

Sinergia
LABS™

We make complex Simple



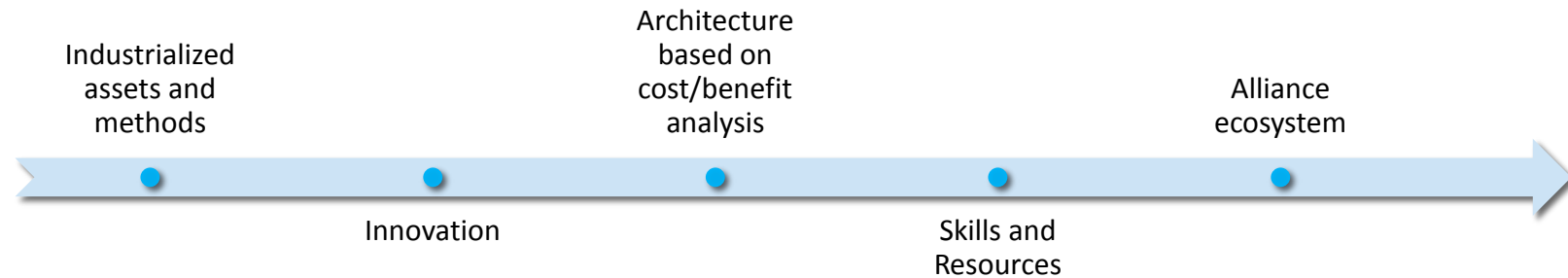
Mobile Service Offerings

Overview

Sinergia labs is a leading provider of end-to-end mobile solutions. Based in Info Park, Cochin, India Sinergia has the expertise to develop apps on all mobile platforms. People behind Sinergia Labs have over 20 Years of providing professional Technology services for clients across the globe. Our rich experience in multiple domain makes us unique and bring a level of expertise to your firm like no one else. we offer a range of mobility services across industry verticals from our development center in the United States, Singapore and India.

Driving our Solutions and Services

- Improve legacy and proprietary Integration with current solutions/software
- Positive impact on usability and architecture decisions among project teams
- Increase overall user adoption
- Implement the best practices for the development of solutions
- Promote cross-platform flexibility
- Rapid scale up for project requirements



Enabling Mobility Across Verticals

Full Spectrum of Mobile Solutions and Services

Mobile Application Development and Maintenance | Mobile Security | Infrastructure Services | Social Connectors | Mobile Testing | Product Engineering | Prototyping

Industry Verticals

Media



Education



Transport



Healthcare



BFSI



Government



Energy



Retail



Mobile Cloud | Enterprise Mobility & BYOD | Mobile Analytics | Microsoft, Java, and Open Source Service integration | ERP Integration

Native Development

Application SDKs & Libraries



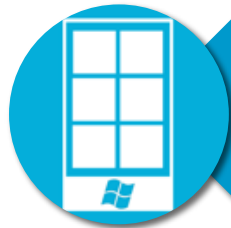
Android Technologies

- Android SDK, Linux Kernel, Dalvik VM, SQLite, System C library, Media Libraries, LibWebCore, 3D Libraries, Freetype, Java / J2ME, C, C++, OpenGL etc



iOS (iPhone/iPad) Technologies

- iOS SDK and Universal design, Obj-C, Cocoa Touch, xCode, LBS, Interface Builder, Instruments, Web Services / SOAP / XML, IMPS (Wireless Village 1.3), GPS Positioning, SQLite, OpenAL, OpenGL ES etc.



Windows Phone 7 & 8, Windows 8

- Silverlight Framework, XNA Framework, XAML, WCF, REST, Visual Studio, Expression Blend, Windows Azure, Cloud based Xbox LIVE Services, Notifications services, Location services, Microsoft Advertising SDK, Windows Phone Marketplace and Billing, BI



Certification Criteria based on Platform

- We've helped customers to deploy applications using multiple delivery channels including app stores, corporate app stores and direct launch pads. We've a solidified process to get your app certified

UX Process

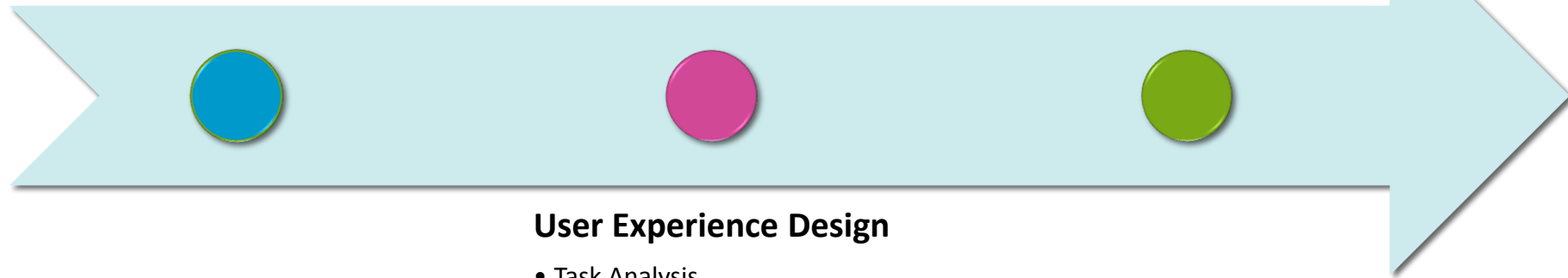
Sinergia Labs have a dedicated & matured Ux practice.

