Siano Debuts RallyTV, Bringing Live In-Vehicle Digital TV Directly to Smartphones, Tablets, and Laptops

Siano announced the launch of RallyTV, a new platform for the delivery of high-quality, live in-vehicle digital TV for consumers on-the-go. RallyTV enables travelers to enjoy live TV broadcasts directly on their smartphones, tablets, and laptops with superior reception and unrivalled mobility performance.

“RallyTV marks a significant expansion of Siano’s offering in the world of mobile TV,” said Alon Ironi, CEO of Siano. “This system is perfectly compatible with any and all smartphones, tablets and laptops on the market and eliminates the need for special hardware or software on the terminal side. Unlike 3G video streaming, RallyTV enables end-users to enjoy high quality live TV broadcasts with no cellular data charges and without inflating their data bills.

Additionally, RallyTV deploys an ultimate mobility platform that maintains high-quality, even in the harshest conditions when DTV infrastructure is far from optimal, such as in the suburbs of London or Paris.”

RallyTV simultaneously serves large numbers of end-users on public transportation, such as on trains and busses, and smaller groups riding in private vehicles. It guarantees perfect reception of broadcast MDTV signals while traveling at high speeds, allowing consumers to watch real-time live TV, including local programming, without having to install any hardware or software on their personal devices.

The importance of local programming for Mobile TV was highlighted in a recent report published by Global Industry Analysts. "Local news and sports, together with highly promoted and branded network content, will be fundamental to the mass appeal and adoption of Mobile TV, just as they have historically, and without exception, been for every major advance in television over the past half century – cable, VOD, DVR, and now Mobile TV," wrote the GIA in their report, entitled Mobile Video Services: A Global Strategic Business Report.

Connecting to RallyTV is quick and easy as all end-users need to do is connect to the RallyTV wireless network inside the vehicle and open the web browser on their personal device. Once opened, it will be automatically redirected to the RallyTV web application, where users have a choice of available channels and other convenient features. Siano will be offering the RallyTV system to automotive equipment makers as well as transportation service providers, such as train and bus management companies. For these customers, RallyTV is not only an ideal tool for providing "in-travel" entertainment, but they can also use the system to deliver messages and alerts directly to passengers' personal mobile devices.

In addition to providing mobile device users with DTV content in locations covered by broadcast TV networks, RallyTV offers a host of value-added services for content providers, including advertising, Video-on-Demand and more.

Catch a preview of Siano's RallyTV "in action" HERE [1].

Siano will showcase RallyTV at CES 2012, January 10-13, 2012
at the Las Vegas Convention Center, Mobile DTV TechZone, Booth #13545

For more information, visit us at www.siano-ms.com [2].

Posted by Janine E. Mooney, Editor

January 4, 2012

Source URL (retrieved on *04/02/2015 - 3:32am*):
http://www.wirelessdesignmag.com/news/2012/01/siano-debuts-rallytv-bringing-live-vehicle-digital-tv-directly-smartphones-tablets-and-laptops?qt-digital_editions=0

Links:
[1] http://youtu.be/Kze0VSMyfsg
[2] http://www.siano-ms.com