

CanvasM Innovation Centre Launch

Innovation now has an Address!



CanvasM, a joint venture between Tech Mahindra & Motorola Inc., inaugurated - "The CanvasM Innovation Centre", in Noida on May 3, 2007.

The coming together of the global leader in communications and networking and the global leader in IT services for telecom has heralded the creation of a firm making waves in the markets with its innovative solutions, creative applications and rich content for a wide range of companies ranging from telecom service providers to the broadcasters and media companies to the application developers and product companies.

A company which is slowly revolutionizing the VAS space with its unique offerings, the Innovation Centre is another step in putting CanvasM on the world map for Value-Added Service Providers.

The state-of-the-art Innovation Centre provides a unique experiential zone where next generation VAS applications are showcased demonstrating the power of the products and the impact they will have when they hit the market. The Innovation Centre is equipped with the complete infrastructure to facilitate the development of proof-of-concepts, application trials, certification programs, interoperability testing, application customization and hosting services. The customers will get a feel of the applications in a simulated environment, just a step away from the execution in the real world.



Jagdish Mitra, CEO of CanvasM gave the Welcome Address and introduced the audience with the Innovation Centre and also explained the significance of such a centre in current day industrial scenario. He also talked about the cutting edge technologies that went in the development of the centre and which would help the customers to experience and pilot the applications before taking them to the market. The benefits and features of the Innovation Centre were



showcased to the media by demonstrating some of the cutting-edge applications for various segments like Mobile Commerce, Enterprise and Media. Some of the applications that were demonstrated at the Innovation Centre during the event were Avatar messaging, Mobile Wallet, Mobile TV, Mobile Blogging Services, Mobile Content Delivery Solution, Virtual Drive,

etc. Followed by which Jagdish Mitra and Clif Triplett along with C.P. Gurnani, President of International Operations at Tech Mahindra and Navin Mehta, Vice President of the Motorola Global Applications for Networks and Enterprise Services addressed the queries from the enthusiastic media about the future plans from CanvasM related to the Innovation Centre and application roll outs.



The evening session was geared towards showcasing the Innovation Centre to the customers. The senior executives from some of the leading mobile service providers and media broadcasters were present for the event. Jagdish Mitra welcomed the gathering followed by which Navin Mehta addressed the audience and explained the features of the Innovation Centre and the prospects for CanvasM's customers in the centre. The customers were given a walkthrough of the Innovation Centre and were given a demonstration of the suite of applications from CanvasM at the Innovation Centre.

Later in the evening Dinner and Cocktail party was arranged at the Radisson for the customers where they were presented with special mementos from CanvasM. C.P. Gurnani and Clif Triplett addressed the gathering and also thanked the CanvasM team for making the inauguration a grand success.

