



May  
2013

## Thoughts on the Go!

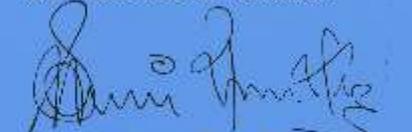
It has been a little over 4 years since we set sail as an intense technology start-up, moving out of the relatively comfortable corporate nests. There was excitement, the fear of the unknown and passion. But more importantly, at the core, we were a techie company. We knew there was a big change we could bring about, through the power of the mobile. But how were we going to package the solution? And how would we convince customers of the giant leap we were about to effect into their institutions? As expected, we had more questions than answers that made sense. That was the scene then.

But today, it is vastly different. ipomo has travelled in time with a relentless zeal. Those who have watched us from close quarters, have wondered at our ability to adapt and redefine our business and technology goals with effortless ease.

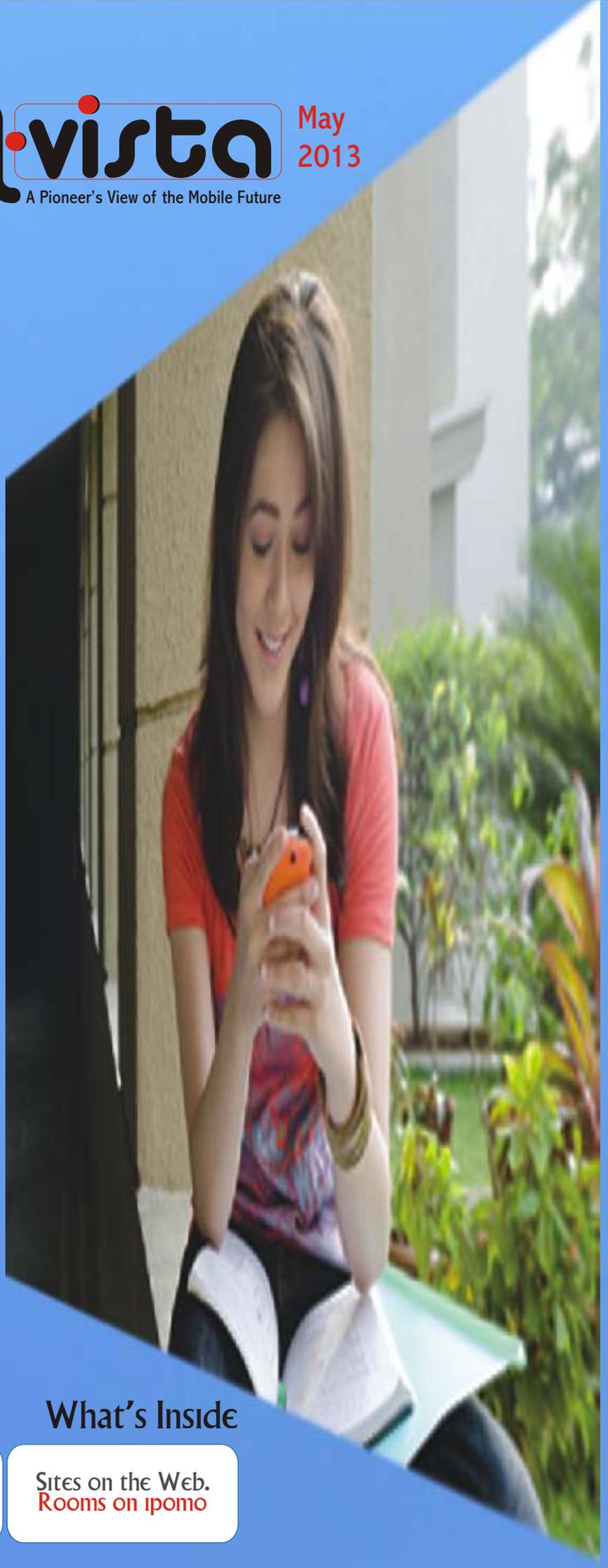
It has always been our endeavour to have a dialogue with our key stakeholders, like you. We are keen to share our vision for the future and how the possibilities are opening up with each new development on our technology horizon.

M-Vista will be the official newsletter from ipomo. It will capture all issues, perspectives and developments in our technologies and markets, and the education sector, worldwide. As we go along, we believe M-Vista will emerge as the interactive platform for a wider net of stakeholders including users, app builders, prospective customers, various institutions worldwide and government bodies.

M-Vista stands for newer vistas in mobile. With ipomo, you can expect the focus to be at the intersection of learning and lifestyle. That's where we make the difference.



Hari Prakash Shanbhog,  
Founder & Managing Director



## What's Inside

Resonant Ecosystem  
through M-Vista

ipomo Launches  
"Room for CET 2013"  
on Mobile

Sites on the Web.  
Rooms on ipomo



# ipomo Announces the Launch of "Room for CET 2013" on Mobile

To provide assistance to students and parents in the process of preparation and admission to engineering and medical colleges in Karnataka, ipomo launches the CET Room on its mobile learning platform. ipomo is a new generation technology company that has successfully built "rooms" for various institutions on its unique mobile platform.

The main objective is to help students in their last minute preparation for the CET exam and then guide them in their preparation for seat selection through ipomo's unique room concept. Based on its past experience of supporting students for CET, ipomo's CET Room 2013 will comprise of 203 psi, Rank-Seat Finder, College Info and CET Announcements.

