

## **3G Venue Cast**

## **Venue Specific Content Delivery**

(Automatic Service Discovery)

### **Enriched Venue Experience**

(Enhanced Viewing, Informed Decision Making)

**Enabled By 3G Multicast Solutions** 

## Venue Specific Content Delivery

Service Download



Service

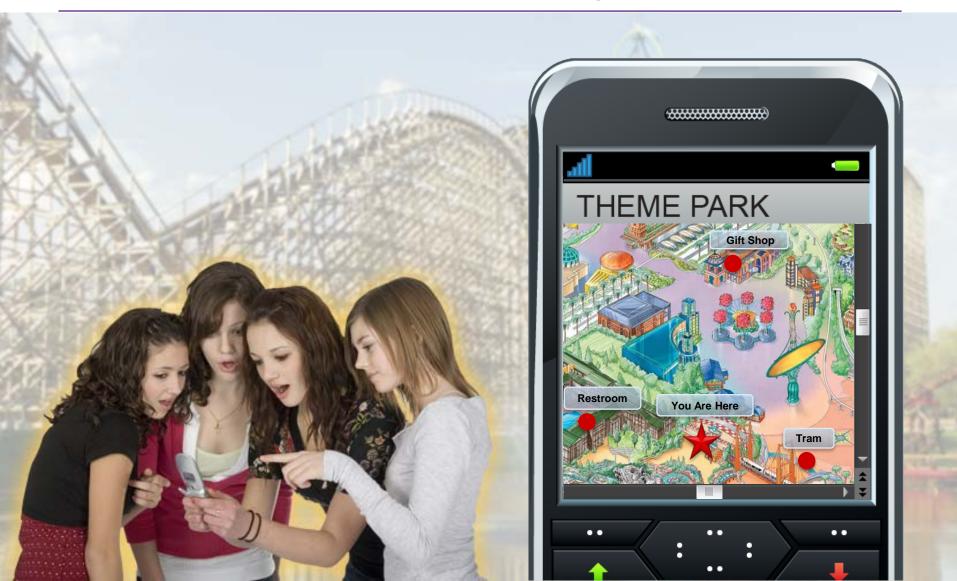
**Discovery** 

# **Enhanced Viewing**





## Informed Decision Making



# 3G Multicast Solutions Enable New Opportunities

#### **3G Venue Cast**

### **Operator**

- Service differentiation
- Leverage 3G

### Venue Owner

- Enhanced Venue experience
  - In-venue advertising

# **Content Providers**

- New distribution channel
  - Customized content