

In the News

Ydilo launches a generic-brand, multimedia portal for mobile operators *Cinco Días – Friday March 14, 2008*

The group, which specialises in voice recognition, creates the Movidilo 3G platform

Ydilo has created a subsidiary that is to deal in the sale of the Movidilo 3G service platform among mobile operators, with a generic-brand philosophy. The company, chaired by Álvarez Vara, is one of four in the world to dispute the business of reconverting operators' mobile portals into UMTS technologies.

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Ydilo, the Spanish technological company specialising in voice recognition services using computer systems, has taken the leap into the mobile telephone sector. Its chairman, Javier Álvarez Vara, explains that a new company known as Movidilo was created this March in order to launch a new technological platform under the company name that is to be incorporated into the mobile networks and handsets of the operators to purchase it.

The new product is to include very specific characteristics. Firstly, it is built to work through new, third-generation (3G) broadband cellular technologies such as UMTS or HSPA. This sets it apart from the platforms currently used by operators (Telefónica Emoción or Vodafone Live), which are supported by WAP language developed for second-generation GPRS networks.

As Álvarez Vara explains, Movidilo provides for the easier, more intuitive management of all types of real-time service on the screen of each user's mobile handset. From useful information from the operator (points programme, rates and contracts, balance top-up, handset renewal and special offers, etc.) to banking transactions (transfers, payment of instalments or payments, account information, purchase and sale of shares, among others). From a wide range of downloads of information, music or films to the purchase of tickets and access to maps and street maps, yellow pages and leisure or restaurant guides.

Portals

Álvarez Vara explains that these services are managed in the WAP-based portals currently dominating the market "extremely slowly and with serious limitations". The full introduction of a Java-based, third-generation platform offers browsing speeds and the deployment of graphics "on a par with laptop computers".

The Movidilo platform is to be incorporated into the services of operators purchasing it “with the philosophy of a generic brand”. According to its director, the Spanish company is to sell the licences for its technology and, where applicable, provide professional support for its implementation. It will be the mobile operator, however, that will choose the brand and strategy with which to present the portal to its users through the corresponding icons on the handset.

Product technology is compatible with all networks and handsets

One of the most relevant aspects of the new platform is that it has been built on standard technology that has made every effort to be compatible with any network equipment or any type of handset available to possible clients. The “proprietary technologies” philosophy so commonly used in the cellular market has been banished in this project.

The chairman of Ydilo indicates that another great advantage of the platform is the fact that it is designed so that operators can insert advertising in a format compatible with the access to and development of different applications and services. The technological developments on which Movidilo is based have been created in the company’s software factory in the Canary Islands and are protected by the corresponding registers obtained from the US Patents Office.

Álvarez Vara explains that the Movidilo platform competes worldwide with products in this same sector by the British company Surfkitchen, the French Streamezzo and the US Snapin.

The platform has been developed over the past three years with an investment of over two million Euros. Movidilo already has a “large international client” that Álvarez Vara says will be announced shortly.

From speech recognition to multimedia mobile service management

Ydilo was created in the year 2000 and focused its business on voice recognition technology. After eight years of business, the main Spanish telecommunications operators, Vodafone, Orange and Ono, have commissioned it to manage their customer care services, offering up-to-date information on rates and points programmes, etc. For banks such as ING and Banesto, it provides the public management services for bank accounts and automatic surveys. Through its automatic voice service, Ydilo provides the public with real-time information on the situation of flights managed at AENA airports or of the traffic situation on the roads for the Spanish Traffic Authority.

Javier Álvarez Vara, Chairman of Ydilo.