



Quick
Case Study

Company Profile

Webdunia.com - Pioneers in providing quality content and services in Indian Languages. Webdunia has a diverse list of services to offer. These services include Email, MyWebdunia (A blogging platform), Classifieds, Greetings, Quest, Quiz and Games are most popular among the users.

Solution

*Webdunia has come out with its own **P2M (Print to Mobile)** engine "Quick" that helps to deliver online media lingual content to mobile phone users in their respective languages. The one-click mobile application enables the consumers using variety of mobile devices to easily connect to their favorite online news and services. It can be their favorite Media Portals, Newspaper, Magazine and more.*

Benefits

- Scalable solutions to deliver Lingual Mobile Media Applications.
- Support for Multilingual Unicode and non-Unicode source content.
- No additional cost for Development of Mobile App and its porting.
- No additional efforts for Content Syndication.
- Free of cost one to one branding.
- Cost effective, Time savvy and catalyst for client growth.

"Quick" is one smart solution that transforms web portals and media websites beyond web into a unique mobile broadcasting experience. This seamless semi-automated framework replicates and transforms the online media content for display on variety of mobile devices across Telcos.

Situation

Previously, user depends on newspaper, magazine, and websites for News and Information broadcasting. With the busy schedule and hectic life-style, users like to access the information that is quick and easy to fetch anywhere, anytime. Use of such resources makes the information access restricted.

Maximum of the Indian population is not well versed with English Language. Also majority of applications developed are either in English or the mobile does not support Indian Languages. Thus, the content could not reach masses those are comfortable in Language other than English.

Solution

Quick is the best solution that delivers content from various media portals to mobile phones in well categorized manner. Users can now stay connected with their favorite online news and services on mobile in various Indian Languages anywhere, anytime. They can view stunning photo gallery covering good quality pictures categorized in various albums. Best of all, the end-user gets the same look & feel of the portal they are used to.

Features

- **Scalable** - Application is scalable and generalized to accommodate any text/image content.
- **Lingual Content** - Innovative Webdunia framework is skilled to publish Indian Language Unicode and non-Unicode media portal source content to user's mobile without any additional efforts or expenses from the Media house.
- **Client-Server** - It is client-server based application. Small footprint of client ensures that it runs on lower end phones. A single server serves different client applications targeted for different News

websites and on different mobile platforms.

- **Caching of data** - Server application reads RSS, XML files at regular interval and caches data (text & image) in a desired format to serve client request faster.
- **Language Support** - It delivers language content whether the mobile devices support that language or not.
- **Color & Themes** - Application theme is configured from server. This facilitates change in look and feel without re-deploying the client application. The feature also facilitates different desired themes for different client application from the same server. E.g. the same server serves different themes for Enadu, Naidunia & others.
- **Categorization** - Application interface is easy-to-use & data is categorized similar to what is seen on the Web Portals.
- **Photo-Gallery** - The application also facilitates to display photo gallery from the media portals. It displays pictures categorized under different sections in the similar manner as available on portals.
- **No Extra Efforts** - Reusability of existing data, through our framework, ensures that end-user gets the same look & feel of the portal they are used to. No additional system is needed to publish data for mobile devices and it helps mobile operators to get more brands in their kitty.

Technology Used

- **Backend** - J2EE (Servlet 2.4, JSP 2.0), JDK 1.5 and onwards
- **Client frontend** - Brew 2.0 and onwards, J2ME (MIDP 2.0) and iPhone 2.0 and onwards
- **Application server** - Websphere 5.0, Jboss 4.X and above
- **Database** - MySQL 4.1.18 and onwards

