

## **Next2Friends Live.... Goes Live!**

*First true real-time mobile video streaming service officially released*

**18<sup>th</sup> June 2008 - London, UK:** Next2Friends ([www.next2friends.com](http://www.next2friends.com)), the mobile social media platform, today announces the launch of version 1.0 of its 'Live' application. Designed to provide true real-time streaming from mobile devices to the mobile and static web, this development is set to challenge the market to follow suit and eliminate pointless delays in mobile video streaming technology.

The Next2Friends Live experience has been developed to ensure that the expectations and desires of mobile consumers are elegantly catered for. Inclusions such as one click broadcasting simplify and speed up the use of the application, while both public (cross network) and private (friends only) streaming options provide easy yet intelligent quick methods for sharing live streams according to content and preference. Once videos are on the Next2Friends network, sharing them further by embedding them into third party sites, services and blogs is simple. Next2Friends Live has a 15-30 Frames per Second (FPS) speed and fully supports GPRS, 3G, 3.5G and Wi-Fi connectivity.

This technical achievement results in the ability for live video to be streamed from mobile device to web with, at most, a 0.2 second delay under optimal conditions. Previously unachievable in the industry, where even optimal conditions result in anything from a 2 to 30 second delay, Next2Friends' true live streaming enables users to capture and share life as it happens. Built from the ground up to be both mobile-centric and mobile aware, the application also delivers both manual and automatic video quality selection to guarantee that optimal streaming results are achieved independent of location, carrier or connection speeds.

"When designing an application of this complexity, it's often a challenge to remain a purist about what you're trying to achieve;" commented Anthony Nystrom, CTO of Next2Friends. "We stuck to our original aim of providing a real time, real life experience for our users with no degradation or delay and by developing all the technology in-house, we've delivered exactly that."

Next2Friends' patent-pending technology is a proprietary, unique solution. With R&D based on three continents, the Next2Friends technical team is comprised of world class software developers individually selected for their particular expertise in different mobile and internet platforms. This team have worked together on a number of different projects over the last decade, and are today focused on honing and perfecting the Next2Friends suite of applications and features.

Next2Friends Live is the first development to be officially launched onto the market; other innovative mobile and online applications already available at advanced public beta include image capture and real-time uploading, proximity-based intelligent profile matching and opinion polling solutions. Together the suite provides a rich, relevant and compelling range of connectivity and content services for a worldwide market.

“With a wide range of both consumer and commercial applications, Next2Friends Live will continue to develop over time to include the very best in mobile video developments, evolving and enhancing technology innovation in this space;” added Lawrence Botley, Lead Developer. “We want to ensure everyone enjoys the full value of the mobile internet in a way that truly enhances their real world experiences.”

[www.Next2Friends.com](http://www.Next2Friends.com) has also been evolved to provide easier access to the application for new users. Core features are drawn out and introduced in non-technical terminology and the site is wrapped in an attractive, pleasing design template. New online and mobile features are now being added weekly based on feedback from power users and the Next2Friends roadmap. Wide-spread mobile platform and handset integration is also well underway to make Next2Friends accessible to all mobile consumers.

Next2Friends Live allows people to share real life moments as they happen, record and release news developments and capture major events, bringing happenings across the world closer to home.

-ends-

### **About Next2Friends**

Next2Friends ([www.next2friends.com](http://www.next2friends.com)), the mobile social media platform, was created to deliver content and connections that entertain, engage and enhance life. Bringing together the full capabilities of both mobile and PC-based internet technology, the comprehensive suite of applications and features provide rich media, commercial and communication services to today’s connected consumer.

Key applications include:

- Live – true, real-time video streaming from mobile device to web.
- Ask – opinion gathering and decision making on the move.
- Snap Up – automatic streaming of images captured while out and about.
- Tag & Meet – intelligent matching of virtual profiles in the physical world.

The Next2Friends platform utilises patent-pending, proprietary technology to ensure consumers, businesses and brands enjoy the full value of the mobile internet. The UK Limited Company, formed in 2007, has offices in the UK and US, in addition to R&D divisions on three continents.

**For further information, images and interviews please contact:**

**Holly Scothern**  
**+44 7961 123676**  
[holly@next2friends.com](mailto:holly@next2friends.com)