User Experience Research

- Audience Analysis
- Competitor Analysis
- User Survey
- Usability testing
- Focus Group
- Heuristic evaluation

UI/GUI (Visual Design)

- Prototype
- Frontend development



User Experience Design

- Task Analysis
- Concept Maps
- Flows and navigation maps
- User Stories
- Wire frames
- Functional Specs/use cases
- Persona

Enterprise Mobile Management

MAM & MDM



Mobile Application Management (MAM)

- App Delivery
- App Security
- App Updating
- User Authentication
- User Authorization
- Version Checking
- Push Services
- Reporting and Tracking

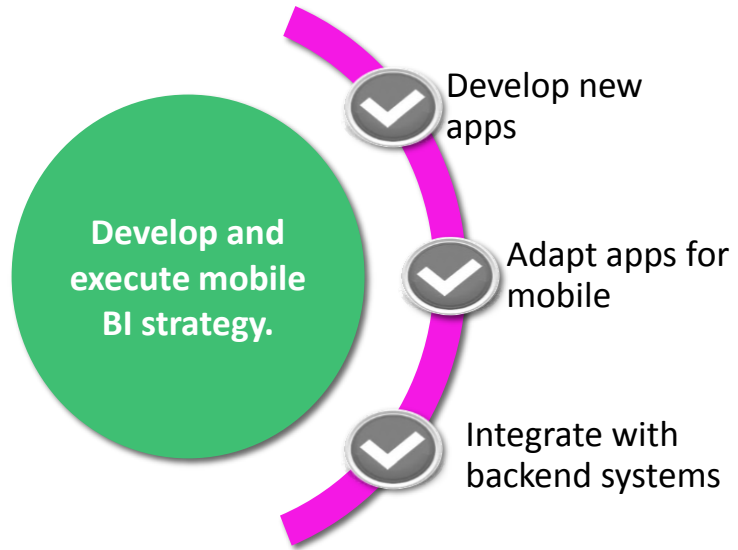
Mobile Device Management (MDM)

- OTA – Over The Air updates
- Remote Configuration and Provisioning
- Security
- Backup/Restore
- Network Usage and Support
- Remote Lock and Wipe
- Device Provisioning
- Software Installation

Experience Implementing **Windows Intune** to support Bring Your Own Device (BYOD)

Mobility Intelligence

Decision-Making on the Go



1. Executive reports

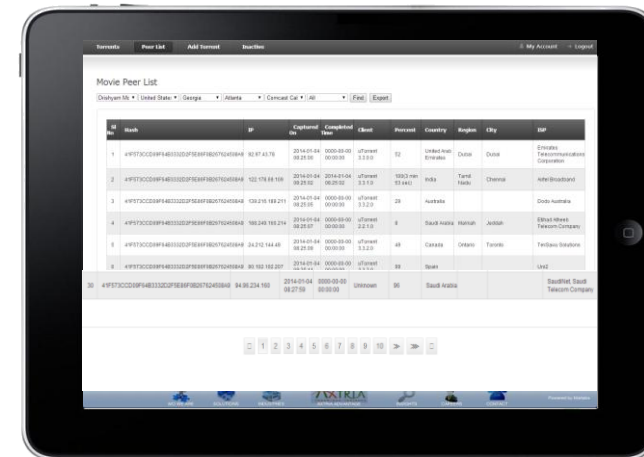
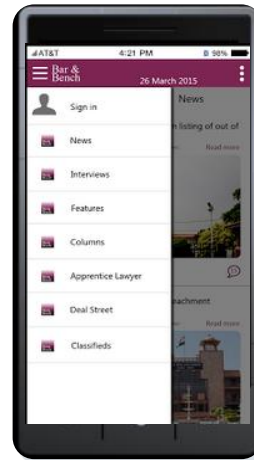
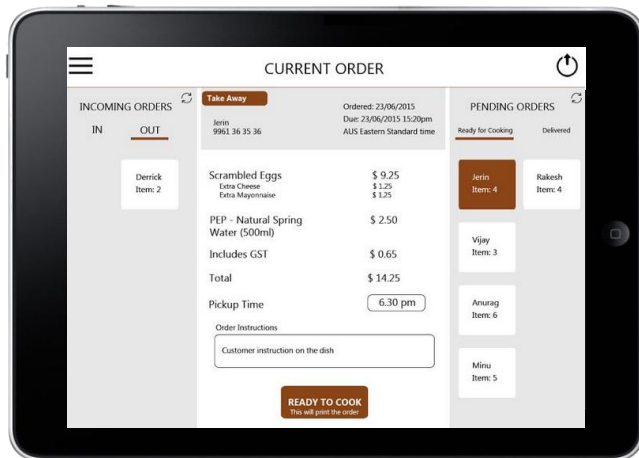
- Actionable reports delivered to smart devices.

2. On Demand Reports

- Custom reports for the field force.

