

Bay Talkitec

www.baytalkitec.com

Year of Incorporation: 1991

Category of Innovation: New Technology Advancement



Company overview: Provider of communication technology platforms and business enabling solutions. Focused on R&D and technological innovation, Bay Talkitec has a strong resident IP with an indigenously developed product portfolio consisting of SMS applications, IVRS, speech recognition, text-to-speech, call centre solutions, voice loggers and innovative video-based 3G technology applications, among others. Its innovative VAS products and applications make business processes more efficient. Bay Talkitec recently forayed into the mobile convergence arena and ranks among the fastest growing, integrated VAS providers in the country.

Innovation: Bay Talkitec's Video Service Delivery Platform extends a mobile's utility as a marketing, entertainment and education medium, finding diverse applications in video SMS, video greetings, and mobile TV. Bay Talkitec's 3G video platform provides 3-way access to video delivery i.e. via GPRS, 3G video call and IP. Bay Talkitec's unique 3G Video technology takes mobile marketing to new heights. Ideally suited for 3G services, the company's video platform enables users to receive videos via video call. Viewers don't require GPRS, or require to be concerned with phone memory issues or bandwidth.

Impact of Innovation

External: The innovation can help mobile marketers reach users directly and collect user preferences and product data so that companies can develop better products and define business strategies. Ideal for Push and Pull marketing, it is creating value for campaigns at a low cost. The video service delivery platform is enabling companies to reach their customers in the most user-friendly way possible, via the mobile and telephone. This has resulted in increased efficiency and targeted marketing.

