

PUBLISH is passé; get ready to FUBLISH

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Press release from: [MobileVeda](#)



Chennai Nov 26, FUBLISH (Futuristic Publishing) a tech. solution by MobileVeda, a startup incubated at Technology Business Incubator, VIT University has been adopted by Vasana Publications Pvt. Ltd., (Publisher of Vikatan Tamil magazines) for their new online initiative called minMalar. It's a concept where the online magazine comes to life. It is a replica of the print magazine. The user can turn the pages and read with the look and feel of the real magazine.

Its not just the look of real magazine. The pages also contain multimedia (audio and video) contents. Imagine how good we feel when we read an article on Varanasi, the page contains a short video clipping of The Ganges and some temples, ghats located at the bank of the holy river. That's how the Diwali min Malar of Vikatan has been developed.

FREE DEMO

This publication is available in two modes. The full version is priced at Rs.99 (Rupees Ninety Nine) and a free demo with more than 10 pages (including the Varanasi Article) is available for everyone. Visit www.mobileveda.com/pr/vikatan/ for more details (new users to vikatan.com site could register free and proceed to view the demo book). The full version can be bought from the Vikatan's site through secure online payment gateway.

RESPONSE

Response from the initial launch is very encouraging. "This is a result of our hard work for the past three months. Objective of our team is to constantly innovative and develop solutions for our local market that should exceed or at least be at par, the current trend at the international arena, provided in a cost effective manner" says Ganesh Ram KR, Founder MobileVeda Solutions.

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About Vikatan

Vikatan group of publications is the leading Tamil media group publishing number of magazines like Anandha Vikatan, Junior Vikatan, Shakthi Vikatan, Nanayam Vikatan, Aval Vikatan, Chutti Vikatan and Motor Vikatan. Their website Vikatan.com is one of the leading portal visited by NRIs and international tamilians. They have chosen MobileVeda's FUBLISH solution for Diwali minMalar book and could extend this for their other publications after incorporating the comments and preferences of the users.

About MobileVeda

MobileVeda is a startup being incubated at Technology Business Incubator, VIT University, Vellore. The company's earlier initiative providing free mobile books in Tamil (www.thinnai.info) received a high accolade from media and users. The team is committed to roll out many such solutions in the web and mobile domain.

[You can find this press release here](#)