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**One97 launches JuiceUp, an audio-video streaming application**

**Your mobile is your juke box playing music from across the world**

New Delhi, 22<sup>nd</sup> March '07 - **One97 Communications Pvt. Ltd.**, in partnership with **AirChord TeleVentures**, announced the launch of **JuiceUp**, a mobicast (mobile + broadcast) application for the first time in India. JuiceUp is an exciting and innovative mobile application which enables a savvy generation of users to access audio-video feeds over GPRS/data connection. The application also allows the user to stream and broadcast self-generated content to anyone on the mobile network.

Users can now tune into any radio channel that is streamed over the internet from their mobile phones. This application has been developed on a proprietary technology which allows high quality music broadcast over small data throughput. The application will allow the user to access numerous feeds from across the world, and gives them linguistic choice including audio feeds of various Indian languages such as Bhojpuri, Malayalam, Tamil, etc.

The upload facility allows the users to upload content from their handsets using the client and GPRS connection or through the JuiceUp website. A P2P phenomenon was imminent in the mobile space and JuiceUp is an industry-first that allows user generated and branded content to be searched by all JuiceUp users. A user can locate the content generated by fellow users through search tags. At the moment the available content options fall far short of user appetite and JuiceUp comes as a welcome innovation. JuiceUp allows users to create their own jukebox and broadcast it as a channel which other users can subscribe to.

There are no copyright issues since JuiceUp does not allow content to be downloaded, including user generated content - it can only be streamed. To download the application and get the activation key, users need to sms **JuiceUp** to

**3030.** JuiceUp will be distributed in India through various wireless operators and it can work on both CDMA and GSM handsets that are Java or Brew compatible.

Commenting on the launch, *Vijay Shekhar Sharma, Managing Director, One97 Communications* said, "At One97, we recognize that mobile is a very personal medium and it should fulfill end-users' desire to stream in personal choice of audio-video content. To make this possible has been our driving motivation. **JuiceUp** fulfills the dream of mobile subscribers for easy access to every kind of existing content on the internet and also upload their own content for public broadcast."

### **About One97 Communications**

One97 Communications is India's pioneer and leading full-range mobile Value Added Services provider offering VAS portal, content services, VAS up-selling and Grace Subscriber Management solutions to telecom operators, corporate and media houses. The One97 commitment is to deliver high performance, reliable, value-added and network services for top global telecom companies and enterprises by introducing innovative and localized content creation, interaction and delivery mechanisms.

**AirChord TeleVentures Ltd.** is a leading provider of Interactive Mobile Multimedia System, Delivery and Management for mobile devices. Their products are designed to run on every type of network and support all major languages of the world. Established in 2005, AirChord employs an experienced team of professionals in the wireless and software development industry.

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