

## **Canvas M to launch colored notes in India**

Reuters

Thursday, May 3, 2007; 8:11 AM

NEW DELHI (Reuters) - Canvas M, a joint venture between Tech Mahindra Ltd. (TEML.BO) and [Motorola Inc.](#) (MOT.N), said on Thursday it will launch colored notes, a cell phone messaging application, in India in six months.

It said it was also working on mobile wallet application that allows payment of bills by passing handsets over scanners at cash registers, replacing plastic cards.

Colored notes, which will enable senders to animate their text messages via emoticons that will read them out to receivers, may become Canvas M's first commercial application to be launched in India since its formation around six months back.

Canvas M declined to name the telecom players who will provide the service.

"I can't tell you the names of the customers as these are path breaking things by which they create brands for themselves," Tech Mahindra President C.P. Gurnani told reporters at the inauguration of its innovation center in Noida.

Canvas M said it was also doing cell phone content delivery trials in Europe, mobile TV trials in Hong Kong and the cell phone commercial application trials in the United States.

Website: [Reuters.com](http://www.reuters.com)

Link:

<http://www.reuters.com/article/technologyNews/idUSDEL30655120070503>

**Canvas M to launch colored notes in India Thu May 3, 2007 8:10AM EDT**

NEW DELHI (Reuters) - Canvas M, a joint venture between Tech Mahindra Ltd. (TEML.BO: [Quote](#), [Profile](#), [Research](#)) and Motorola Inc. (MOT.N: [Quote](#), [Profile](#), [Research](#)), said on Thursday it will launch colored notes, a cell phone messaging application, in India in six months.

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**Website: Reuters.com**

**Link:**

[http://ca.today.reuters.com/news/newsArticle.aspx?type=technologyNews&storyID=2007-05-03T121101Z\\_01\\_DEL306551\\_RTRIDST\\_0\\_TECH-TECHMAHINDRA-PRODUCT-COL.XML&archived=False](http://ca.today.reuters.com/news/newsArticle.aspx?type=technologyNews&storyID=2007-05-03T121101Z_01_DEL306551_RTRIDST_0_TECH-TECHMAHINDRA-PRODUCT-COL.XML&archived=False)

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**Website: Reuters.com**

**Link:** <http://uk.reuters.com/article/technologyNews/idUKDEL30655120070503>

### **Canvas M to launch colored notes in India**

Thu May 3, 2007 1:12PM BST

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**Website: Reuters.com**

**Link:**

[http://in.today.reuters.com/news/newsArticle.aspx?type=technologyNews&storyID=2007-05-03T174446Z\\_01\\_NOOTR\\_RTRJONC\\_0\\_India-296603-1.xml](http://in.today.reuters.com/news/newsArticle.aspx?type=technologyNews&storyID=2007-05-03T174446Z_01_NOOTR_RTRJONC_0_India-296603-1.xml)

### **Canvas M to launch coloured notes in India**

Thu May 3, 2007 5:52 PM IST

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**Website: [EFYTimes.com](http://www.efytimes.com)**

**Link: <http://www.efytimes.com/efytimes/fullnews.asp?edid=18701>**

## **CanvasM Launches Innovation Centre In Noida**

**The VAS Innovation facility is an experiential zone to develop, showcase and deploy next-generation VAS applications.**

Thursday, May 03, 2007: CanvasM, a joint venture between Tech Mahindra and Motorola Inc., has inaugurated The CanvasM Innovation Centre, an experiential zone, to develop, showcase and deploy next-generation VAS applications. The innovation centre will be situated in Noida and will feature a broad portfolio of applications comprising of mobile commerce, entertainment and content, personal communications and enterprise solutions.

The centre will be maintained as a showcase for customers of CanvasM, Tech Mahindra and Motorola. The innovation centre will be equipped with the complete software, hardware and connectivity tools to facilitate concept development, application trials, certification programmes, interoperability testing, application customisation and hosting services.

