Dialogic® PowerMedia™ Media Processing Product Family — Enabling Real-Time Multimedia Communications Over Advanced Networks

Dialogic PowerMedia Media Server Connector

Dialogic® PowerMedia Web Media Server

Dialogic® PowerMedia™ IP Media Server

Dialogic® PowerMedia™ Host Media Processing Software

Build on **Dialogic**

Meet the Dialogic® PowerMedia™ Family: Versatility, Power, Easy Connectivity

Dialogic® PowerMedia™ IP Media Server (PowerMedia IPMS)

Server-based software that enables advanced voice and video services over mobile and broadband service provider networks

- Supports industry-standard and web interfaces, such as SIP/SML, VoiceXML, MSCML, NETANN, MRCP, and JSR 309
- Provides video transcoding, transrating, transizing for the H.263 and H.264 codecs, RTSP client, and supports real-time insertion of advertising and other information using text overlays.
- Implement as a component in service delivery platforms or as an IMS Media Resource Function (MRF)

Dialogic® PowerMedia™ Host Media Processing Software (PowerMedia HMP)

Server-based software for high-density multimedia processing on general-purpose servers in enterprise and service provider networks

- Supports open protocols and allows an easy transition to multimedia for developers familiar with Dialogic® R4 and Global Call APIs, or through available 3rd party toolkits.
- Includes newly released H.264 video and HD Voice codec support for NGN IP and hybrid media servers and converged telephony applications
- PSTN connectivity enabled via Dialogic® HMP Interface Boards and Dialogic® Media Gateways

Dialogic® PowerMedia™ Web Media Server (PowerMedia WMS)

Server-based software product that brings extensive media processing capabilities to web applications

- Allows web developers to enhance Web 2.0 applications with real-time multimedia services without requiring an extensive knowledge of traditional telephony
- Uses standard interfaces, such as HTTP, HTTPS, RTP, and RTSP
- Provides advanced media processing features, such as audio-/video play/record, audio/video conferencing, and text overlay

Dialogic® PowerMedia™ Media Server Connector (PowerMedia MSC)

Software that connects Java EE Application Servers to PowerMedia IPMS using the JSR 309 specification.

- Allows Java developers to easily integrate audio and video capabilities into their applications
- Enables advanced audio processing features, such as audio play/record, simple conference mixing, and basic prompts and digit collection
- Reduces time and expense by simplifying the development environment

For more details, see the table in this brochure.

Powerful Solutions You Can Build with Dialogic® PowerMedia™ Products

- Voice and video announcements
- Mobile interactivity
- Personalization
- Advertising
- Entertainment
- Conferencing
- IVR/IVVR
- Video portals
- Video call center
- And much more….

Contact Us to Learn More

Dialogic has local sales and support offices throughout the world ready to answer your questions about Dialogic® PowerMedia™ products. To speak with a Dialogic representative, visit www.dialogic.com/contact for local contact information.

Dialogic® PowerMedia™ Products Can Deliver Real-Time Voice and Video Processing for Sophisticated, Must-Have Services

As a recognized pioneer in media processing, Dialogic extends its tradition of innovation with the Dialogic® PowerMedia™ Products. Dialogic is already world famous for its voice media processing, and now offers a comprehensive family of software-based multimedia processing products, including:

- **Dialogic® PowerMedia™ IP Media Server (PowerMedia IPMS)**
- **Dialogic® PowerMedia™ Host Media Processing Software (PowerMedia HMP)**
- **Dialogic® PowerMedia™ Web Media Server (PowerMedia WMS)**
- **Dialogic® PowerMedia™ Media Server Connector (PowerMedia MSC)**

PowerMedia Products enable network operators and enterprises to quickly create high-value voice and video services, using robust, widely deployed Dialogic® media processing algorithms and a choice of either industry-standard programming interfaces or Dialogic® APIs. The wide range of available APIs allows developers to select a suitable interface for each application's call profile and deployment model.

PowerMedia Products also take advantage of highly tailored, patent-pending video codec technology developed by Dialogic® Media Labs (DML) to bring the highest level of video quality to the end user.

