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## Message from the Board

Dear Team-ABOVE,

It is with great pleasure that I write to you this quarter. We have witnessed a lot of exciting times at ABOVE and we have a lot of new and exciting projects ahead of us in the pipeline.

Our animation contest on Ballboink, has come to an end. The winner of the contest was Prashanth Cavale and he won the coveted iPad 2. Ballboink has helped us receive a lot of positive response from the animation community. Based on the feedback and comments from the community, we will roll out a second phase of the platform, that will include a lot more new and exciting features for animators across the world to use. All features will aid showcasing creativity.

We also have a new website that went live on November 30th. The website is very different as it has a new revamped design that encapsulates information in an easy navigable way. The clean and uncluttered design enables visitors to find the information they need with ease.

We have been very actively involved in developing applications for KidsAndBeyond. All of the applications are educational and interactive and focus on enhancing learning skills among children. Each of the apps can be downloaded from the iStore.

Our CSR program Art@ABOVE, has been gaining momentum. We held our fourth event in the month of October. The show was truly unique, and was based on the installation art genre.

I look forward to interacting with each one of you and will get back to you in the coming quarter where we hope to win more strategic business opportunities that will propel ABOVE on the growth trajectory.

Warm regards,

Poonacha Machaiah

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# ABOVE in the News

## ABOVE develops iPad applications for Transforming Microfinance KidsAndBeyond

ABOVE has helped develop applications for KidsandBeyond. Some of the apps include the Blue Jackal, Marcel, Map My Globe, Learn The Letter and Match That Shape.

*The Blue Jackal*, is the first time KidsAndBeyond presents a story in a viewpoint series. The story is an adaptation of the classic Indian folk tale "The Blue Jackal." Here, the story of a lonely yet clever Jackal, who fools the forest animals into crowning him as their king has been revamped to The Blue Jackal and the Lion, which gives readers the story not only from the jackal's point of view, but from the hurt and confused lion as well!

The application is beautifully illustrated with narration, video and interactivity. Users are allowed to explore multiple perspectives of the same story in a fun, engaging, and age-appropriate manner. The Blue Jackal and the Lion helps encourage children to cultivate critical and reflective thinking.

The application *Marcel*, is a story that begins in winter, when Marcel the bookworm, finds shelter from the cold in a magic apple that successfully spills out books for him to read. In this way, Marcel's adventure begins, as he travels in his apple home through a year of changing seasons, bringing books to his fellow creatures wherever he goes.

His year long journey ends in a remarkable way, when Marcel sees that

all the creatures he has met enjoy the books he has found for them. The application is a charming book that has been animated very well with fantastic illustrations.

In *Map My Globe*- the continents, oceans, and poles have lost their places. The application encourages children to broaden their global awareness, by asking them to place all the seven continents, five oceans and two poles back in their right world locations.

This ensures that children will learn the names of the continents, as well as the way they are visually represented on maps and globes. Voiceovers are used for each object that teaches children name/object association. A fun animation precedes and ends the game with each session.

*Learn The Letter* is an application that helps children make distinctions between beginning sounds and letters of words. Here, children have to recognize familiar objects and are asked to drag the object that begins with the given letter into a box. The helpful voiceovers aid the children by naming each object when tapped. One can play multiple times to get different objects each time. Some categories of the objects include: animals, food, people as well as fruits and vegetables to name a few.

*Match That Shape* allows children to practice shape recognition as they

drag and drop each shape into its corresponding outline. This application ensures that children learn visual recognition of each shape, and a voiceover announces each shape's name thereby, reinforcing the association of shapes and names. Match That Shape includes fun shapes like triangles, squares, rectangles, diamonds and hearts to name a few.

Each of the applications mentioned above, focus on educational skills for children between 3 to 11 years of age. Each of the applications can be downloaded from the iStore.



