

## RCOM in partnership with CanvasM launches Multiplayer Mobile Games

Reliance Communications in a tie-up with CanvasM has introduced Multiplayer mobile games for its customers in India. With this latest initiative, Reliance Communications has opened up a new avenue for gaming community in the country to network and challenge each other.

A Multiplayer Mobile Game (MMG) allows customers to compete with online fellow mobile and PC gamers playing the same game. In addition to gaming, MMG has exciting features like lobby chat, messenger chat, game chat, score posting, profile and also allows users to invite others to play the game.

CanvasM Technologies (a JV between Tech Mahindra and Motorola), a mobile VAS company with global presence has partnered with Reliance Communications to engage the Internet and mobile customers instantaneously from different locations. CanvasM will also provide to Reliance Communications a variety of international and domestic multiplayer games.

CanvasM's multi-player gaming platform has the unique distinction of housing a catalogue of 15 cross-media games. Apart from this, it has provisions for developing content as well as fostering third party content.

**Mr. Mahesh Prasad, President - Applications, Solutions and Content Group, Reliance Communications** said, 'Mobile gaming is definitely a fast growing sector and is expected to catch up with the developed markets. Reliance's launch of Multiplayer mobile games is another step in this direction and we are quite confident that it will generate a huge interest from our mobile customers, especially the gaming audience.'

**Mr. Jagdish Mitra, CEO, CanvasM Technologies** said, 'CanvasM is keen to get some of the new technologies to India and are very pleased to work with Reliance Communications who has taken this pioneering initiative to do so.' Adds Mr. Mitra, 'Mobile gaming has come of age in India with multi-player games offering immense potential to deliver targeted advertising messages to niche audiences.'

To download, Multiplayer Mobile games, customers will have to access **Reliance Mobile World>Games>Multiplayer Games**. MMG also allows advertisers to create specific buddy lists, chat with gamers, gauge their moods and send tailored promotional messages accordingly. Customers will be charged Rs 99 per month for downloading a pack of 3 games, with unlimited plays for a month.

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