Customers will be able to recreate the user experiences associated with each of the applications, as well as validate deployment scenarios by leveraging the expert resources, that will be involved in integration, deployment and delivery of the applications.

According to Jagdish Mitra, CEO, CanvasM, "Our customers have two main challenges: one is that of dealing with the uncertain and unpredictable nature of VAS revenue and the second is investing in the infrastructure to pilot the applications. CanvasM, with its combination of a state-of-the-art platform and portfolio, has built a world-class innovation centre, to promote innovation and allow our customers to experience and pilot these applications without incurring major investments."

"Combining the strengths of Motorola and Tech Mahindra in wireless network services, mobility, wireless security and IT integration, we are focussing on rapidly enabling and delivering innovative application solutions for service providers, enterprises and vertical markets," said Clif Triplett, corporate vice president, global services and quality, networks and enterprise business, Motorola.

**Website: Tech2.com**

**Link:**

<http://www.tech2.com/india/news/mobile-phones/canvas-m-to-launch-coloured-notes-in-india/5419/0>

Canvas M to Launch Coloured Notes in India

By: [Reuters](#) | May 04,2007

Canvas M, a joint venture between Tech Mahindra Ltd. and Motorola Inc., said on Thursday it will launch colored notes, a mobile phone messaging application, in India in six months.

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**Website: ITVarnews**

**Link:**[http://www.itvarnews.net/news/journal\\_comments.asp?JournalID=4626&PagePosition=1&Title=CanvasM%20opens%20its%20first%20VAS%20innovation%20Centre](http://www.itvarnews.net/news/journal_comments.asp?JournalID=4626&PagePosition=1&Title=CanvasM%20opens%20its%20first%20VAS%20innovation%20Centre)

### **CanvasM opens its first VAS innovation Centre**

By Ranjana Jaiswal

Thursday, May 03, 2007

Canvas M, a unique collaboration between the global leader in wireless communication – Motorola Inc. and the leading provider of IT services and telecom solutions –Tech Mahindra, inaugurated 'The CanvasM Innovation Centre', which is a unique experimental zone, to develop, showcase and deploy next generation VAS applications.

Speaking to itVARnews, C.E.O, CanvasM, Jagadish Mitra said, "The state-of-the-art center is an embodiment of CanvasM's vision, to become a leading enabler in the VAS application, helping communication service provider and to deliver innovative applications for entertainment. The main purpose behind this center is to allow our customer to experience and pilot various applications related to unpredictable nature of VAS, without incurring major investments."

The center will be situated in Noida and will feature a broad portfolio of applications comprising of mobile commerce, entertainment and content, personal communications and enterprise solutions.

The center will endow with variety of services like service integration, application hosting and outsourcing services, service delivery platform, content aggregation, content hosting and delivery etc.

According to, Corporate Vice President, Motorola Global Services and Quality, Clif Triplett, "Tech Mahindra partnering with Motorola is an innovative step and we are ensuring that CanvasM will enable our customers with the tools and services to create additional revenue streams. Here, we will be focusing on rapidly enabling and delivering various application solutions for service providers."

The Innovation Center will demonstrate various revenue generating applications used by both retail and enterprise customers. Center will have subsequent elements:

- Complete access network environment
- Connectivity to live network elements
- Equipped with Soft switch for network agnostic application testing
- Interconnection with other Motorola labs
- Secured remote configuration and demonstration.
- Equipped with the complete hardware, software and connectivity tools.
- Flexible business modules

**Website: Scientific American**

**Link:** <http://www.sciam.com/article.cfm?alias=canvas-m-to-launch-colore&chanId=sa003>

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**Website: [Indiaprwire.com](http://www.indiaprwire.com)**

**Link:**

<http://www.indiaprwire.com/pressrelease/information-technology/200705042790.htm>

