

# The CanvasM Innovation Centre

Innovation now has an address...



## Our commitment to our vision

The CanvasM Innovation Centre is a unique experiential zone, all geared up to develop, deploy and showcase the next generation of VAS applications.

This strategic investment is an embodiment of our vision to become a leading enabler in the VAS applications and technology space by providing a platform for innovating tomorrow's VAS solutions.

## Touch and feel your consumers' pulse-drivers

The innovation centre showcases CanvasM's cutting edge VAS application offerings including

- Mobile payment solutions
- Advanced Messaging solutions
- Content retailing solutions
- Streaming/Mobile TV/IPTV based solutions
- Mobile advertising solutions
- Location aware solutions
- Community oriented solutions
- Enterprise applications

These applications are woven together using CanvasM's service delivery framework approach which facilitates rapid prototypes and reduced time to market for new applications

## A unique experiential environment

The hub of the innovation centre is a state of the art experiential zone designed to simulate real world scenarios for clearly articulating the relevance of these applications for their ultimate users.

We aspire to ease adoption of our applications by combining their engineering and experiential dimensions within the innovation centre.

## Compelling benefits

The innovation centre will be equipped with the complete software, hardware and connectivity tools to facilitate

- Proof of concept development
- Application trials - involving end customers
- Application certification programs
- Interoperability testing
- Simulated pre-deployment runs
- Promotion of application development communities

These unique advantages will help our business partners make crucial build vs. buy decisions using measurable yardsticks.



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