobile operators, consumer and enterprise social networks, web service providers and app developers who use OpenClove cloud solutions to offer live social video and mobile value added services to their subscribers.

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