**CanvasM inaugurates its first VAS Innovation Centre : State-of-the-art facility to focus on VAS applications**

This state-of-the-art center is an embodiment of CanvasM's vision, to become a leading enabler in the VAS applications and technology space, by providing a platform for demonstrating current as well as future VAS solutions. The center will be maintained as a showcase for customers of CanvasM, Tech Mahindra and Motorola. The Innovation Centre will be equipped with the complete software, hardware and connectivity tools to facilitate concept development, application trials, certification programs, interoperability testing, application customization and hosting services. Customers will be able to recreate the user experiences associated with each of the applications, as well as validate deployment scenarios by leveraging the expert resources, that will be involved in integration, deployment, and delivery of the applications.

New Delhi, Delhi, IND, 2007-05-04 18:02:43 (IndiaPRwire.com)

Downloads

CanvasM, a joint venture between Tech Mahindra & Motorola Inc., today inaugurated - ***"The CanvasM Innovation Centre"***, a unique experiential zone, to develop, showcase and deploy next generation VAS applications.

The innovation centre will be situated in Noida and will feature a broad portfolio of applications comprising of mobile commerce, entertainment & content, personal communications & enterprise solutions.

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According to **Mr. Jagdish Mitra, CEO, CanvasM**, "Our customers have two main challenges. One is that of dealing with the uncertain and unpredictable nature of VAS revenue and the second is investing in the infrastructure to pilot the applications.

CanvasM, with its combination of a state-of-the-art platform and portfolio, has built a world

class innovation centre, to promote innovation and allow our customers to experience and pilot these applications without incurring major investments.”

Speaking on the occasion, **Mr. C.P. Gurnani, President, Tech Mahindra**, said, “Partnering with Motorola, we at Tech Mahindra are ensuring that CanvasM will enable our customers, with the tools and services to create additional revenue streams. This innovation centre is critical in providing our customers the real life experience and the demonstration of future value added applications which will help develop validated business strategies for growth.”

**Clif Triplett, Corporate Vice President, Motorola Global Services & Quality, Networks & Enterprise Business** added “The CanvasM Innovation Centre will showcase Motorola’s expertise and leadership in the areas of wireless and mobility applications. Combining the strengths of Motorola and Tech Mahindra in wireless network services, mobility, wireless security and IT integration, we are focusing on rapidly enabling and delivering innovative application solutions for service providers, enterprises and vertical markets.”

- End -

#### **More About the CanvasM Innovation Center**

The Innovation Center will demonstrate state-of-the-art revenue generating applications targeted for use by both retail and enterprise customers and showcase CanvasM’s capabilities to provide custom engineering capabilities to address their unique requirements.

The Innovation Center, will also house the tools and technologies, which will facilitate rapid prototyping and functionality testing of customized applications, utilizing various service delivery platform frameworks and thereby reducing the time to market new applications. This setup will have a complete access network environment, equipped with soft switch interfacing capabilities for network agnostic application testing, connectivity to live network elements, interconnection with other Motorola labs and secured, remote configuration and demonstration.

#### **About Canvas M**

**CanvasM** is a unique collaboration between “The Global Leader in Wireless Communications - Motorola Inc.” and “The Leading Provider of IT services & telecom solutions - Tech Mahindra”.

Complementing the core offerings of Motorola’s application platforms with a diverse telecom services expertise, we bring to the market, a broad bouquet of creative applications and VAS platforms for entertainment, e-commerce and enterprises. Our offerings in system integration, product engineering, hosting and managed VAS application services make us a valuable partner for telecom operators, broadcasters, media companies, application developers, product companies & owners of rich content, globally. For more information about us, please visit [www.canvasm.com](http://www.canvasm.com)

#### **About Tech Mahindra**

Tech Mahindra is a leading provider of IT solutions and services to global telecommunications industry. With revenues more than US\$600 million and CAGR of 31%, Tech Mahindra is the largest independent Indian IT solutions provider focused on telecom. Tech Mahindra provides solutions to telecom service providers, equipment manufacturers, software vendors, systems integrators, value added services providers and content providers. Solutions portfolio includes Consulting, Application Development &

Management, Solution Integration, Product Engineering, Managed Services, Remote Infrastructure Management and BPO.

