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D2see launches Celebrity 3G video chat platform

Now, a celebrity-based business can connect with its fan base, offering it the chance to video chat live with their celebrities.

D2see's video chat platform, launched in January 2008, enables 3G users to watch and talk live with individual users on webcams. 3G users simply make a videocall to a shortcode, and can select from a carousel of PC users on webcams for one-on-one video chat. Video chat is the killer 3G application right now, and is widely adopted in "Babe" channel programmes.

Today, D2see launches a major enhancement - Celebrity 3G video chat, whereby multiple 3G users can connect, and while awaiting their chance to video chat with the PC webcam user, they can watch and listen in on the current conversation.

This new capability transforms the economics of a 3G chat, as multiple simultaneous 3G callers generate enough revenue per minute for a celebrity cost-base.

Sport and music industries are the obvious sectors with large fan bases, but it is also suitable for any sized fan base, so long as it can be reached to explain the 3G celebrity chat proposition.

For 'breaking talent', 3G celebrity chat can be used to foster interest in the talent. For an established celebrity, 3G chat will play a strong role in monetising fan-based interest.

Jeremy Flynn, CEO D2see commented "A fan base always wants to get closer to its hero. Celebrity 3G video chat meets this desire, while providing the opportunity for exceptional revenue flows"

For further information: visit: www.d2see.com

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About D2see

D2see is the specialist video-to-mobile technical service provider. We work with content providers and new media publishers to enable them to deliver and commercialise video content onto mobiles. The D2see Oxygen platform streams pre-recorded and live content to and from the mobile phone - with a suite of applications for, including interactive video portals and video chat. www.d2see.com.

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