

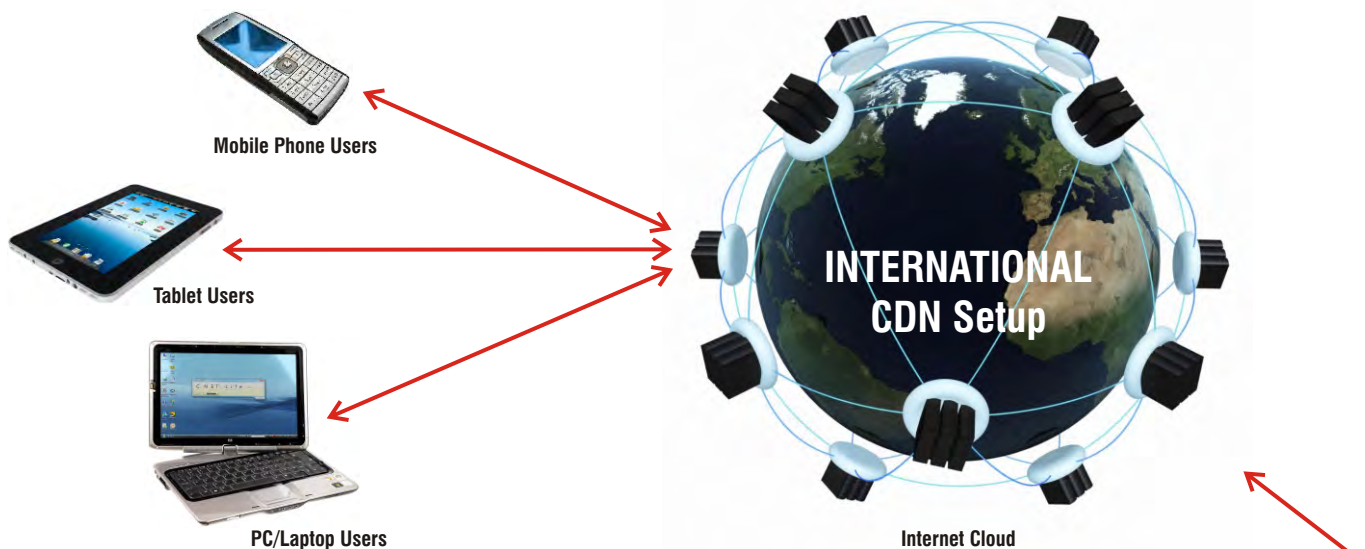
Mobile Platforms and IPTV Solutions

New generation opportunities in the new media

From marketers to opinion leaders, the race is on to reach the diverse youth with content, utility applications and community based services. India is home to one of the largest youth markets in the world, with a mobile ownership base that is 3 times that of the United States. The power of the mobile in the hands of the young has the potential to drive consumption, move communities, create new opinion and change behaviour in a hugely transformed and empowered world.



Architecture for Live TV and Audio



Our Mission is to build proprietary platforms and applications for hand-held devices and IPTV networks. Our suite of products include Live TV on Mobile, digital marketing applications, IPTV solutions.

What is creating these new opportunities?

Lower cost of ownership of handheld devices; availability of increased bandwidth on broadband connections; launch of higher spectrum services; low cost of internet access, and finally the Darwinian fact that these are children of the new digital world.

What is the broad breadth of these opportunities?

Mobile driven platforms that bring societies together and stream information will drive change and inclusive growth in emerging markets. In the individual consumer space, we will see audio/video based rich content over both PC and mobile devices, driving brand usage, personal recreation and entertainment and new behaviour. Interactive Television over the internet protocol, possibilities driven through cloud computing and increasingly sophisticated networking systems will create more change and innovation.

Entertainment goes mobile for real.

Staying connected with your favourite programs on TV or getting the best of videos on demand while you are on the move is made possible by NP Mobile TV and Content on Demand platforms.

With the NP multi-platform service running on mobile browsers (WAP), iPhone, Blackberry and Android, subscribers can get the wide 3G pipe on mobile, and view Live and On Demand content. Our integrated EPGs allow subscribers to choose from a single channel or a bouquet, pay-per-view/day, set favorites and enjoy a host of features.



IPTV – simply more than TV.

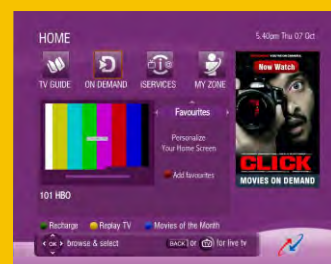
Internet Protocol Television (IPTV) is digital television delivered to subscribers using the internet protocol over subscribers' broadband connection.

The possibility of IPTV is 2-way communication where the viewer can literally talk back with the program there are watching. In addition, IPTV already offers the possibility of non-TV services such as web-surfing, email and even interacting with their favourite social networking sites such as Facebook, Video Conferencing and other such 2-way data transfer applications.

Next generation platforms with higher spectrums and wireless protocols will introduce a world with possibilities so far only imagined and probably viewed in Hollywood movies.

Imagine TV which can also do this today:

- Video-on-Demand
- Music-on-Demand
- Video Recording
- Access to Email Services
- Face Book/Twitter
- Gaming over TV
- Video Conferencing
- Web-surfing
- Geo Mapping
- Railway Information
- Paint Book
- Astrology
- TV Banking



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