Assessed at SEI-CMMi Level 5 and PCMM Level 5, Tech Mahindra's track record for value-delivery is supported by over 18,000 professionals who provide a unique blend of culture, unrivalled domain expertise and in-depth technology skill-sets. ISO 9001:2000 & BS7799 certified, Tech Mahindra has principal offices in the UK, United States, Germany, UAE, Egypt, Singapore, India, Thailand, Taiwan & Australia – including major development facilities in UK and India.

**About Motorola**

Motorola is known around the world for innovation and leadership in wireless and broadband communications. Inspired by our vision of seamless mobility, the people of Motorola are committed to helping you connect simply and seamlessly to the people, information, and entertainment that you want and need. We do this by designing and delivering "must have" products, "must do" experiences and powerful networks -- along with a full complement of support services. A Fortune 100 company with global presence and impact, Motorola had sales of US \$42.9 billion in 2006. For more information about our company, our people and our innovations, please visit <http://www.motorola.com>

**Website: [Feeds4all.com](http://www.feeds4all.com)**

**Link: <http://www.feeds4all.com/Item.aspx?ItemID=14279782>**

[CanvasM inaugurates its first VAS Innovation Centre : State-of-the-art facility to focus on VAS applications](#)

Published: 4-5-2007 12:02:43.

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**Website: Indiaenews.com**

**Link:**

<http://www.indiaenews.com/pressrelease/20070504/50233.htm>

**CanvasM inaugurates its first VAS Innovation Centre : State-of-the-art facility to focus on VAS applications**

From correspondents in Delhi, India, 08:01 PM IST

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**Website:** TechWhack

**Link:** <http://stuff.techwhack.com/archives/2007/05/05/canvas-m-colored-notes/>

Canvas M to launch colored notes mobile phone application in India

### **Canvas M to launch colored notes mobile phone application in India**

Canvas M is a joint venture project between Tech Mahindra and Motorola. The company has announced that they would soon launch their mobile phone messaging application named colored notes in the Indian market.

The company is also working on other mobile applications which would enable users to pay bills passing handsets over scanners at cash registers.

This would let the mobile owners use their mobile phones as mobile wallet applications negating the requirement of having a credit or debit card.

Canvas M said that their upcoming Colored Notes application will enable senders to animate their text messages via emoticons that will read them out to receivers.

It is expected to become their first commercial application to be launched in the market. Tech Mahindra President C.P. Gurnani spoke on their plans: "I can't tell you the names of the customers as these are path breaking things by which they create brands for themselves."

Publication: Hindu Business Line  
Edition: All Editions

## **CanvasM centre opens in Noida**

*New Delhi, May 3*

**C**anvasM Technologies, a 80:20 joint venture between Tech Mahindra and Motorola, on Thursday inaugurated 'The CanvasM Innovation Centre,' an experimental zone, to develop, showcase and deploy value-added service (VAS) applications. The innovation centre will be situated in Noida and feature a broad portfolio of applications comprising of mobile commerce, entertainment and content, personal communications and enterprise solutions. - **Our Bureau**

## और अब मोबाइल में रेडियो, टीवी, क्रेडिट कार्ड व इंटरनेट

भारकर न्यूज, नई दिल्ली

पूरी दुनिया मोबाइल में सिमटती जा रही है। मोबाइल का मतलब है रेडियो, टीवी, बैंक, इंटरनेट और भी बहुत कुछ। टेक महिंद्रा व मोटोरोला के संयुक्त उद्यम कैनवस एम के द्वारा गुरुवार को नोएडा में इनोवेटिव सेंटर का उद्घाटन किया गया। इस सेंटर के द्वारा राष्ट्रीय व अंतरराष्ट्रीय स्तर पर नेटवर्क प्रोवाइडर और उद्यमों के लिए मोबाइल पर कलर नोट्स मैसेजिंग, मोबाइल कॉमर्स, मोबाइल पर टीवी, मोबाइल के माध्यम से कारोबार जैसी वैल्यू एडेड सेवाओं के अप्लीकेशन सोल्युशन का विकास और डिलीवरी की जाएगी।

