**OTT Operators**

**OTT Over the Top Services**

* OTT refers to the service you use over the network services of your service provider.
* The service provider whose network services are being utilized for the OTT service has no control, no rights, no responsibilities and no claim on the latter. This is because the user should be free to make use of the Internet the way they want. The network carrier only carries the [IP packets](https://www.lifewire.com/structure-of-ip-packet-3426715) from source to destination. They can be aware of the packets and their contents, but can do nothing much about it.
* Free and cheap calls with voip
* Internet television -
* OTT has also been a vector in the proliferation of [Internet TV](https://www.lifewire.com/home-networking-for-internet-tv-television-817479), also known as IPTV, which is the legal distribution of videos and television content over the Internet. These video OTT services are obtained free online, from Youtube for instance and from other sites where more sustained and constant streaming video content are offered.

AceDial provides a complete communications platform available on Android and iOS devices for all types of OTT applications. It can be used to provide peer-to-peer HD voice and video conversations, rich messaging including text, images, video clips and document sharing.

AceDial can act as a client for any cloud based application like hosted PBX, hosted call centers, hosted contact centers and any other such application working on standardized protocols.

New customers need ‘zero configuration’ on their device. AceDial mediation application provides full auto signup life cycle with SMS and Email confirmation. For existing customers, AceDial mediation provides ‘continuous re-configuration’ for choice of codecs, load balancing among multiple softswitches and VPN servers and other information.

AceDial mediation is also a feature monetization tool for cloud based services. It integrates with operator’s order management and billing systems and can turn features on and off for individual subscribers mobile phones based on their purchased subscriptions.

AceDial provides built-in payment mechanism to enable top up through credit cards, paypal and vouchers for all paid applications.

AceDial can create server side groups, enable group based messaging, peer to peer messaging and uses its advanced user agent providing rich communications from one device to the other.

[PBX](https://www.voip-info.org/wiki/view/PBX), or public branch exchange, is the name used to refer to the technology that any given telephone provider uses to route calls. Originally, a PBX was a large unit of hardware that had to be stored on site and operated by hand. These machines could be very costly for a company, as they were large, needed special storage facilities, needed regular repairs, and had to be operated manually.

Cloud PBX gives you access to PBX capabilities without the need for complicated and expensive equipment. Cloud PBX is a kind of [hosted PBX](https://www.voip-info.org/wiki/view/Hosted+PBX) or virtual PBX, meaning that all of the routing services are performed by your VoIP provider, rather than by an employee managing a PBX system in your office.

## How does it work?

All cloud technologies are dependent on the Internet. A cloud PBX works by connecting to your IP, or Internet phone, for its internet connection. So, you must have a VoIP or other IP system in place in your office in order to use a cloud PBX. Many VoIP service providers, like the following, will include their PBX options at little or no extra charge:

* [Cloud based PBX](https://www.vital-tel.co.uk/allin1number-ip-phone-system/)
* [LazyPBX](http://www.lazypbx.co.uk/) (included)
* [CallBrix](http://www.callbrix.com/) (included)
* [handSIP Virtual PBX](http://www.imecominc.com/lp/hosted-pbx-trial/) (included)
* You can access your cloud PBX with a personalized account from any device that can run the Cloud PBX’s interface software. This means that you can access your cloud PBX from any Internet-enabled location or device that you have certified for use with your system. Usually, this is just a matter of logging in with a password or security question from that device. The multiple devices communicate with each other through middleware, a software that allows your cloud to have several means of access.  
    
  This gives you greater mobility and freedom when using your office phone and PBX. So, if you frequently need to be out of the office, but you don’t want to miss your calls, you can stay connected through your cloud PBX.  
    
  Your cloud PBX service provider is in charge of storing and managing all of the data that you want your cloud PBX to hold. This means that your calls are connected to their recipients over the Internet by the service provider. Your service provider also backs up all of the relevant information that you want it to store in case of a loss of data if a computer were to crash. This replication of data is called “redundancy”.

**Summary**

So, the basic breakdown is your cloud PBX system starts at your computer or phone and ends at the phone number you are calling. You make the call through an IP or computer, your call is communicated to your service provider by your cloud, and the call is then passed on to its destination.

1. Application for OTT Retailers
2. For Secure Internal Communication

Questions

* Does acedial provide encryption?

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**Rich Messaging**

**(Group and individual chat is the use case.**

**and to mention that if technical feature is audio and video calling, then it can be used for voice calling, audio conferencing, peer to peer calling, client for video conferencing etc.**

**If technically, we can play a video, then it can be used by IPTV and streaming companies to stream their content onto the handset**

**Individual and Group Messaging**

**Video**

Acedial offers rich messaging features essential to modern communication in addition to providing basic SMS and MMS services. These include sending text messages, videos clips, pictures, audio messages, document sharing and many other advanced features.

**Explainer Narration**

1. Acedial’s group messaging feature allows businesses to enable a one-window chat between multiple users to foster collaboration between individuals.
2. Acedial provides message receiving indication functionality, read receipts, and message typing notifications.
3. Location sharing integrated with Google Maps enables users to quickly reach out to another individual’s physical location
4. Contact sharing can be used by individuals or businesses to share user contact details with people within an organization for immediate contact, ensuring that users are a part of an integrated system promoting efficiency.
5. Acedial’s Bulk messaging feature can be used to send a single message to multiple users with a single click. This is useful in case of greetings and meeting notifications, especially when the receivers are not a part of the same group.
6. Link Sharing can let users share important links between themselves as individuals or in a business environment for learning purposes
7. Voice messaging allows users to send audio messages in the text window, for the receiver to listen to, whenever available.
8. Acedial supports message backup in the cloud helping users to easily download and resume old messages when needed.
9. Search feature enables users to quickly find important messages containing useful information

**Explainer Notes**

1. Show how a group is created and multiple users are communicating in the group
2. Show screenshots of the mentioned features.
3. Show a location screenshot on the map
4. Show how contact details are shared with another individual or in a group, such as a business group
5. Show a sample greeting message such as “Happy New Year” being sent to multiple users
6. Show a screenshot of some useful links being shared in individual and group chat.
7. Show how a voice message can be sent in the text window
8. Show how messages backup is taken with Acedial
9. Show a random word being searched in the search bar

**Audio and Video Call Support**

Acedial provides free and unlimited HD Voice and Video calls over WiFi and Mobile Data for all types of Android and iOS devices.

**Explainer Notes**

Acedial provides High Definition Voice and Video Calling to individual users, hosted Private Branch Exchanges, hosted Call Centers, or even Enterprises looking for an internal communication solution

With its Audio and Video Conferencing interface, Acedial can be used for conducting employee trainings or organizational meetings between employees in remote locations

Peer-to-Peer Calling

Acedial provides DTMF support to users while they are in a call, enabling them to reach extensions, use credit cards, or choose from numeric menus

It also supports Direct Inward Dialing for hosted Private Branch Exchanges

**Explainer Narration**