

Streaming. It's a mobile world with video everywhere. It's important that CE makers know different device-to-device streaming solutions...and even more important for CE dealers to understand the opportunities consumers have when using devices for video.

John Barrett, Director Consumer Analytics at **Parks Associates** writes about four solutions that allow consumers to access OTT (Over-the-Top) content on their TVs.

Apple AirPlay

With AirPlay, your customers can wirelessly stream what's on their iPad, iPhone, or iPod Touch to their HDTV and speakers via Apple TV. Or mirror their iPad, iPhone 4S, or Mac screen.

Go [Apple AirPlay](#)



iMediaShare

Bianor develops this mobile software solution that lets your customers deliver video from their mobile to the connected DLNA-enabled TV. iMediaShare offers a widget with a “Watch on TV”

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Written by Bob Snyder
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button that can be easily embedded within any online video, allowing site visitors to instantly shift content from their smartphones or tablets directly to their TVs with just one click. iMediaShare uses iPhone and Android phones as a remote to beam online videos to connected televisions.

Go [setup for free with the Watch on TV widget in 2 minutes or less](#)

Siemens CMT OTT Swipe

Siemens Over-The-Top Swipe (OTT Swipe) uses web-based technologies to stream videos through already existing networks. Viewers can watch these videos on a variety of connected devices like connected TVs, STBs, tablets, smartphones and personal computers.

OTT Swipe runs via apps and browsers on the devices consumers already own and it is very intuitive to use. They can conveniently swipe content from one device to the other.

OTT Swipe features a Business Management System (BMS) that optimizes the end-to-end lifecycle of content and it enables all types of business models, such as pay-per-view or subscriptions.

As far as we know, this is the only one of the four mentioned solutions that is not available directly to the consumer as an app (available only through a service provider like a cable or broadcast company).

Go [OTT Swipe](#)

Packetvideo Twonky

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PacketVideo's Twonky Beam Browser video streaming app, for iPad and Android tablet users, lets users browse Web videos on their tablet and beam them directly to any Internet-connected TV, without needing cables to connect to devices. For example, **Bang & Olufsen BeoSound 5 music player** uses

PacketVideo's Twonky technology to create a connected home.

PacketVideo also has Twonky (beta), Twonky Video app and Twonky Music app. The suite of free products provides easy access to an existing library of music, photos and videos – as well as new content from the Web – whenever, wherever on a smartphone, PC or Mac. myTwonky is a user-customized Web portal that searches the Internet for new content based on your personal video, photo and music preferences – eliminating the need to comb the Internet one website at a time for new, relevant content.

Tell "myTwonky" what topics you are most interested in (e.g., Lady Gaga or the Manchester United) and you'll get a running stream of related videos, side-by-side with videos, music and photos from an existing library of media content.

Go [Twonky](#)

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[DLNA Certified Devices](#)