कैनवस को भरोसा है कि भारत में भी अगले तीन से छह माह में कलर नोट्स मैसेजिंग और मोबाइल कॉमर्स की सुविधा उपलब्ध हो जाएगी। कैनवस का लक्ष्य मोबाइल के कंटेन्ट, कॉमर्स, कम्युनिकेशन और कम्युनिटी के चार सी पर ध्यान केंद्रित करने की है।

कैनवस द्वारा फिलहाल प्रायोगिक स्तर पर जारी यह सुविधाएं वास्तव में अगर देश में प्रचलन में आ जाती है तो यह दूसरी मोबाइल क्रांति के दौर की शुरुआत हो सकती है। कैनवस ने एक ऐसा मोबाइल एप्लीकेशन विकसित किया है जिससे लोगों को क्रेडिट कार्ड रखने की जरूरत नहीं होगी। क्रेडिट कार्ड की कॉपी आपके हैंडसेट में रहेगी और आपको इसे स्वैप करने की जरूरत नहीं होगी, बल्कि कार्ड रीडर के सामने बस दिखाना ही पड़ेगा। इसके अलावा कैनवस की सुविधा के द्वारा मोबाइल कॉमर्स भी काफी आसान होने का दावा किया गया है और कंपनी का कहना है कि इसके माध्यम से होने वाला वित्तीय लेनदेन बहुत सुरक्षित होता है।

कलर नोट्स सुविधा के द्वारा आप अपनी भावना के हिसाब के एनिमेशन, कार्टून, शॉर्ट आदि सहित और तरह-तरह के रचनात्मक प्रयोग कर मैसेज भेज सकते हैं। कैनवस को भरोसा है कि यह सुविधा देश में शीघ्र ही शुरू

हो जाएगी। कैनवस के कलर नोट्स एमएमएस के द्वारा आप क्रिकेट या किसी इवेंट के पसंदीदा शॉर्ट तत्काल अपने करीबियों को एमएमएस कर सकते हैं। कैनवस ने मोबाइल ब्लागिंग की सुविधा भी विकसित की है।

इसी प्रकार मोबाइल टीवी सोल्युशन के द्वारा मोबाइल पर विभिन्न चैनल स्पष्ट रूप से और तत्काल देखे जा सकते हैं। इसके माध्यम से फिलहाल अंतरराष्ट्रीय स्तर पर 20 वीडियो चैनल और 4 रेडियो चैनल देखे-सुने जा रहे हैं। कैनवस ने एक अनोखा प्रयोग खुदरा कारोबारियों के लिए भी किया है। कैनवस की सुविधा से खुदरा कारोबारी अपने मोबाइल के माध्यम से ही अग्रेजी या हिन्दी में एक फॉर्म भरकर वितरक के पास अपना ऑर्डर बुक कर सकते हैं। इससे इस प्रक्रिया में लगने वाला समय काफी कम हो जाता है।

टेक महिंद्रा के अध्यक्ष सी पी गुरनानी ने इनोवेशन सेंटर के उद्घाटन के बाद कहा कि अभी मैं यह नहीं बता सकता कि यह सेवा देने के लिए कौन-कौन से ऑपरेटर से बात चल



