



## CASE Taking mobile device cameras to the next level

Come, see, share. A service realized by Ixonos enables real-time sharing of photos and video taken with mobile devices.

## Background

An international mobile device manufacturer and service provider wanted to take the camera feature of its smartphones to a new level. The goal was to combine photography with on-line communality. The new service would enable users to share photos and video, taken with their mobile phones, with friends and family in real time. Shared pictures would be viewable with both mobile devices and web browsers.

## Solution

Ixonos created a comprehensive service, including a server infrastructure reference implementation as well as mobile device software, for the device manufacturer. The project was kicked off with definitions of the technologies and communication protocols required for implementing the service. The solutions Ixonos developed are intended for extensive use throughout the customer's product portfolio.

Users of the service can now share their photos and video, allowing others to view that content on their own mobile devices and web browsers. The service also allows for easy transfer of pictures, for example to the user's website or blog; several popular sites are supported by the service. Additionally, the implementation supports map service for phones and the locations where the picture was taken can be displayed on a map.

## Benefits

The implementation lifted the user experience of the mobile device camera feature to the next level. As sharing digital photos has previously been considered difficult, most pictures have never been seen outside the device they were taken with. The new service made sharing pictures a matter of just a few keystrokes. The same innovative implementation also became a new way of attracting users to the manufacturer's mobile services. Ixonos rapidly delivered the service for the mobile device manufacturer to deploy on various devices.