3. Mobile apps

- Real-time alerts on events such as stock-outs, non fulfillment of orders, product rejects/returns.



Mobility in IOT

Making every space smarter

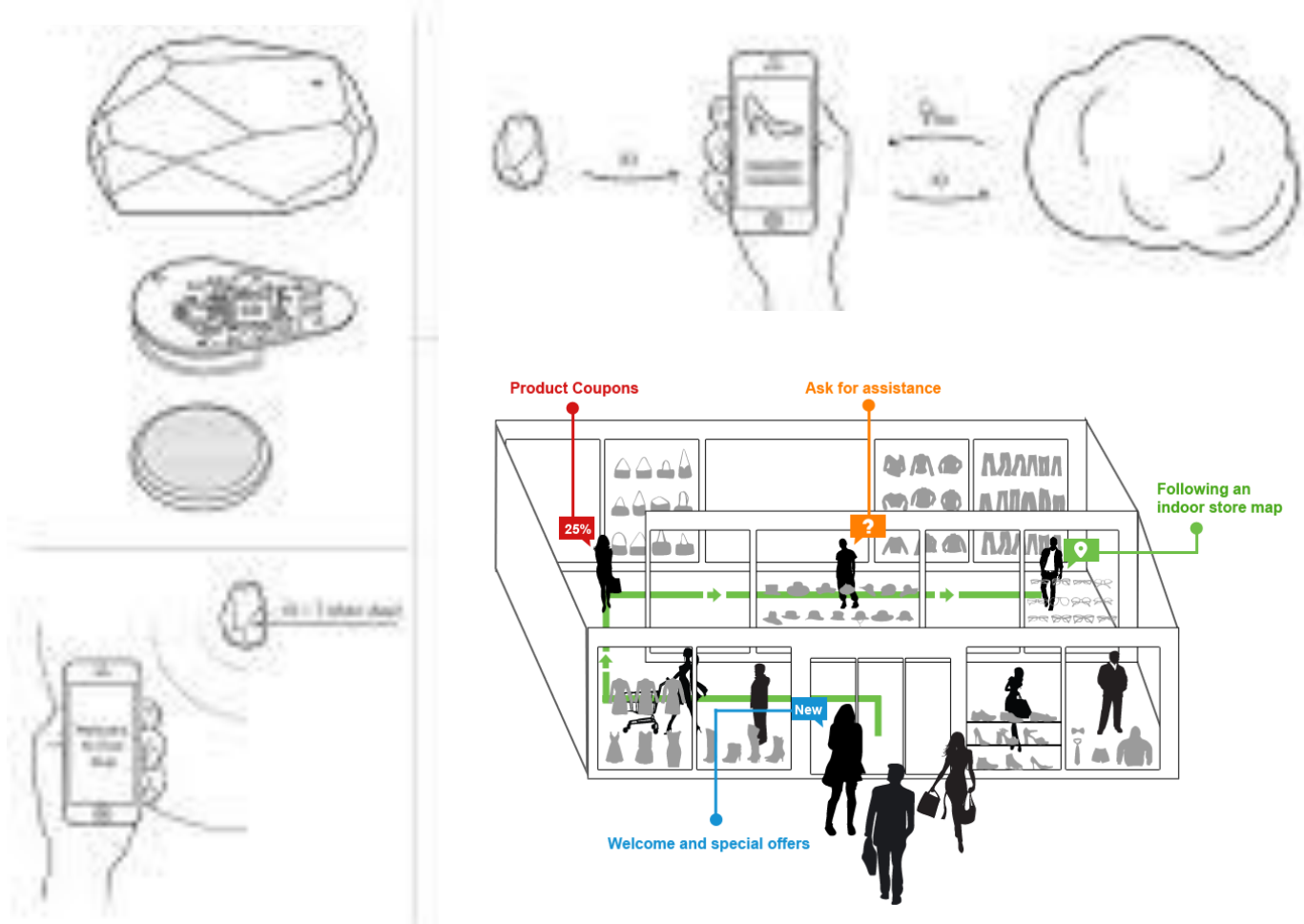
We are working to accelerate the development and deployment of the Internet of Things through building intelligent devices, creating systems of systems by connecting legacy devices to the cloud, and enabling end-to-end analytics. Sinergia Labs is dedicated to providing IOT real for enterprise business as a preferred and trusted partner. Our in depth experience and robust solutions simplifies the implementation of IOT , starting from idea generation ,design and deployment of IOT solutions to enterprises which are going to transform the way the business are done . Our end-to-end offering for Internet of Things provides everything business needs to create a System of Things.



Mobility in IOT

Making every space smarter

Sinergia labs IOT platform Spotbeak enables connectivity with physical things and provides Indoor navigation using various sensors. Our platform use Intel Edison boards which has the capability to connect with BLE sensors, GSM module and transfer data to our cloud server.