Media Processing Evolves

Dialogic's original bright idea for innovative media processing was to move its powerful media processing algorithms from media boards to the host processors on standard servers. This revolutionary strategy drastically reduces costs for operations and administration, takes advantage of software licensing to streamline scalability, and provides a smooth transition to soft media processing on IP, which has proven to be the industry's direction for a decade. By adding video protocol support and a broad array of programming interfaces, Dialogic has greatly expanded the development opportunities.

PowerMedia HMP (formerly called Dialogic® Host Media Processing Software) performs high density media processing tasks on general-purpose servers without requiring the use of specialized hardware. Featuring newly released H.264 video and HD Voice codecs, PowerMedia HMP provides a wide range of multimedia features for building flexible, scalable, and cost-effective next-generation IP and hybrid media servers, converged telephony applications, contact centers, and video portals for enterprise and service provider deployment.

Extensive programmatic interfaces allow for fine application control over the media and signaling functions, while third-party toolkits and middleware provide rapid application development at higher programming levels such as .NET, VxML.

PowerMedia HMP now handles up to 5,000 media processing sessions to enable the scalability needed for high-end service provider and enterprise applications. PSTN connectivity can be added via Dialogic® HMP Interface Boards (DNI Boards) and Dialogic® Media Gateways.
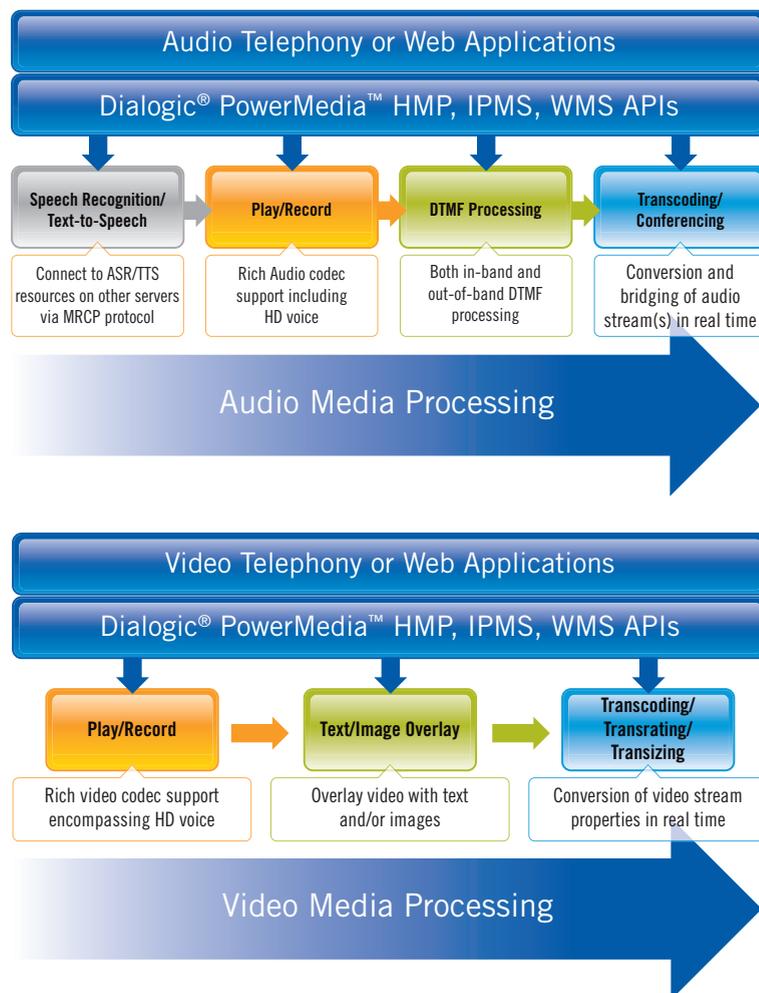
A Parallel Path to Soft Multimedia Power with Open Interfaces

At the same time as today's PowerMedia HMP was in its infancy, another path for server-based media processing was in development. Previously known as the Dialogic® IP Media Server, today's new version with multimedia features is called the Dialogic® PowerMedia™ IP Media Server (PowerMedia IPMS). The product now brings robust soft multimedia processing to service providers worldwide through industry-standard open interfaces, including SIP, VoiceXML, MSCML, JSR 309, NETANN, MRCP, and RTSP.