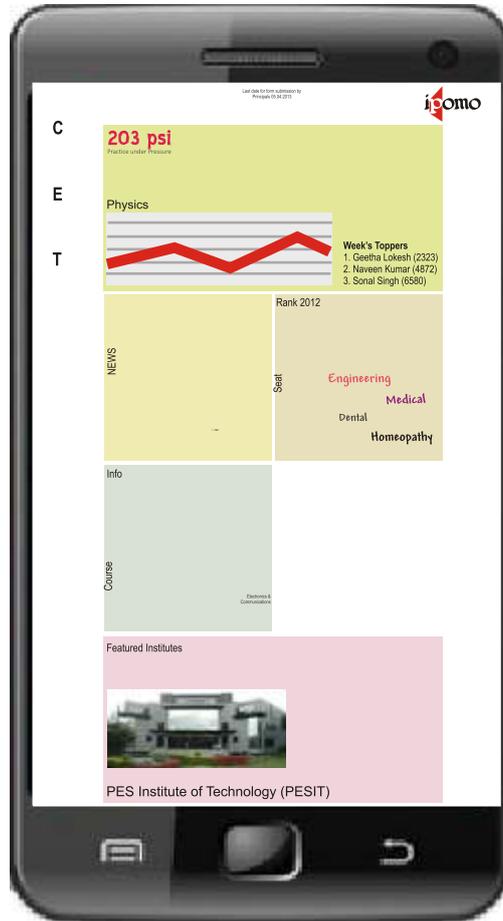
**203 psi** is a unique self-assessment service. With this, students can evaluate their knowledge and problem solving skills in Physics, Chemistry, Maths and Biology. The scores appear immediately after a test and prepare the students for the pressure of CET.

As an initial step, periodic tests will be conducted and students will have an opportunity to compete with their peers across the state. The first round of tests, innovatively called "**Good Night Tests**" - will be held at 10 pm every day, starting from April 19<sup>th</sup> till April 26<sup>th</sup> 2013. 20 questions will be asked for each subject (Physics, Chemistry, Maths and Biology) to be completed within 20 minutes. The final test will be conducted on April 28, 2013, in which there are 60 questions on each subject to be completed in 60 minutes. The students will receive the results immediately after submitting the answers. Moreover the students will be able to know their position among other participants.

After the CET, **Rank-Seat Finder** feature gives students and parents the college/branch options based on their ranks and seats status.

**College info** features various colleges can provide highlights about their strengths

**CET Announcements** include CET related news and developments, available on regular basis.



The CET Room on ipomo can provide effective and user-friendly support to parents and students during the entire cycle of CET administration process.

Speaking on the occasion, Mr. Hari Prakash Shanbhog, Founder & Managing Director, ipomo said, "We are indeed glad to introduce the first of its kind app to the student community across the state, preparing for the CET exams. This is a well structured program and help students to understand how prepared they are to attempt the exams. As a self assessment tool, this app enables the student to check their ability to perform under pressure. All information is available under one roof on the click of a button."

**How to Download:** This free app can be downloaded in three quick steps:

- SMS <ipomo> 7259002341
- A return message from ipomo will indicate the web link from where the app can be downloaded
- Clicking on the web link will download the application.

The students/parents can download this app into his/her GPRS enabled mobile. It is intelligent and flexible enough to adjust and render, based on the mobile phone capability ranging from feature phone to smart phone.

*Really nice app. Helps us judge ourselves and helps us realise where we have to improve.*

- Shravya

*Overall good, campus finder was interesting....*

- Namitha

*Too good.....*

- Venkatesh

Student Feedback

## What the Press Said



# Sites on the Web. Rooms on ipomo!



The information traffic jam today is for real. With so much information available, it has become a nightmare for people to access relevant information effectively. And with mobile phones, accessing the information on internet is even more difficult. ipomo's room concept addresses exactly this pain area.

**A room on ipomo** is a specific location or address, where you can expect to see focused or dedicated content, relevant to a specific area of interest or of an organization. For example, there are domain-specific rooms like politics, history, science, nano technology ... or ... it could be as simple as a coffee shop. One can get in or out of the room at his/her own convenience. There are various services offered in each room, like news, articles, quizzes, polls etc. The list of services offered could change, based on user priorities. In general, a room is a virtual place to hang out on mobile for like-minded people.

The best part is that one need not be a geek or a programmer to create and own a room. Now, with the rooms being available not just on smart phones but even on feature phones, it is even more engaging and encourages involvement of the larger community.

**Do write to us your comments and suggestions on issues that can help improve the quality of m-learning. If you are an existing user of ipomo Campus, you can share your experience.**



## Know Us?

Incorporated on 15<sup>th</sup> September 2008 in Bangalore, ipomo is a technology company with focus on Mobile Learning.

ipomo has built a platform on mobile which will address the needs of all stakeholders including Students, Teachers, Managements and Parents. ipomo has created a personalized, meaningful and interactive teaching-learning and evaluation experience for students.

With 2 patents in mobile learning technology and 3 years of research in teaching-learning methodology, the ipomo solution is currently operational in

**35+** top institutions with  
**40,000+** students and  
**3,000+** lecturers.

ipomo, started by ex-senior Wipro executives, has been backed by reputed angel investors, Rajiv Kuchhal and Sanjeev Joshi (ex-senior infosys executives).



ipomo Communications India Pvt. Ltd.,  
793, 1<sup>st</sup> Floor, 36<sup>th</sup> A Cross, 18<sup>th</sup> Main, Jayanagar 4<sup>th</sup> T Block,  
Bangalore 560 041, India Tel: +91 80 2664 0141  
Email: [contact@ipomo.in](mailto:contact@ipomo.in) [www.ipomo.in](http://www.ipomo.in)