AIRPORTS

In addition to flight information, showcase duty-free promotions and special vacation deals



STORES

Deliver in-store offers and e-catalogues to target shoppers



RESTAURANTS

Attract new customers with coupons while offering returning customers express pre-order and pick-up services



SHOPPING MALLS

Guide visitors with floor plans, events, and the hottest sales for a boost in traffic and revenue



STADIUMS

Send welcome messages, seat maps, and coupons for snacks and sporting goods



MUSEUMS

Provide mobile tours for exhibitions as well as museum shop promotions

Case Studies

WatchWithMe



SOCIAL SECOND SCREEN APP TO CONNECT CHANNELS AND USERS





Problem

Television Viewers - **Feedback & Actions Are Not Possible For Television Viewers**

- Lack of one single second screen app for program discovery, social interactions, feedback
- No easy way to act based on content/advertisements – Like ordering an item while viewing its advertisement, or responding to a poll question raised by a news host instantly

Television Channels – **Getting Feedback, and Measuring Reach Is a Big Concern for Television channels**

- Traditional models like TAM exists but are not convincing.
- A platform for real time interaction with viewers is missing.

Content Providers – **Branding & Monetization is Difficult**

- No contextual rooms/groups available to discuss aired programs.
- No platform to contextual monetization (linking content with program airing time)



Solution

An app + related server platform to enable

Viewers – Social, Empowered

- Respond while watching TV
- Network and collaborate real-time based on content

Channels – Second Screen, Instant Feedback

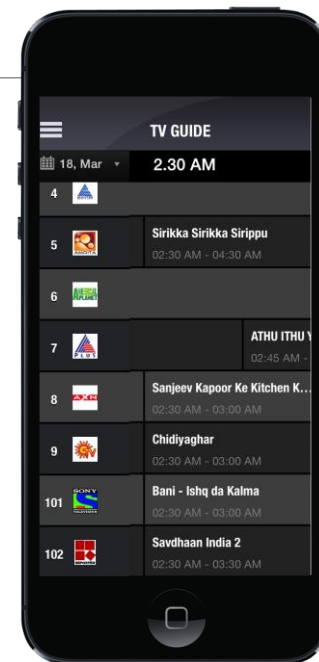
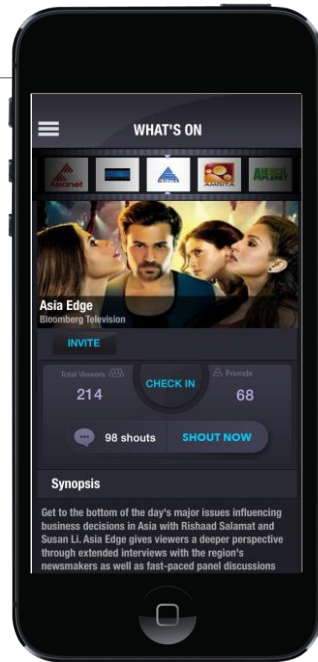
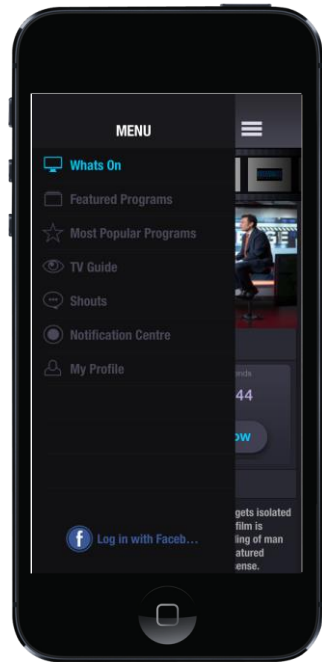
- Interact & Connect with viewers real time
- Connect with viewers & Measure reach

Content Providers – Monetize, Branding

- To monetize content (Eg: Buy Previous Shows)
- Fan pages and likes for shows

WatchWithMe.Tv |

Liberating Television

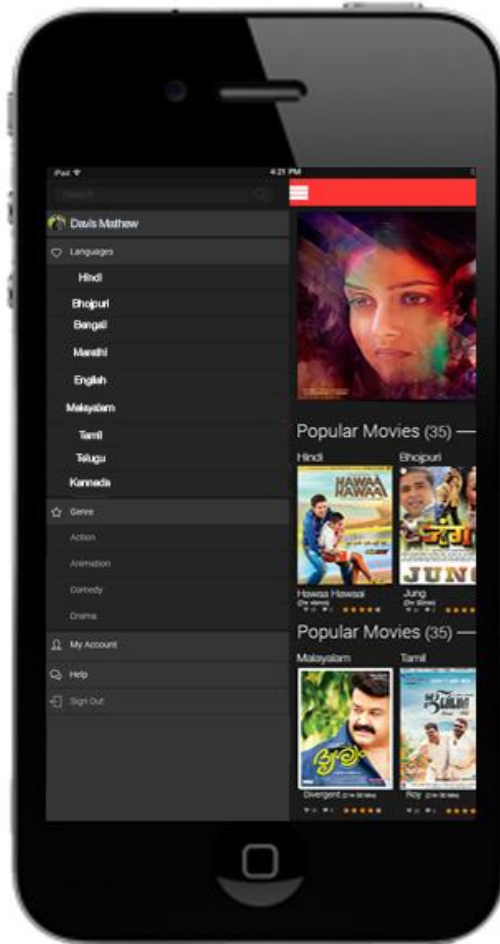


App – iOS and Android Second Screen App

Dashboard – For Channels

Store – For Channels & Content Creators

Content Distribution Platform



Sinergia Labs has created a mobile movie streaming application platform for our client which helps content distribution over mobile networks and monetize the movies through Android and iOS application .



