

The market for entertainment grows with technology enhancement and revolution. Once again in this mobile convergence era, entertainment made their way from TV and Computers to Mobile Phones, resulting in development of entertainment content and applications on mobile phones as one of the demanding and progressing areas. Our team, with experience and knowledge successfully develop customized contents, applications and offer services like porting and localization making your company gain more customers.

### **Customized Content Development**

With strong foundation in Java technologies, Avon develops customized content for based and multi user games for Developers on J2ME platform.

Mobile games accessible to anyone, any where at anytime has wide reach due to the vast different target audience, lifestyle, and distribution models. In addition with short mobile game life cycle approx.6-12 months & with development period of 2-4 months, developers are on toes to generate new ideas. We help their professionals to focus on designing and innovation by performing their development / enhancement work.

Avon's development team comprise of engineers with proficiency in MIDP 1.0 (JSR 37), MIDP 2.0 (JSR 118) and Java APIs for Blue tooth (JSR 82) specifications along with lightweight, interactive 2D micro-graphics.

### **Content Porting**

From technological perspective the mobile games market is very heterogeneous. Multiple game platform, technologies and game console exist and compete fiercely for market dominance and bring challenge to developers to make their content available at same time into this broad fragmented market.

Enormous cost with amount of time, energy and money spent by developers for creating top-notch games can never be recouped unless the games are available on multiple phones across multiple carriers.

#### **Profitability $\alpha$ Game purchases $\alpha$ No. of supported handsets & carriers**

To make their games have an access to more prominent market presence, greater game visibility, consumer recognition and opportunities for word of mouth recommendations, developers need porting services. Carriers are also inclined to promote and market games that support more of their phones.

Porting is expensive, time consuming, and requires skilled labor intensive, all handsets as well as intimate knowledge of their strength and weaknesses.

A mid-sized game publisher / content developer with 30 games in their portfolio. To make their games available worldwide in five languages and on only 50 devices, they (company need to invest) would need to create 7,500 (30x50x5= 7500) different builds/variant of the same game. At \$2,500 per build, they would require a budget of nearly \$19 million simply to handle porting.

Avon takes up this challenge with our porting services by which we make the content available for a larger customer segment on varied range of mobile devices customized to local market requirement, hence offering great scope for efficiency and productivity.

Avon has well developed Porting Team (with extensive experience and knowledge of multiple platforms and technologies) with supporting infrastructure and techniques. Our methodology generates ports faster with compliance to the original and makes the ongoing releases of content easier. Avon provides quality assurance for all ports delivered.

**Avon's porting services include both:**

**Platform Porting :**

- ❖ **Device to Device**
- ❖ **Cross Platform Porting:**

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**Avon Porting Services address to:**

- Capability to manage porting on ongoing latest wide range of mobile devices across various platforms and vendors.
- Multi-language & Localisation.
- Understanding the mobile application/content for porting on robust delivery model with tested methodology in time bound manner.
- TEAM of skilled developers with Project managing skills.
- Infrastructure for porting environment

**Migration**

With revolution in mobile technology, new advanced mobile handsets have been introduced in the market that allow access to 3D quality graphics, audio as well as DVD quality video with content delivered in variety of display formats including large built in screens (CIF & VGA) making way for video game developers to mobile devices. Avon has capabilities and understanding of migrating video games to mobile platforms and offer its services to video game developers, enabling them to make their games available on mobile phones.

**Smart Client Entertainment Application**

Avon has developed customized smart client applications bringing live action to mobile handheld devices through animated images via SMS / MMS over the air. Avon takes care of end-to-end solution from managing updated events on the server to billing module. Avon provides Customised Enterprise Applications, M-commerce with payment solutions, OTA Multimedia content downloads, Location based services and other customized applications with platforms which supports Java MIDP and Open Mobile Alliance (OMA) standards. We provide mobile platform solutions, with which network operators can distribute, applications over the air without using anybody's proprietary technology.

**Quality Assurance & Testing**

With all our deliverables, AVON takes utmost care of Quality and has maintained well developed in-house QA team with requisite infrastructure & processes. Our QA Lab provides multiple machines/devices in different configurations for effective real life testing. Avon has implied Bug Tracking System taking care of offshore developments and testing.





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