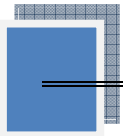




mobicules

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MOBICULES TECHNOLOGIES

CORPORATE PROFILE



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ABOUT US

Introduction

Mobicules is a 30 people firm in Noida, India with extensive capabilities at conceptualizing, developing, enhancing and maintaining web applications, social applications and mobile applications. Our domain expertise spans developing Social Networks, Facebook/OpenSocial applications, Mobile apps and travel/trip planning sites. With a team comprising people drawn from the best engineering schools in the country, Mobicules has built many interesting and sophisticated products for a range of clients. From some of the biggest brands to many 'interesting' technology start-ups and new ventures, we have been able to form really successful partnerships across the globe - US, Europe and Asia.

Vision

To become a leading outsourced product development services provider, building hi-tech solutions using the latest tools and trends in the areas of web and mobile technology as applied to consumer and enterprise solutions.

History

Mobicules was founded in August 2007 by two IIT Kharagpur alumni with B.Tech degrees in Electronics & Communication Engineering. The founders went on to assemble a top-notch technical team, handpicking people from the best campuses in the country and grooming them to take up leadership roles quickly. Starting out with just one client, Mobicules expanded its client base quickly because it could set-up the right processes to ensure good quality & speedy delivery of sophisticated web and mobile applications, to some very demanding customers.

Going Forward

Mobicules, though in its infancy, has developed an excellent depth and breadth of expertise in its domain. Currently, our core focus is on developing Social Application Platforms (Facebook, OpenSocial etc.), mobile platforms (iPhone, Android, J2ME, Blackberry, WinMo) and web infrastructure (CDNs, clouds, grids etc.). Constantly getting into new technology areas and acquiring clients from varied domains from all over the globe, Mobicules is poised for a phase of explosive growth over the next few years.



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What We Do

Mobicules develops Web and Mobile applications catering to both consumer and enterprise user segments.

Domain Expertise

1. Social Networks, Platforms and Applications
2. Travel and Trip planning/booking
3. Collaboration tools
4. Kiosk Rich Multimedia applications
5. Games for mobile phones and social networks
6. Video sharing applications

Skill Areas

1. Open source languages (PHP, Ruby)
2. Platforms/frameworks (Symfony, Drupal, Joomla, Rails)
3. .NET
4. Java/J2EE
5. Mobile Platforms: iPhone, J2ME, Blackberry, Android, WinMo

Being Web2.0 experts, we have a very good understanding of all critical Web2.0 elements like Content Syndication, Community Building and Collaboration.



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Portfolio

The following is a summary of some of the projects done by us, spanning our complete current skill set:

Walk The Cure - <http://apps.facebook.com/walkthecure>

This has been developed for www.pagefad.com. This allows users to take virtual walks to raise money for Cancer research. This is an extremely viral application. Its user base has crossed 0.1 Million mark within 3 months of the application "soft" launch.

My-Type – <http://apps.facebook.com/my-type>

This is an interesting personality assessment application that is built around the MBTI framework. This has a user base of more than 375000 on Facebook, and is using the extensive data collected to also create a model that links people's personality types with their preferences in books, music, etc., and links it with their social graph.

DilliDilse - <http://www.dillidilse.com>

This was built in association with C3Cube multimedia for Coca Cola India, which was supporting Delhi DareDevils during the IPL Twenty20 tournament. It has a full-fledged social network.

DilliDilse Kiosk Network

Mobicules built and deployed a rich multimedia kiosk network at 27 locations in Delhi NCR that supported Bluetooth uploads and downloads, on-kiosk video recording, full social network functionality and multimedia games. An analytics and user metrics tracking system was also built and deployed.

NTB iPhone app

This application allows the user to play an interactive quiz game on the iPhone, where the user watches a series of video, text and audio clues, and has to answer questions relating to what he/she has seen. The user needs to answer within a stipulated number of seconds, and he/she is scored according to that. A real-time multiplayer version of the game is under development.

Voyavo - <http://voyavo.com/>

Voyavo is a travel and trip planning application currently private beta. It has top class interactive features built using JQuery javascript library, and we believe is one of the richest travel and trip planning applications around. The site has been built using Symfony, which is a very powerful PHP MVC framework. Please get in touch to get an invite code to the application.

urThots – Think it, Write it – urThots.com

urThots lets you write about what you're thinking and find others that think the same. The fbConnect feature and the urThots facebook application is completely implemented by Mobicules.

HookUpFeed – <http://hookupfeed.com>

This application has been written in ASP. It lets users connect to updates from brands and businesses. It has strong admin features and business process integration.



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Software Development Methodology

At Mobicules, we understand that the software development methodology to be used to develop a solution must take into account the nature of the solution, time-lines, business objectives and various other parameters. No matter which software development methodology we use, we know it is critical to set up the correct communication channels and use them with a lot of discipline. We use various project management tools like Basecamp, Trac, Microsoft Projects and customized versions of Google sites to manage projects, depending on the preferences of our clients.

We have developed and deployed solutions using both the Agile and Iterative Waterfall software development methodologies.

Agile Methodology

We have developed a large number of solutions using the Agile Methodology, and understand that it is very well suited to development of consumer mobile and web applications because of small and quick development cycles followed by periods where feedback can be taken and future strategy quickly adjusted. With the correct communication channels and protocols set-up and the right people deployed on a project, this methodology can yield very solid and quick results.

Iterative Waterfall

The Waterfall methodology is very suited for building complex enterprise grade solutions, where prior modeling and planning of execution is of paramount importance. The Iterative Waterfall methodology, while maintaining all the positives of a clearly planned out development phase, allows one to take advantage of what has been learnt during development of earlier, incremental, deliverable versions of the system.



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Testimonials

"I've outsourced dozens of software projects over the years, and I can say without a doubt that the Mobicules team is the best I've worked with. I have used them for several projects, each of which was complex in a different way. I knew we were off to a good start when they asked such insightful questions early in the bidding process. The team sorted out the key information and details and displayed an excellent understanding of the technical challenges. Each time a challenge was encountered, the Mobicules team presented the potential solutions to me clearly and made helpful recommendations. The team was extremely responsive at all stages of the project. I was most impressed by their ability to think outside the box, understand complex designs, and cleanly interpret our PRDs into a final product. Each product was delivered in great shape and nicely polished. I highly recommend them and hope to work with them again."

Stevana Case | Director, Product Managemet, Spleak Media Network

"We worked with Mobicules in the development of our application Online Idol. Since then we have been working with them for iPhone and facebook apps. Their team has been great to work with. They reply to every question and concern in a timely manner and communicate back and forth with us articulately and professionally. We find their pricing to be very fair. On almost all occasions programming was completed in impressive time."

Michael DeVerna | Product Innovator | PageFad, LLC

"I highly recommend Mobicules for Facebook application development. They have been excellent at communication since I first requested a quote from them. They understood what I wanted when I asked for it and they even provided helpful suggestions. It was my pleasure to work with them and I am extremely satisfied with the end product."

Joe Baumann | admin@urthots.com



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Contact Us

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