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CanvasM eyes mobile solutions deal during C'wealth Games

Talks Are On With The Organising Committee In Delhi

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CANVASM Technologies, a joint venture between Tech Mahindra and Motorola Inc, is in talks with the organising committee of Commonwealth Games Delhi for deployment of its mobile solutions during the event.

The Delhi-based company is also eyeing similar opportunities along with Tech Mahindra-controlled Satyam to bid for the FIFA World Cup next year.

The company's mobile solution provides interactivity, personalisation and social networking to users inside a stadium. For instance, a user sitting in a stadium could use their smartphones to watch the game from different angles, get real time statistics on players/teams, watch replays and buy merchandise.

CanvasM has already undertaken a trial run of the solution during the BT Paralympic World Cup held in Manchester last month. "Talks are currently



MOBILE GAMES

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on with the organising committee of Commonwealth Games to offer our mobility solutions to improve in-stadia experience. We have solutions across life cycle of the game starting from mobile ticketing to game highlights," CanvasM CEO Jagdish Mitra told ET.

Mr Mitra said the company is also exploring possibilities along with Satyam for deploying its solutions during the FIFA World Cup in South Africa next year.

Incidentally, Satyam is one of the sponsors and official IT services provider for the mega soccer event. CanvasM is also planning to work with Satyam for future business opportunities.

"Satyam is quite strong in mobile solutions for the enterprise segment while CanvasM is

in the entertainment and utility portfolio. There are huge opportunities for collaboration as we plan to tap the combined strength of both entities. However, there are no plans for any sort of integration between both the ventures," said Mr Mitra.

Mr Mitra said the revenue model from its mobile solution lies in user subscription and location-based advertising.

However, since most of the solutions requires high bandwidth, they are primarily delivered through either Wi-Fi or 3G network. CanvasM currently employs around 220 people and runs three development centres in Bangalore, Noida and Pune.

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