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## Bollywood movies soon on your mobile

### Content distributor signs deal for mobile codec

by Amber Maitland published on 26 February 2007

Bollywood fans will soon find it easier to get their favourite films on their mobile phone.

Hungama Mobile, which has the exclusive rights to 70% of Bollywood content for mobile devices, has recently signed a deal to use a video codec called Mobiclip, developed by Actimagine, to deliver 24fps video to mobile phones.

The technology is designed to not drain batteries or overload the mobile's processor.

The Bollywood movies will be released in various markets across the world on memory cards through handset manufacturers and retailers; they will also be available through Hungama's website [Indiafm.com](http://Indiafm.com)

We'll keep you updated when the service goes live.