



Corporate Profile 2015

Accelerating Mobile Solutions



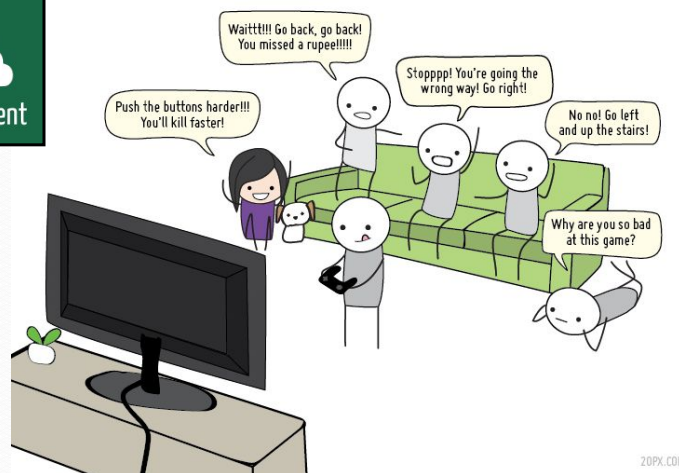
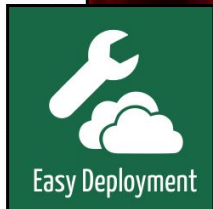
Technologies



Mobile Gaming Amplified

**On Ground
Activations**

i-XL innovates and develops new concept ideas for on-ground activations by embracing new and existing technologies on Mobile



- Single and multiplayer wireless and customized games for brands
- Easy to deploy and use
- Works seamlessly with Android devices which communicate directly with the console
- Spectator Sport
 - ✓ The product and concepts are designed not merely to engage the audience but to make an environment that also becomes a Spectator Sport - where others who are waiting to play can also engage themselves and enjoy the game
- Delivers the all new big screen gaming experience. Any LCD/ LED/ Plasma or Projector screen can be used
- Short, challenging, engaging and entertaining games
- a great tool for marketing and BTL engagement for Brand Connect & Brand Recall

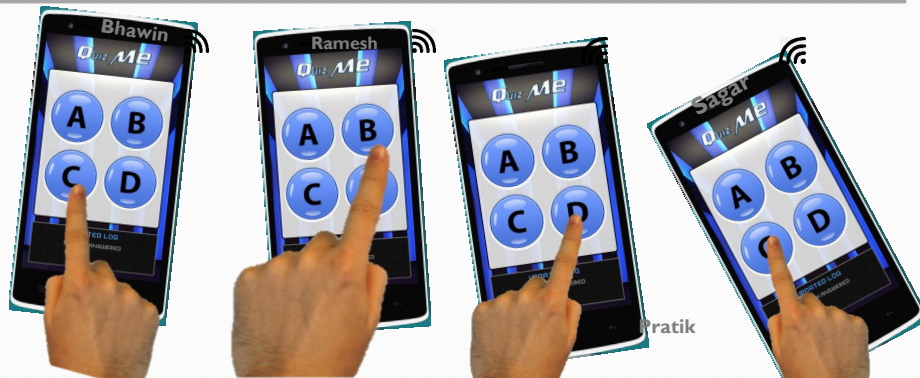
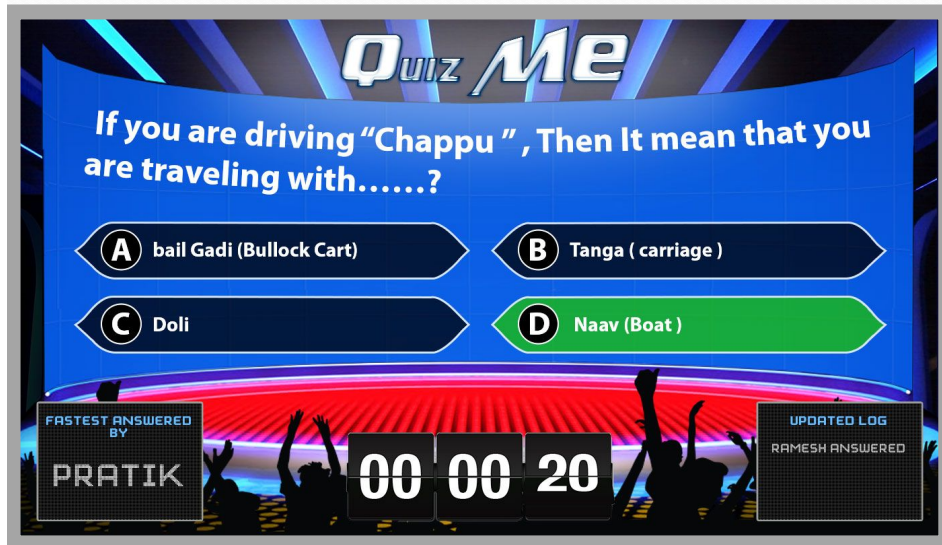


Thirsty Mug

- A single player customised game for Kingfisher
- Showcase at The KingFisher Great Indian Oktober Fest at Bangalore 2013 & 2014 and at the AdTech, 2014 event in New Delhi
- The user needed to fill the entire glass of the Thirsty Mug in the Time Attack Mode and get a Beer FREE at the Oktober Fest
- We received a overwhelming response with more than 3000 people trying their hands on game

QuizME

- A multiplayer quiz game with the aim of selecting the winner depending on the time taken to answer the question.
- There will be a set of 5-10 questions that the user need to answer.
- There will be a timer at the start of every question.
- Once the gives the correct answer, the time taken to answer that will be saved.
- At the end of the last question, the player who has answered in minimum time wins the game



Videos Links

Oktober Fest., Bangalore, 2013

<https://www.youtube.com/watch?v=gLA1fH1exik>

Adtech, New Delhi, 2014

<https://www.youtube.com/watch?v=0FWVD7k2xB8>

