

## **CanvasM to Deploy Trial for BT Paralympic World Cup**

*BT and CanvasM to deploy Motorola TuVista Software Solution at BT Paralympic World Cup delivering live mobile media experiences to users*

**New Delhi, India, May 20, 2009** – *CanvasM, a Joint venture between Tech Mahindra and Motorola is delivering a trial of Motorola's TuVista software solution for BT at the [BT Paralympic World Cup](#), held in Manchester from May 20-25, 2009. The solution will enable BT to deliver highlight content, such as video footage, direct to users' mobile handsets via BT's Openzone Wi-Fi network before, during and after the event.*

The trial demonstrates an end-to-end, near-live content creation, management, and distribution software solution that creates exciting and unique experiences around live sporting as well as cultural events, by delivering rich media content before, during and after the events to users' mobile devices. It offers content providers, content distributors, venues and service providers, such as BT, the opportunity to offer a value-added service to their customers. Designed as a complete, scalable, network and device agnostic software solution, TuVista enhances the experience of attending an event, enabling subscribers to have additional, customized content and interactive applications delivered to their mobile devices.

"The solution offers numerous possibilities for enhancing live events" said Philip Glenn, Head of Sponsorship Innovation at BT. "this project is an excellent example of how our open approach to innovation is enabling us to work with external partners to deliver innovative new solutions to enhance the quality of our customer's lives"

CanvasM, a joint venture between IT services and telecom solutions provider, Tech Mahindra and Motorola, will host the TuVista core application server as a managed service, offer technical support and operations, and operate the authoring tools during the trial which will cover athletics, swimming, track cycling and wheelchair basketball.

"Increasingly, consumers are taking mobile media devices to live sporting events and using them to share their experiences," said Jagdish Mitra, CanvasM CEO. CanvasM's capability to bring together products and deliver a complete service will be at the forefront. The TuVista solution gives operators and content providers the opportunity to deliver timely, relevant and customized event centric media content to their customers, including interactive applications that significantly enhance live sporting events and create opportunities for further monetization of the event.

The entire TuVista solution will be showcased at the trial, including the TuVista bundle publishing tool that optimizes workflow for video editing and content bundling, the bundle distribution service that delivers content to mobile devices, and the mobile application that gives access to bundled video and related event content in real time regardless of location. The TuVista mobile client will support various handset models and its authoring tools will be available to receive up to three live TV feeds.

"We are delighted that BT has chosen to trial our TuVista solution, which has already successfully completed a number of trials across North America at sporting events," said Navin Mehta, Vice President, Applications & Mobile Video Solutions, Motorola. "TuVista was developed at the Motorola Applied Research and Technology Center and is part of the Motorola Applications & Mobile Video Solutions Group in the Home & Networks Business



Unit, enabling mobile entertainment experiences at live events as well as create new revenue generating applications and services for content providers and operators.”

For more information about the trial and TuVista Software Solution, please contact:  
[ContactUs@CanvasM.com](mailto:ContactUs@CanvasM.com)

### **About CanvasM**

CanvasM Technologies Limited is a key player in the mobile VAS space, focused on developing and deploying VAS solutions and applications for media, operators and enterprises across the globe. CanvasM specializes in end-to-end enabling of solutions with managed services which bring together content, technology and device expertise to ensure an enhanced digital experience to customers of telcos, media houses and enterprises.

We are a unique collaboration between global leader in wireless communications, Motorola Inc. and leading provider of IT services and telecom solutions, Tech Mahindra. Combining the unmatched telecom expertise of Motorola with the proven system integration capability of Tech Mahindra, CanvasM leverages these inherited strengths in a nimble, flexible and focused organization, providing a one-stop shop for all VAS requirements.

With key offerings in the domains of Entertainment, Digital Promotion, Network & Utility VAS, CanvasM is uniquely positioned to become a key contributor in shaping the VAS ecosystem. CanvasM also has a state of the art Innovation Centre which showcases market driven, innovative applications along with an inventive team of professionals, forever geared up to deliver cutting edge technologies in an ever changing VAS landscape. For more information, please visit [www.CanvasM.com](http://www.CanvasM.com).

### **About BT**

BT is one of the world’s leading providers of communications solutions and services operating in 170 countries. Its principal activities include the provision of networked IT services globally; local, national and international telecommunications services to our customers for use at home, at work and on the move; broadband and internet products and services and converged fixed/mobile products and services. BT consists principally of four lines of business: BT Global Services, Openreach, BT Retail and BT Wholesale.

In the year ended 31 March 2009, BT Group’s revenue was £21,390 million.

British Telecommunications plc (BT) is a wholly-owned subsidiary of BT Group plc and encompasses virtually all businesses and assets of the BT Group. BT Group plc is listed on stock exchanges in London and New York.

For more information, visit [www.bt.com/aboutbt](http://www.bt.com/aboutbt)

### **About Motorola**

Motorola is known around the world for innovation in communications and is focused on advancing the way the world connects. From broadband communications infrastructure, enterprise mobility and public safety solutions to high-definition video and mobile devices,



Motorola is leading the next wave of innovations that enable people, enterprises and governments to be more connected and more mobile. Motorola (NYSE: MOT) had sales of US \$30.1 billion in 2008. For more information, please visit [www.motorola.com](http://www.motorola.com).

**About BT Paralympic World Cup:-**

The BT Paralympic World Cup was created to provide an annual World Class Multi-Sport Disability Event for elite international athletes, bridging the gap between the four yearly Paralympic Games. In conjunction with the International Paralympic Committee and Paralympics GB, four sports - Athletics, Swimming, Track Cycling and Wheelchair Basketball have been staged each year in Manchester since the BT Paralympic World Cup's inception in 2005. The event has grown in both size and stature incorporating extended programmes in Track Cycling and Swimming, and the attendance of international and GB athletes was at it's highest in 2008. With over 270 medals won at the 2008 Beijing Paralympics by BT Paralympic World Cup athletes, PWC is now firmly established on the International Calendar as providing world class competition and a platform for British Athletes to showcase disability sport in the biggest multi-sport competition outside the Paralympic Games. For more information, please visit: - <http://www.btparalympicworldcup.com/>

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