The Blue Jackal



Map My Globe



Marcel



Learn The Letter



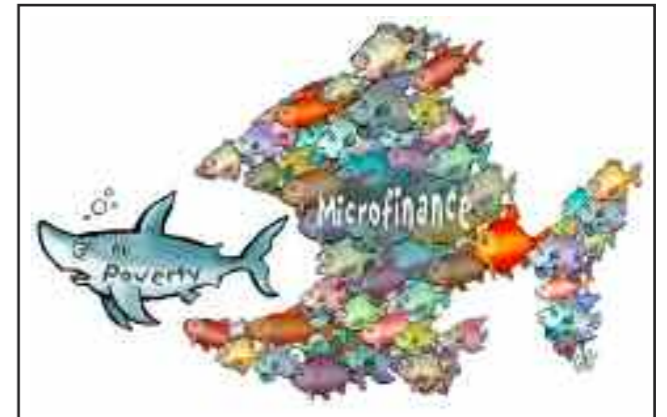
Match That Shape

ABOVE is developing a portal for Silatech and the project consists of building two packages - SME (small and medium enterprises) and Startup in a Box.

*SME in a Box* comprises of a package of downloadable IT software, in English, Arabic and French. It offers a bundled

solution for technology needs of office-based SMEs that are looking for something beyond desktop software. Currently available in a demo version, the package eventually will be available for easy download, and will be simple to install and use as well as free.

This open source package has three components: (i) commonly required desktop software like an operating system, applications for word processing, spreadsheets, presentations, and free email (ii) essential tools like email, and IT administration support



and (iii) other more complex pieces of software that a growing office-based enterprise would need like managing growing employees (HR Management System), organizing knowledge and content (wikis, discussion boards and blogs) etc.

*Startup in a Box* comprises of a downloadable, open source software solution that bundles all basic IT needs to run micro-businesses (e.g. Microfinance) along with SME in a Box. It is easy to install, use and is free of cost. Ramu RC was the key person in charge of this project.

### ABOVE's new customer

ABOVE has acquired a new customer in Qatar, QUWIC (Qatar University Wireless Innovations Center). As Doha will be hosting the 2011 Arab Games, ABOVE will help build a mobile web application and a thin client for Blackberry. The project is scheduled to be completed by October. ABOVE will also provide them with training on how to build applications on Android.

# ABOVE and Beyond

## Art at ABOVE- *Nature's Within*

Art at ABOVE held its fourth art exhibition on October 15th and 16th. The featured artist this time was Ravi Shah. Ravi is a senior artist who has done a number of shows abroad and has also won many accolades.

The art show was titled, *Nature's Within* and was truly one of a kind. On display were sculptures made of wood, ink drawings and photos that were all inspired by Nature. The theme of the event was all about preserving Nature.

All of the art work drew heavily from installation art, which is an artistic genre of three-dimensional work that is designed to transform the perception of space.

The space was transformed into something very unique. The event received a healthy turnout on both the days.



The space with some of the sculptures on display

## ABOVE's new website

ABOVE has a new website that went live on November 30th. The website has a new revamped design that encapsulates information in an easy navigable way. The website's clean and uncluttered design enables visitors to find the information they need with ease.

Special thanks to S B Muralidhara Krishna, Pallavi Uday and Sugata Chaki who worked tirelessly to make this a reality. We thank the team for their commitment and support in developing and creating the look and feel of the website. The team received the ABCD Award for this effort.



## Ballboink contest winner announced

The Ballboink Animation contest came to an end on September 30th. Over the course of the two months of the contest, Ballboink received a total of 57 videos. The videos were based on different topics that ranged from themes such as preserving the environment, Indian culture, social issues as well as public safety to name a few. Based on the community votes and comments that were received, the top five videos were shortlisted for the panel of experts to score and judge. Taking into consideration all the feedback that was received, the winning video was, *Wrong Answer* submitted by Prashanth Cavale. He won the coveted iPad 2 for his animation video.

Phase two of Ballboink, will be more

on the lines of an Animation Community where animators can upload their ongoing projects for experts to review. Also present will be a Tips and Tricks section to provide animators with valuable tips they can use while creating an animation video.

Ballboink was not just a contest; it is a community of animators and for animation. Our vision is to create an environment that will nurture, nourish and encourage a world class animation community. Shortly, the team will roll out more features on the site, for animators to use.

We envisage Ballboink to be a social mentor network for animators and also a place for people to showcase their talent and get noticed for it.



The Ballboink team in discussion with Prashanth Cavale