According to iab study mobile devices play an important role for moviegoers. Fifty-six percent of moviegoers say they use their mobile phones to learn more about movie and entertainment options. For filmmakers there is a tremendous opportunity to engage with their targeted audience with not only mobile but also the latest technologies available to mobile. Doing so would present new possibilities for you to make your film stand out from the rest of the crowd.

The capabilities of mobile applications and cutting-edge platforms are continuing to expand, harnessing ambient data such as location, user movements, schedule, user habits and engagement. Accordingly, filmmakers are presented with the opportunity to create more advanced and targeted marketing campaigns.

Remember not all screens were created equal, we need to think about each screen's interactivity with our users / audience.

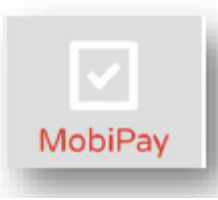
Mobile Distribution Market Place

Sinergia Labs turns film sharing into sales and your fans into a community.

We deliver rare and remarkable hands-on passionate insight into how movies are watched and by whom.



- 1 Regain Control
- 2 Keep all rights
- 3 Watch profits soar
- 4 Social Media Integration

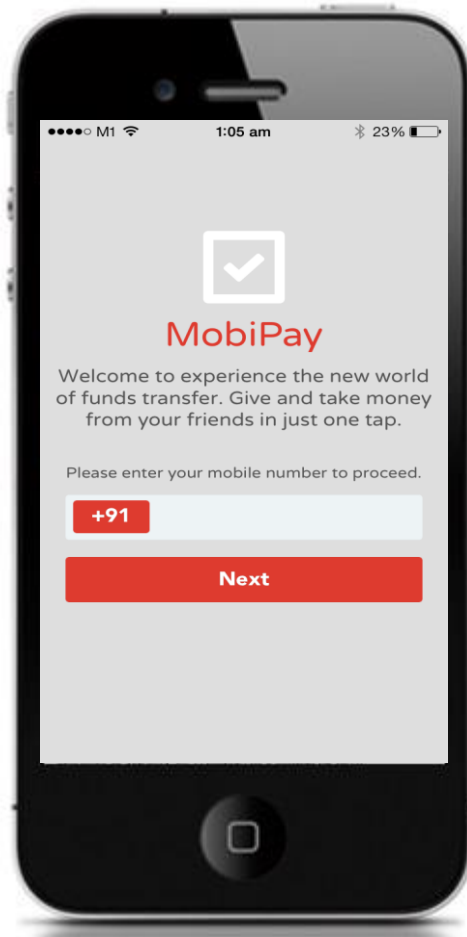
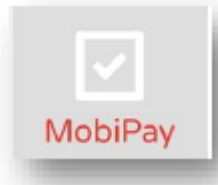


MobiPay

MobiPay is a Mobile payment application prototype that uses one time tokens for secure peer to peer personal payments