रही है लेकिन यह जरूर कह सकता हूँ कि यह ऐसी अनोखी सेवाएँ हैं जिनसे इन कंपनियों को नई पहचान मिल सकती है। कैनवस ने मोबाइल टीवी का परीक्षण यूरोप में और मोबाइल कॉमर्स का परीक्षण अमेरिका में किया है। निवेश के सवाल पर गुरनानी ने कहा कि यह सेंटर इनोवेशन आधारित है इसलिए यह कहना कठिन है कि इसमें कितना निश्चित निवेश किया जाएगा। हालांकि पिछले साल एक संवाददाता सम्मेलन में गुरनानी ने कहा

था कि निवेश करीब 1.25 करोड़ डॉलर का होगा जिसमें 1 करोड़ डॉलर का निवेश टेक महिंद्रा और 25 लाख का निवेश मोटोरोला करेगी। कंपनी सूत्रों के अनुसार संयुक्त उद्यम का निवेश इस आंकड़े से ज्यादा हो सकता है क्योंकि यह सेंटर रिसर्च एवं इनोवेशन पर आधारित है। संयुक्त उद्यम की संरचना के बारे में सवाल पर गुरनानी ने कहा कि टेक महिंद्रा इसमें बड़ा हिस्सेदार है।

Publication: Hindustan  
Edition: Noida

**सेन्टर का उद्घाटन**  
नोएडा। केन्वॉस एम ने टेक महिन्द्रा और  
मैटरोला के साथ मिलकर कैनवास एम  
इन्वोशन सेंटर शुरू किया है। यह सेंटर  
सेक्टर-60 में गुरुवार को शुरू हुआ।

Publication: Pioneer  
Edition: Delhi

# As technology shrinks

Richa Singh

Two corporate giants, Motorola, the global leader in wireless communication and Tech Mahindra, a leading provider of Information Technology (IT) services and telecom solution have come together to form CanvasM Innovation Centre, an experiential zone, to develop, showcase and deploy next generation Value Added Service (VAS) applications.

Situated at Noida, the centre will feature a broad portfolio of applications, comprising of mobile commerce, entertainment and content, personal communications and enterprise solutions.

CanvasM leverages Tech Mahindra's expertise in application development and integration



capabilities in Telecom and Motorola's technological competence in the service delivery platform using Global Applications Management Architecture (GAMA). Holding their mutual strengths, it offers a common platform for VAS applications requirements. According to the officials, it would build and deliver a set of applications in addition to the existing portfolio.

The centre will be maintained as a showcase for customers of CanvasM, Tech Mahindra and Motorola. It will be equipped with software, hardware and connectivity tools to facilitate concept development, application trials, certification programmes, interoperability testing, application customisation and hosting services.

Jagdish Mitra, chief executive officer, CanvasM said, "Our customers have two main challenges. One is dealing with the uncertain and unpredictable nature of VAS revenue and second is investing in the infrastructure to pilot the applications. CanvasM, with its combination of a state-of-the-art platform and portfolio, has built a world class innovation centre, to promote innovation and allow our customers to experience and pilot these applications without incurring major investments."

CP Gurnani, president, Tech Mahindra, said, "This innovation centre is critical in providing our customers the real life experience and the demonstration of future value added applications, which will help in developing validated business strategies for growth."

"We are combining the strengths of Motorola and Tech Mahindra in wireless network services, mobility, wireless security and IT integration and focusing on enabling and delivering innovative application solutions for service providers, enterprises and vertical markets," added Clif Triplett, Corporate vice president, Motorola global services and quality networks and enterprise business.

Coloured notes, enabling senders to animate their text messages via emotions that will read them out to receivers, may become CanvasM's first commercial application to be launched in India.

It is also doing mobile phone content delivery trials, TV trials and mobile phone commercial application trials in various countries.

So it's great news for all those techno-savvy people as their mobile will now feature everything required and will soon replace the wallets. After gizmos like palmtop, mobiles, pen drives, the current m-money or mobile wallets is another example of shrinking technology.

Industry experts say m-money will require a joint push from the telecom operators and banks in the country.