PowerMedia IPMS enables extremely fast time-to-market and solid IP connectivity for voice and video value-added services (VAS), delivered through Service Delivery Platforms (SDPs) or as a Media Resource Function (MRF) component of the IP Multimedia Subsystem (IMS). Widely deployed on industry-leading equipment, such as the IBM eServer BladeCenter and the HP Blade Server, PowerMedia IPMS also supports open-standard rack mount and AdvancedTCA servers.

Two New Products Add Value for Web Developers

New products in the PowerMedia family are PowerMedia WMS and PowerMedia MSC.

Audio Telephony or Web Applications

Dialogic® PowerMedia™ HMP, IPMS, WMS APIs

Speech Recognition/Text-to-Speech
Play/Record
DTMF Processing
Transcoding/Conferencing

Connect to ASR/TTS resources on other servers via MRCP protocol

Rich Audio codec support including HD voice

Both in-band and out-of-band DTMF processing

Conversion and bridging of audio stream(s) in real time

Audio Media Processing

Video Telephony or Web Applications

Dialogic® PowerMedia™ HMP, IPMS, WMS APIs

Play/Record
Text/Image Overlay
Transcoding/Transrating/Transizing

Rich video codec support encompassing HD voice

Overlay video with text and/or images

Conversion of video stream properties in real time

Video Media Processing

Easy Multimedia Processing Development for Web 2.0

PowerMedia WMS makes Dialogic's world-class soft multimedia processing available to web applications. Using industry-standard Web interfaces, such as HTTP, HTTPS, RTP, and RTSP, and a robust RESTful application programming interface, PowerMedia WMS lets service providers and web developers add value easily to Web 2.0 applications with real-time multimedia communications capabilities.

Web developers can now include advanced media processing in their applications (for example, Facebook click-to-talk) without mastering all the intricacies of traditional telephony protocols.

Plugging Media Processing into Java EE

PowerMedia MSC is another innovative product that Dialogic has just released. It connects Java Enterprise Edition (Java EE/J2EE/JEE) Application Servers with PowerMedia IPMS using the JSR 309 specification.

PowerMedia MSC uses PowerMedia IPMS to enable audio media processing features for Java EE applications servers, including audio play/record, simple conference mixing, and basic prompts with optional digit collection. Advanced audio and video support is planned for a future release.

	PowerMedia IPMS	PowerMedia HMP	PowerMedia WMS	PowerMedia MSC
Server-Based Software	Yes	Yes	Yes	Yes
Network Connectivity	IP	TDM** / IP	IP	IP
IP Protocol Support	SIP, RTP, RTSP, MRCP	SIP, RTP, sRTP, RTSP, MRCP	SIP, RTP, RTSP, MRCP, HTTP	n/a
Media Control API	• SIP / VoiceXML • SIP / MSCML • SIP / NETANN	R4	HTTP / RESTful API	Application Server Integrated JSR 309 Connector
Call Control API	SIP	R4 / GlobalCall	HTTP / RESTful API	n/a
Transcoding, Transrating, Transizing	• Audio / Video Transcoding • Video Transrating & Transizing	• Audio / Video Transcoding • Video Transrating & Transizing	• Audio / Video Transcoding • Video Transrating & Transizing	n/a
Text / Image Overlay	• Text Overlay • Image Overlay*	• Image Overlay • Text Overlay*	• Text Overlay • Image Overlay*	n/a
HD Audio	Planned	Yes	Planned	n/a
Conferencing	Audio, Video	Audio, Video	Audio, Video	n/a
DML Video Codecs	Yes	Yes	Yes	n/a

* Indicates future capability   ** PSTN & TDM PBX protocols

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