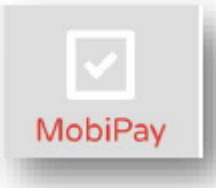
MobiPay



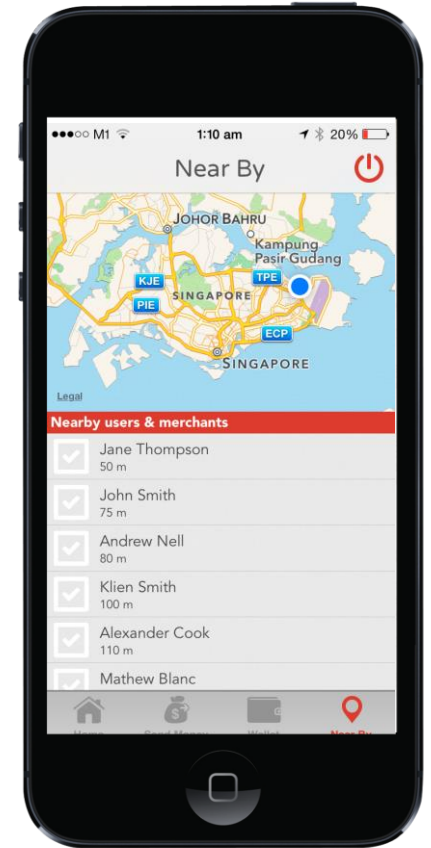
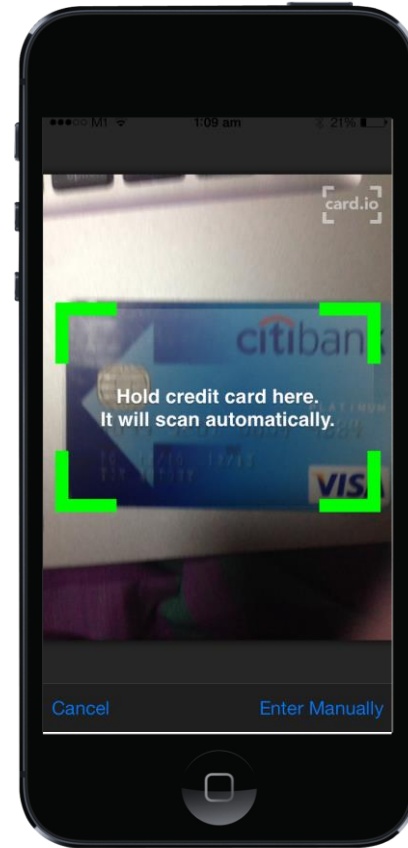
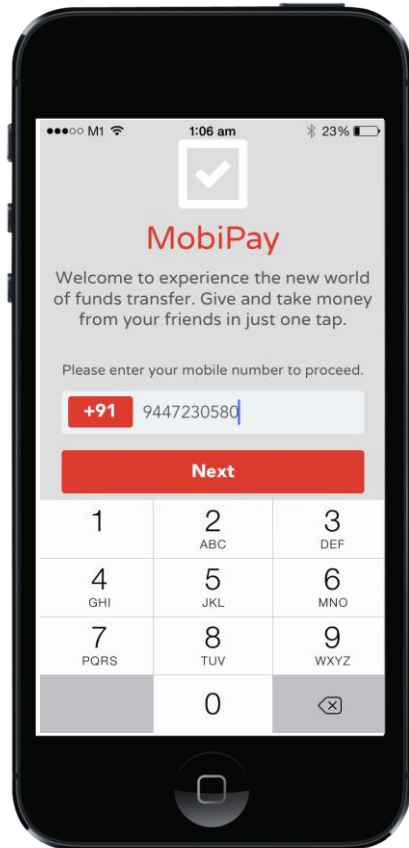
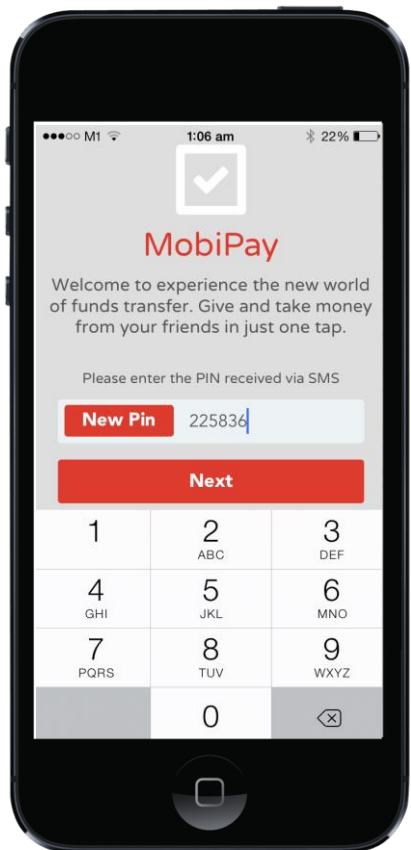
Personalized Apps for Sending and Receiving payment are identified as one of the leading trends in the mobile payment spectrum . Personal Payment experiences are gaining more user acceptance than ever before.

The MobiPay Peer to Peer Mobile Payment App is a payment service and application operated from a mobile device, for making personal payments to anyone with a Smart Phone, through a familiar Chat like interface.. This app is developed for iPhone, and leverages Azure Cloud platform for transactions.

MobiPay



The user can install the app in the mobile device, register, and can click 'Send money' by selecting a user from the contact list and entering the amount to send.



Kochi Muziris Biennale App

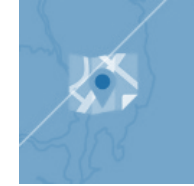


Users get information about Kochi Muziris Biennale on their mobile devices. Latest updates, event details, program schedule etc. and all other features in existing Biennale website will be available on the mobile app



Based on our Internet of things platform Spotbeak

KochiMuzirisBiennale Mobile App is a Context aware and proximity application operated from a mobile device, which enables delivery of personalized, highly relevant communications to visitors on their mobile devices based on location and context.



