

Launch of Mobile Books and introduction of ‘Library on a memory chip’ by Thiru G.Viswanathan, Chancellor VIT University

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Vellore January 17, 2009 for the first time in India, MobileVeda ,an organization being incubated at Technology Business Incubator, VIT University has pioneered in launching current literature (collection of short stories and poetries) as mobile books. A short stories collection by writer Bharathibalan and poems of poet Kalyanji were launched as mobile books. They are in the process of launching a microchip (mobile memory card) containing thousand books that could be read on mobile phones that is unveiled by Thiru G.Viswanadhan, Chancellor VIT University.

Past

The history of Thanthai Periyar EVR, Tamil classical literature (including sangam literature) and many more books were published as mobile books by this organization earlier and were released at www.fublish.com .

Present

Subsequently now the current literature such as Bharathiibalan stories and kailayangi poetries is published as mobile books. This year Sandhiya Publications congregated 20 years works of Bharathibalan in literature, which got awards from many literary organizations. This book was published as a book containing 736 pages named “bharathibalan Kathaikal” and being sold at Rs.370. Many of the short stories have been included in syllabus by Madurai Kamaraj University, Trichy Bharathidhasan University, Coimbatore Avinashilingam College, Alagappa University, Kerala University, Chennai Loyola College and other inistitutions.

This book was released as mobile book by Thiru G.Viswanathan on 14th January 2008 at Vellore and was distributed freely on the same day at Sandhiya Publications’ stall at Chennai Book Fair and got a very good response from the users.

From now on, mobile phones are not only for communication and entertainment but also have become a source of knowledge in a user friendly mode. Also it is to be noted that this book package occupy far less memory than a cine song.

Revival of Tamil literature took place from the late nineteenth century in collection and restoration of palm leaves and then began to mature through printing technology and later moved to computer and internet (e-books). Now Tamil is being more modernized and blossoms through mobile media (mobile books). In India this pioneering attempt is first being made in Tamil to add another feather in her cap.

The specialty in this case is that the stories were about the life of non-civilized and unenlightened people that has become mobile books using the most modern technology.

This is an innovative attempt of MobileVeda. Co-founder of this organization Mr. K.R. Ganesh Ram and his team are recognized and being supported by V.I.T University's Technology Business Incubator. Their main aim is to merge mobile technology with all Indian Languages and bring back the literature and culture to lives of young people and make them aware of the rich tradition our land possess. Their vision is to make mobile technology to work for enriching knowledge and not mere entertainment from cine songs through mobiles.

Future

Next we have planned to introduce one thousand books stored on a microchip (mobile memory card) that would be released in a function to be held at VIT University on 29th of this month by Chancellor of VIT University Thiru G.Viswanathan. Authors, Publishers, Technologists and especially students are most welcome to take part in this knowledge revolution. More details can be found and bookings are now open at www.fublish.com

MobileVeda :: Profile

MobileVeda is the brain child of enterprising youngsters hailing from Udumalpet, Coimbatore District, Tamil Nadu.

The team has been recognized by the Technology Business Incubator of VIT University, Vellore. VIT University is among one of the premier technology institution of our country.

The Organization is being incubated after nurturing through a project organized in association with InfoDev (Information for Development initiative of World Bank) and the organization has been recognized by Dept. of Science and Technology, Govt. of India.

MobileVeda is currently working in Mobile Value Added Services domain. Their first product is Tamil Mobile Books. They have released 300+ free books that could be read on most of the mobile phones in the market today.

There has been tremendous response from users for our mobile initiatives. There are nearly 5500 registered users for our website www.fublish.com and total number of mobile book downloads is above 12000.

We are extending our reach further with release of Audio version as well on our futuristic publishing platform.

Many more innovative publishing solutions for the digital era are being planned and implemented.

With the acquisition of an established Web Development Company, Corporate identity of the project is "eMahatva Technologie Pvt. Ltd.," and a number of mobile and web application development projects are being carried out.

Clients include

- Vikatan Publications
- BharatMatrimony.com
- Amco Batteries Ltd.,
- Z Talc (Argus Cosmetics)
- SIMCA (South Indian Music Companies Association)
- Apex Technologies

And also includes a number of international Clients.

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