



Not just comic strips...now read full comic books on your Tata DOCOMO phone

Will offer popular comics like Mickey Mouse, Winnie-the-Pooh, Popeye, Ninja Turtles, Love is, Doga, Dicktracy

Delhi, November 5, 2009: TATA DOCOMO, the GSM brand/service of Tata Teleservices Limited, introduced a yet another path-breaking exciting value added service, "*CoMix on-the-go*", in collaboration with Zero-Sum Wireless Solutions Pvt. Ltd. The full comic book content ranges to about 2000 titles from the 'Mythological tales' to the all popular 'Supandi' from Amar Chitra Katha, children favorite characters 'Mickey Mouse', 'Winnie the Pooh' and 'Princess Diaries' from Disney like and the powerful characters like 'Sadhu' and 'Devi' from Liquid comics.

Tata DOCOMO Comix-on-the-go is a unique first-time-ever innovation in mobile content, wherein, users will be able to read Full Comics Books, on the mobile, along with special effects like character vibration, sounds, zooming text bubbles which magnify the blurbs for better reading, and above all downloads smoothly on a 2.5 Edge Network.

With this product, Tata DOCOMO has achieved yet another winner, by providing an experience very similar to Amazon's book-reader, Kindle, for graphically-rich, comic content. What's more! This service comes at an affordable price of just Rs. 20/- per full comic book valid for 1 year.

Introducing *CoMix on-the-go*, Mr. Zubin Jimmy Dubash, Assistant Vice President, VAS - New Products, Tata Teleservices Limited said, "We are delighted to be the first operator in India to offer full comic books to all our customers. At, Tata DOCOMO, we are committed to use state-of-the-art technology in providing Value Added Services that are relevant to our customers. Comix-on-the-go is just one of the many more such services we will be rolling out in the days to come."

Comix-on-the-go supports two ways of viewing books- **Scroll view** and **Picture-story view** depending on the features of the content to be delivered. The scroll view displays a page of the comic directly and the user can view the entire page by scrolling up and down. To read the user can magnify the ballon containing the text, since it is in vector format the content is crystal clear and can be zoomed in and out for easy readability. The picture-story view displays the cartoon frame by frame, with each frame displayed at the optimum size. The option to scroll and add various effects in the comic strip is also available, but the feature is largely dependents on the data speeds and some of these would be 3G features.

Speaking at the launch Mr. Depinder Singh, COO and Vice President, Sales, Zero-Sum said, "Zero-sum, with its commitment to modern and relevant technologies for International markets is striving at putting together a mixture of "Progressive Technologies" with a "Local Flavor". By bringing the "Best of Japan" (in terms of mobile technology) to India and marrying it with the "Local Content", Zero-Sum aims at building a bouquet of products and services relevant to the current Indian mobile scenario."

To access the service the subscriber needs to download the application by clicking on the 'download link'. Once the user has clicked on the link the mobile handset will download the application automatically. The user can check the downloaded application by going to the mobile menu list and finding the "application" or "installation" option, inside which he can find CoMix on- the-go application that has been downloaded.



About Tata Teleservices Limited

Tata Teleservices Limited is one of India's leading private telecom service providers, having a pan-India presence across all of India's 22 telecom Circles. The company offers integrated telecom solutions to its customers under the Tata Indicom, Tata DOCOMO, Photon and Walky brands, and uses both the CDMA and GSM technology platform(s) for its wireless networks. Tata Teleservices Limited, along with Tata Teleservices (Maharashtra) Limited, operates in more than 325,000 towns and villages across the country. In November 2008, Tata Teleservices entered into an agreement with Japanese telecom major NTT DOCOMO, and this transaction marks a key step in the strategic evolution of Tata Teleservices Limited. Tata DOCOMO has so far launched GSM services in ten telecom Circles, and the remaining part of the country is also expected to be covered shortly. In December 2008, Tata Teleservices announced a unique reverse equity swap strategic agreement between its fully-owned telecom tower subsidiary—Wireless TT Info-Services Limited—and Quippo Telecom Infrastructure Limited, thereby becoming the largest independent entity in this space. Tata Teleservices' bouquet of telephony services includes mobile services, wireless desktop phones, public booth telephony and Wireline services.

For details, visit www.tatateleservices.com, www.tataindicom.com, and www.tatadocomo.com.