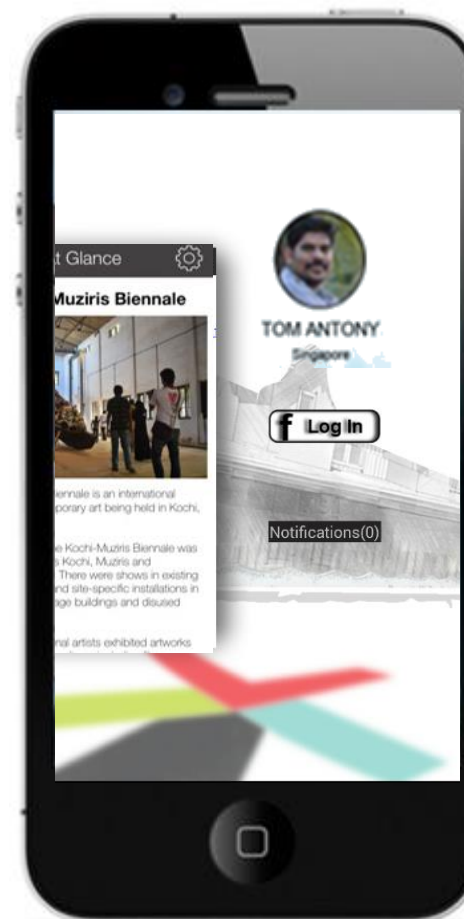
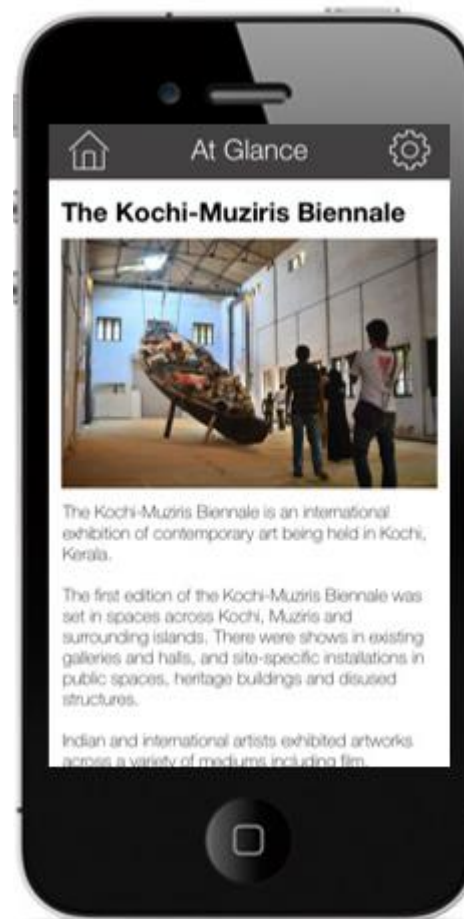
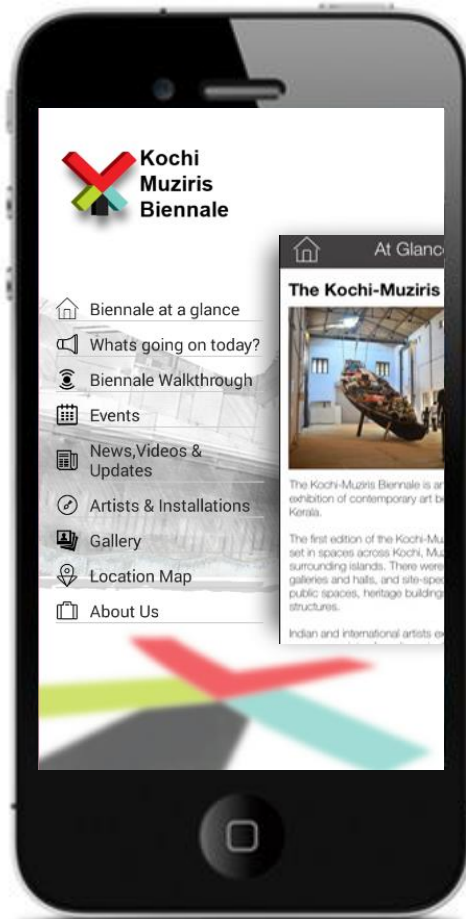
App has real time route maps that navigates the visitors to exact location of the Biennale venues. As well as helps in indoor navigation inside the biennale venues.

REAL TIME LOCATION APP EXPERIENCE , THIRD BIGGEST JUMP IN 2014 OTHER THAN PREVIOUS YEARS..



Biennale App aims to improve Visitors' Mobile experience at the biennale with information targeted to their proximity on biennale venues through our technology solution 'SpotBeak'

Kochi Muziris Biennale



Kochi Muziris Biennale

Notification about the nearest installation comes on top which is followed by the next nearest. Notification cards will toggle between based on the proximity of the visitor.

