

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

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.

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.

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.'

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