



OpenClove Announces Video Exchange to Embed Live Interactive Video in Applications and Web Services

OpenClove Video Exchange (OVX™) makes it simple for mobile apps and web services to embed live interactive, multi-party video over any device or network.

SAN FRANCISCO, CA—September 20, 2012 – OpenClove, an innovator in providing cloud mobile and video solutions announced today its OpenClove Video Exchange (OVX™) at GigaOm Mobilize 2012. The path-breaking OVX embeds live interactive video natively in any App or web service. OVX changes the paradigm by bringing communications directly to users, on services and applications, over any device or network. Video communications is an exciting opportunity for social, retail, infotainment and enterprise service providers to offer a visual user experience to monetize services over mobile or web.

"Social networks have fundamentally changed how people communicate," said OpenClove CEO, Pulin Patel. "We socialize around content, activities, issues or events, with a reach to relevant social groups, eliminating traditional person-to-person interactions. Communications needs to become embedded into this content-centric interaction. OVX provides a vital tool for visual engagement and makes it easy for adoption."

OpenClove Video Exchange (OVX™) is available for deployment as a dedicated Cloud Media Resource Function (MRF) or accessible as a Video Platform as a Service. OVX, based on patent-pending Zkynet™ Cloud technology,, eliminates the complexity of managing video processing, compression and layering with access to the capabilities via simple to use OVX REST APIs and SDKs for Android, iOS, Mac and Windows platforms. Dynamic compression technology delivers high quality video for devices connected over mobile networks, a key asset for application and service providers focusing on mobile strategies. OVX provides a zero-touch deployment model over a public or a private cloud to make multi-layer, multi-device interactive video services seamless for a variety of use cases.

OpenClove will demonstrate the OVX technology at GigaOm Mobilize 2012 in San Francisco from September 20-21, 2012. Additional information about OpenClove Video Exchange (OVX) can be accessed on www.openclove.com.

About OpenClove, a trade name of Indusface Telecom, Inc.

OpenClove is an innovative mobile 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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