Video about the installation

Information about the Installation

Description about the artist and installation

2.60 m

4.35 m

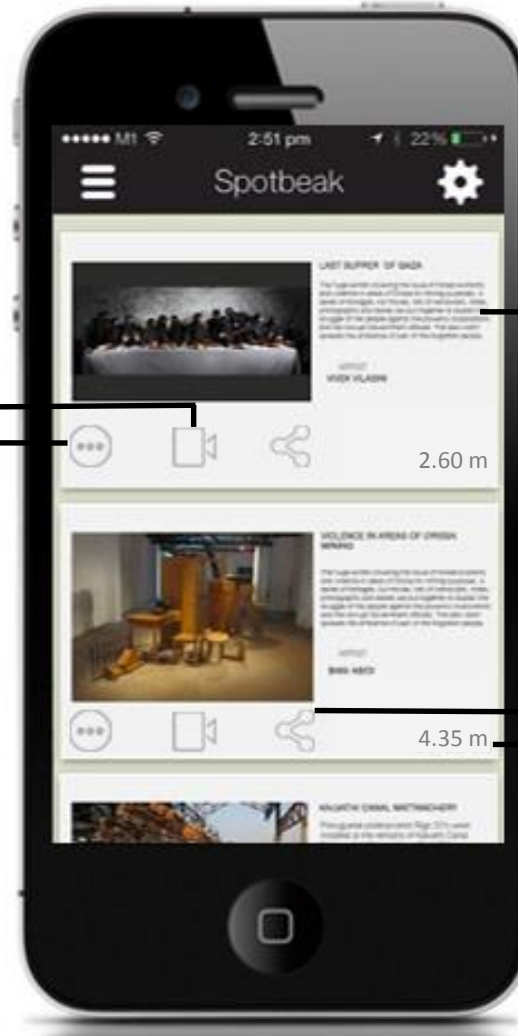
Distance to respective installation

Option to Share in Social Media



Runs in both iOS and Android

Apple iPhone 4S and above
Apple iPad 3rd gen and later
Android 4.3 and above





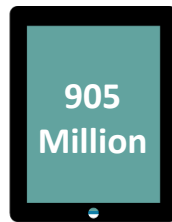
Paperless

Application which helps a Financial institution to reduce the time in submitting documents for financial products applications forms .This apps helps to reduce the manual process involved in form submission and improves the overall turn around time in application appraisal process

STATE OF FIELD SERVICE EXECUTIVES MOBILITY

MOBILIZING FIELD EXECUTIVES IS THE NEXT BIG MOBILITY TREND

With tablets tripling to



In use for work and home globally by

2017

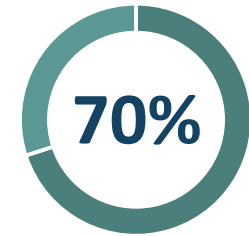
The anytime ,anywhere work trend is just getting started. Coupled this trend with our Paperless app help organizations to save lot of resources.

Source : Forrester



By

2018

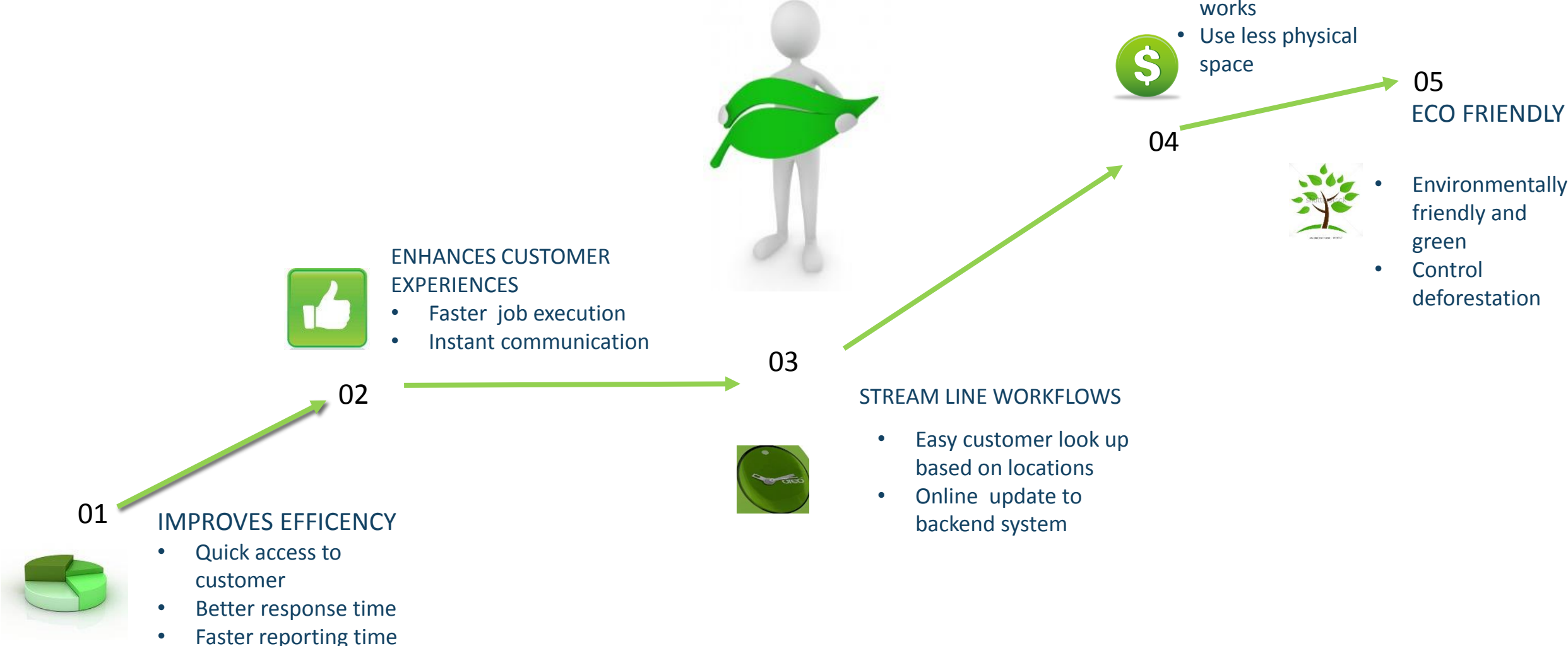


Of field executives will use tablet of hybrid device that's has tablet –like characteristics

Source : Gartner

Paperless app aims to minimize the paper usage of organization, enabling mobility to the field executives through which all the forms are submitted and shared online making the whole process effortless and flexible.

TOP 5 BENEFITS OF OUR PAPERLESS APP





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