

Realizing potential of wireless content with regional market appeal



Company Overview

Astute Systems Technology (P) Ltd was founded by Vijay Kumar Jain and Jay Kumar Jain. Providing mobile content since August 2004, Astute offers a wide array of products range from gaming, spirituality, utility and server-based applications to wallpapers, video clips, ring tones and true tones. Astute was one of the first content developers to realize the potential of spiritual theme-based content and has created several compelling BREW applications in this category. In May 2005, Astute launched its first BREW application on the Tata Teleservices network – the “Daily Prayers,” a series of spiritual applications presenting prayer and devotional content which earned Astute recognition from the Indian wireless community for its innovation and originality.

Company: Astute Systems Technology Pvt., Ltd.
Headquarters: New York
Founded: August 2004
Web site: www.astutesystemstech.com
BREW Developer since: June 2005

Astute Systems Technology (P) Ltd, founded by Vijay Kumar Jain and Jay Kumar Jain, is a leading mobile content developer and aggregator. Astute’s wide array of products range from gaming, spirituality, utility and server-based applications to wallpapers, video clips, ring tones and true tones. Since entering the mobile industry in August 2004, Astute has been providing unique concepts and quality content to consumers world-wide, setting new benchmarks in the domain of value added services.

Astute was one of the first content developers to realize the potential of spiritual theme-based content and venture into this previously unexplored category. In May 2005, Astute launched its first BREW application on the Tata Teleservices network – the “Daily Prayers,” a series of spiritual applications presenting prayer and devotional content. This application earned Astute recognition from the Indian wireless community for its innovation and originality. Astute was awarded the BREW Diamond Award for its “Out of Box” applications at the inaugural BREW Developers Conference in India held in October 2005.

Astute again demonstrated its success leveraging the BREW solution, this time in the business application segment, when it launched the BSE Portfolio Tracker on the Tata network in October 2005. BSE Portfolio Tracker represented one of the initial server-based stock applications utilizing the BREW solution with real-time data feeds. It was subsequently nominated as a finalist in the “Best Business Application” category at Qualcomm’s global program of the BREW 2006 Developer Awards held in San Diego, making it the first mobile application from India amongst the finalists. This recognition further strengthened

Astute’s commitment to developing innovative mobile applications and encouraged the company to continue to develop high quality content for BREW. In fact, this success has motivated Astute to support other leading stock exchanges from around the world on BREW phones.

Astute’s sound technical competency coupled with the flexible BREW solution has allowed for faster development of content and the ease of creating large user-interactive applications. The company attributes its success with BREW to a number of benefits. For example, the BREW solution addresses the issue of piracy, with an integrated digital rights management system that enables content developers and operators to deliver secure digital media over wireless networks, thereby preventing revenue losses.





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Astutely enriching user-experience for wireless subscribers in India

Furthermore, Qualcomm provides its publishers and developers with top-notch support facilities through its network of BREW Developer Labs in various regions throughout the world, one of which is located in Mumbai, India. These labs provide access to the latest BREW-enabled handsets, software and testing tools, as well as hands-on technical support.

“Since the launch of our first BREW application in May 2005, Astute has seen more than 1.5 million downloads to date,” said Vijay Kumar Jain, CEO and founder of Astute Systems Technology. “The steady increase in the uptake of data-enabled handsets illustrates consumer demand for content that is superior in quality.”

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In April 2006, Astute expanded its portfolio with the launch of its first BREW multi-lingual games, Arjun and Chatur Moti. Other games developed by Astute include Golden Boot, Mind Blowing, Jumping Ball and several Bollywood theme-based games. The company will also be releasing exciting new titles with high quality graphics and superior game-play such as Road Romeo, War of Honor and Maya in the Death Land.

“With the exponential growth in the global gaming industry coupled with numerous requests from our international partners for BREW games, we felt the timing was perfect for us to launch our very own catalog of gaming titles,” said Jain.

“Astute has achieved significant milestones in the Indian wireless marketplace by consistently developing creative applications. With a diverse array of content ranging from business applications and games to their pioneering spiritual suite, they are enriching the user experience for wireless subscribers in India,” said Vishal Gupta, senior director, sales and business development,

Qualcomm India. “Qualcomm is pleased to work with developers like Astute who are leveraging the BREW solution to realize its full potential. We continue to evolve the BREW solution to meet the needs of companies delivering mobile products and services around the world and to create new opportunities for the entire wireless community.”

Astute’s plans for the future include the launch of even more exciting applications developed for the BREW solution, as well as continued forays into the international market with its compelling content. The company is upbeat about the growing trend of convergence in multimedia and mobile technology. Propelled by its vision of becoming the preferred content provider in the mobile space, Astute will continue to leverage the BREW solution to provide content that is productive, creative and trendsetting.



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