

People Infocom (Mauj Mobile) leads 3G services wave

Becomes the First Indian Company to Develop a fully integrated 3G Portal for Bahrain Telecommunications Company (Batelco)-

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People Infocom (Mauj Mobile), one of India's leading end-to-end Managed Services Provider has created a new age **3G Portal** for the **Bahrain Telecommunications Company (Batelco)** - (wap.o.com.bh & www.o.com.bh). The portal launched under the brand name '**O**' has been specifically designed for Batelco's recently unveiled 3G Network.

This project has showcased People Infocom's expertise in **platform management and content delivery** as the initiative has been powered by the company's cutting edge Platform - **ArmadaTM**. People Infocom, known for its high-quality platform management technology is responsible for developing, designing, hosting and maintaining Batelco's 3G portal - '**O**'.

This next generation Portal has an English and Arabic Version. The Rich User Interface provides the consumer ease of content discovery, in turn assuring the operator of customer stickiness, resulting in generating higher ARPUs (average revenue per user).

Commenting on this achievement, **Mr. Manoj Dawane, CEO, People Infocom**, said, '*3G technology is the next wave in the wireless world, and India will soon be a part of this revolution. It is a feeling of great achievement & pride for us to have had the opportunity to represent India in this space internationally, through our association with Batelco. 'O' has provided us the stage to showcase People Infocom's potential in Platform and Service management. This is just a peek into the future and we hope to see more Indian Telecom companies, MVAS players and Media houses expanding their businesses to embrace this technology.*'

Special Features of ArmadaTM

- o **wml, xHTML, xml, html storefronts**
- o **Categorized, featured, grouped, shuffled, searchable content**
- o **OMA DRM and propriety DRM**
- o **Subscription and Content Pack support**
- o **Web based Content Management Interface (CDM)**
- o **Web based MIS interface**
- o **Integrated Billing Interface**

This development is of utmost significance to People Infocom as it marks the strengthening of the company's presence in the International MVAS Arena, and signifies the emergence of the company as an end-to-end solutions provider, specializing in Platform and Service Management. People

Infocom is responsible for creating and maintaining a host of WAP sites including those of 3 of India's largest operators - BSNL, Idea and MTNL - and also for media houses like ESPN.

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About People Infocom

People Infocom is a Managed Services Provider to Telecom Operators, Media & Entertainment Companies and Consumer Brands. The company develops and distributes unique platforms & applications in diverse areas such as Portal Management (GPRS, SMS, Voice), Mobile Entertainment (music, videos, gaming), Mobile Communities (dating, matrimonials, real-estate) and Mobile Marketing (advertising, campaign management). It also extends its services by developing, aggregating, and facilitating content on these platforms and applications through Mauj Mobile.

The company develops services on all leading platforms including J2ME, Smartphone, BREW, and Symbian. People Infocom was awarded the Nokia and Singtel Multiplayer Game Quest 2006 Award and has also won the Red Herring Asia 2006 Top 100 Awards recently. People Infocom is a Sequoia Capital and Intel Capital backed company and is part of Anupam Mittal led People Group.

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