

Video Communication
Product Review

Forma by NTT-DoCoMo

April 6, 2004

Product Review

NTT DoCoMo's Forma Technology is a welcome addition to the selection of wireless voice, video, and data carrier services. Using special 3G capable handsets, Forma is capable of audio and video communication with data rates up to 384kbps downstream and 64kbps upstream.

The underlying services using Forma technology are I-mode and I-motion. I-mode allows for seamless video telephony built directly into the handset as well as high throughput data transmission rates, while I-motion is intended to provide access to stored audio and video content, as well as the ability to transmit both recorded and downloaded video via email.

I-mode supports 3 types of multimedia content.

- 1) Video with Sound
- 2) Still Images with Sound
- 3) Sound only

Each type of supportable media can be saved to local storage. The latest Forma terminal as of 3/19/04 has an internal storage capacity of 200KB. However, the provided storage space is not limited to the 3 types of provided media content. Since the handset has Internet access provided through the Forma network, it may be possible to download other files as well.

Using I-motion, users have the ability to not only view stored video such as music videos and movie previews, but have the ability to transmit video content via email as well. I-motion has recently been extended to allow for the transmission of video files up to 300KB in size, or roughly 30 seconds in length.

Another well thought through feature of Forma compatible handsets is the ability to utilize the Multi-Access feature. Multi-Access allows a handset user to take advantage of both voice and data services concurrently. This feature is useful when one is using the voice capabilities of the handset, and also needs to access an online resource without disconnecting from their voice call.

Additionally, Forma technology can be delivered to PDA's via the V-Live service. V-Live allows companies to distribute secure and personalized content to individuals setup to receive it.

Lastly using the Forma Card and First Pass technology, handset users can move their identity for handset to handset by means of a secure removable memory card. This is analogous to the GSM SIM card, both using encryption to protect the users identity should it be misplaced. Along with the security provided by Forma Card, First Pass technology uses the SSL protocol in order to provide secure online transactions.

Overall, Forma technology provides users with a fast, content rich mobile multimedia experience and offers handsets with some of the highest resolution (1.3 MP) CCD cameras available.

Your report should give the reader a fairly good idea of what the product does, technologies involved, potential bottlenecks, desirable features, alternative technologies that can improve the product etc.

Focus on the main functionality and technology behind the products.

References

(NTT-DoCoMo) <http://www.nttdocomo.com/>