

DCI Mobile Studio releases the hit musical ‘Vinnai thaandi Varuvaayaa’ songs on App store

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Along with Sony Music Entertainment, DCI Mobile Studio, one of the top 25 mobile app developers in India, today released their iPhone app based on the songs from the movie “Vinnai Thaandi Varuvaya” at the App store.

Partnering with Sony Music Entertainment India, DCI Mobile Studio, the top ranking mobile development and Mobile app marketing company in India, today, for the first time in India, released an iPhone app based on a movie for the iPhone and iPod Touch devices. This new and unique iPhone app is based on this year's highly-anticipated Tamil movie “Vinnai thaandi Varuvaya” starring Tamil Film Industry's Little Super Star Silambarasan (a.k.a) Simbu and ‘Smiling Princess’ Trisha Krishnan. The app renders not just unlimited high quality MP3 song streaming, but iPhone users even can download the movie wallpapers and other digital merchandises of the movie, to their iPhone. In the original soundtrack, the “Hosanna” song had already started to accumulate tremendously raving reviews and high-octane anticipation among fans. The movie is the hot talk of the town, since this is first time collaboration of double Oscar-winning Music director, A.R.Rahman and South India's Hit-after-Hit director, Gautham Menon.. This app comes at a launch price of \$1.99 and users can download to their iPhone and iPod Touch.

“I feel that, nobody has had this moment before, that DCI is the first Mobile app developer in India, to release an app based on a movie. Smart iPhone apps are now making it possible to render the personalized digital content and extraordinarily interactive user experience to the wide iPhone user’s community. . Nowadays, Mobile service providers are foreseeing a steady shift in market value from rendering connectivity along with monetizing the exact digital demand. Our app enables this

capability for mobile operators through some of the unique downloading and streaming attributes. This is part of our continued efforts in providing app under all platforms helping our partners to rapidly capitalize on this evolving business opportunity” says Chief Technology Officer of DCI Mobile Studios, Mr. Vijayakumar Radhakrishnan.

This is a multiple-utility app, which facilitates audio streaming, music downloads, Wallpaper downloads and other movie related digital merchandises. A visually stunning splash screen in the app will have links to know about the Movie, learn about Sony Music, Downloading options and song play lists. DCI knows that iPhone users crave for high quality and this app will give the real stuff in high quality audio streaming. For better audio feeds, this app needs either an active 3G or EDGE or Wi-Fi data connection.

About DCI Mobile Studios:

DCI Mobile Studios is the mobile application development division of Dot Com Infoway.

About Dot Com Infoway:

Dot Com Infoway is a top-ranking custom software development and mobile development company in India, dedicated to creating unique IT solutions resulting in tremendous business results. Dot Com Infoway is a proud Microsoft Gold Certified Partner and has vast competencies in Custom Development and Data Management Solutions. DCI is an expert in custom applications which includes content management systems, e-commerce or online shopping solutions, social networking sites, and mobile application development including Android, iPhone, Blackberry, Symbian, Palm Pre, and Windows Mobile. Dot Com Infoway takes the pride in being one of the most cutting edge software development companies in India. On the Web front, DCI develops state-of-art web sites and web applications by considering the latest development trends and providing ingenious solutions to unique challenges.

Dot Com Infoway (DCI) is a premier IT company located in India providing offshore IT outsourcing solutions to businesses across the globe. DCI provides enterprise solutions that include software solutions, web solutions, mobile application solutions, Internet marketing and a whole gamut of IT solutions and products to clients. Leveraging the innate offshore value advantage of our development centers in India, we provide customized, scalable and cost effective solutions to businesses.

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