

CanvasM launches InnoVAS with Amity

New Delhi, India, Dec 23, 2009 – *CanvasM, a Joint venture between Tech Mahindra and Motorola* in collaboration with Amity Universe launched their innovative platform “InnoVAS” at Amity University, Noida. This is a **first-of-its-kind** initiative by CanvasM to bridge the gap of need and product innovation. This will also cater to all the idea providers to share their vast pool of knowledge while empowering innovation and new thinking across the realm.

“InnoVAS” has been set up to arrange a platform for the end user community to collaborate innovative ideas with the creators, while bridging the gaps of product innovation and product development. This platform invites people to post their innovative ideas related to different VAS segments both as end users and future technology builders. “InnoVAS” encourages all the ideas which may have a strong techno-commercial and patentable value. CanvasM has made its commitment to acknowledge these inputs and ideas and convert them into Mobile VAS applications.

“We are seeking to inspire Innovation with this launch while adding value for the ideators” said Mr. Jagdish Mitra, CEO from CanvasM. He added, “The power of innovation has given credence to our focus and an ideal investment for future which will contribute to enrich the overall VAS experience for its users. We welcome the diverse experiences and skill sets that are aimed for growing awareness of mobile VAS industry and help in developing next generation services for mobile users.”

“Innovation is about making a difference where it matters. We believe in bottom up approach and engage our employees and students who are at the bottom of the pyramid and are the end users of the mobile VAS ecosystem” said Mr. Prabha Aithal, CTO of CanvasM. He added that, “Innovation is not about idea generation but when we let ideas mature into products, services and business models. We aim to take advantage of creativity with students through this platform and jointly develop innovative products”

“Innovation is a vital ingredient in high performing learning environment and we are building on the culture of nurturing it. I also believe that with this league of innovation we can foster the culture of new advances and can demonstrate the power of ideators at our campus. This venture will help students in imbibing a culture of excellence and which will also reinforces our vision and values to strengthen this alliance.” said Professor Dr. Rana, Director, Amity, NOIDA.

For more information about “InnoVAS”, please contact: 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.

About Amity

Amity is the leading education group of India with over 50000 students studying across 700 acres of hi-tech campus. At Amity we are passionate about grooming leaders who are not only thorough professionals but also good human beings with values and sanskars. This is just one of the many reasons given below, why we are consistently ranked no.1.

The Amity University has been established by an act of State Legislature and recognized by University Grants Commission (UGC) through the Act of State Legislature.

At Amity we benchmark only against the best institutions around the world. Our faculty and senior team travel all over the globe to learn and imbibe the best practices so that we can give a solid foundation for learning.

As part of this endeavour, we have air-conditioned amphitheatre style classrooms that provide the most conducive atmosphere for dynamic and focused discussions, while the libraries at our campus are equipped with over 1,00,000 books, periodicals, national and international journals, CD-ROMS, covering all aspects of academic studies and research material. The hi-tech labs act as ideal training grounds for budding professionals that allow students to experiment and bring to practice what they have learnt in theory.

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