Drutt launches Drutt Rendering 5.1

World's first out-of-the-box support for on-demand video transcoding for mobile content adaptation and adaptations according to W3C® Mobile Web Best Practices

3GSM World Congress, Barcelona — Drutt Corporation announces the release of Drutt Rendering 5.1 – the latest version of the industry's leading content adaptation product.

A carrier grade product, Drutt Rendering resolves the complexity of adapting and delivering any kind of content to any kind of mobile device. It puts the marketing department in control to design the user experience of mobile services. Drutt Rendering's powerful and intuitive tools allow different layouts to easily be implemented to different user segments. It also supports flexible bundling of different services to different users, making the total experience targeted, relevant and personal.

Building on the established rich set of functionality and performance, the new release comes with exciting new features, including:

- On-demand video transcoding. The Rich Media Transcoding option addresses the operator's requirements to provide the end users with the right video media format at the right time. Using proven technology the Rich Media Transcoding option provides on-demand video transcoding. Media is transcoded in real-time to the best suitable format for the requesting device. The media is also cached so source media requested at the same time to the same format is transcoded only once.
- Although W3C's® Mobile Web Best Practices 1.0 is not a formal recommendation yet Drutt Rendering 5.1 provides full support for page adaptation out of the box, just like W3C® Device Independent Select 1.0 and many other important W3C® standards. Basis for all adaptations in Drutt Rendering are the Drutt Device Repository which now also includes W3C® Mobile Web Best Practices 1.0 default delivery context. Drutt Corporation is a founding sponsor of the W3C® Mobile Web Initiative and actively supports the work on device descriptions and mobile web best practices.
- Personalization in the hands of end users: The end user can customize an individual mobile skin based on templates – in addition to the operator's freedom to change themes and layout for specific events. For example, a Birthday-package can automatically be offered for only one day, including special promos and dedicated look-and-feel.
- Centralized management, an environment monitor is introduced for view and managing Devices Profiles, Design Project and Portal versions. It is possible to upload and start Device Profiles and Design Project versions to defined environments from the tools.
- and much more.

Drutt Rendering is addressing the mobile operators' requirements to tailor service offerings according to changing market demands and consumer behavior. Simplified quality assurance and service deployment processes not only shorten time to market, but also reduce operational costs.

With a commercially installed base of more than 60 operators in 35 countries, Drutt Rendering is the market leading product for content adaptation and delivery.

For additional information about the new Drutt Rendering 5.1 release, visit Drutt Corporation at 3GSM in Barcelona (Hall 2, Stand 2F13), or see http://www.drutt.com/products for more details.

About Drutt Corporation

Drutt Corporation is the world's leading Mobile Service Delivery Platform (MSDP) provider to mobile operators. Our products help operators mobilize and charge for any content to any device, over any mobile network and delivery channel. Drutt Corporation is a global software company with offices in Sweden, UK, North America, Latin America, Middle East and China. Drutt products are commercially deployed in more than 60 operators in 35 countries, managing millions of transactions and available to hundreds of millions end users every day. For more details, please visit: http://www.drutt.com