

Orientation Sensor), which detects when the Tphoto is rotated horizontally or vertically, and automatically adjusts image placement on the screen for optimal viewing. The photo frame is also equipped with advanced new NaturaTone intelligent skin color processing that analyzes the makeup of each image and enhances colors for a more natural, lifelike appearance.

Bharti contributes Rs 3 crore for relief operations

Bharti Foundation made a contribution of over Rs 3 crore to the Prime Minister's Relief Fund for supporting the government's relief work in flood-affected areas of Bihar and Assam. Rakesh Bharti Mittal, Director, Bharti Teletech said, "The recent floods in Bihar and Assam have affected millions of people and the devastation has been truly unfortunate. In this difficult moment for the affected people in the two states, Bharti Foundation would like to support the government's relief efforts by making a contribution to the Prime Minister's Relief Fund." Thousands of employees from across the Bharti Group had volunteered to donate one day's salary to support the efforts of the Government in undertaking relief measures in the flood affected areas.

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Ryatech Software launches Mobiflexi

▶ AMIT PANDAY

Gurgaon-based Ryatech Software has come up with Mobiflexi—a software which converts a regular GPRS-enabled cell phone into a super-cell through which the user can conveniently access his e-mails, its attachments and also reply to them attaching documents from any remote computer. One just needs to install 'Mobiflexi' in the personal/official computer and the GPRS-enabled handset.

Talking about its software Sanjay Rajpal, Country Manager, Ryatech Software said, "Mobiflexi redefines the e-mailing aspect thus making mobile e-mails cheaper than what exists today. It enables the user to view, save, print and fax documents from the computer to the mobile handset or vice versa. One can listen to music saved in a PC or a cell phone from the other. It also transfers files and supports as heavy files as videos and PDF documents. There is no need to



Sanjay Rajpal, Country Manager, Ryatech Software

use a USB cable between the two. He further elaborated that with Mobiflexi the handset can also read PDF documents in exactly the same format as it is in the PC. He also pointed out that even a blackberry doesn't have this facility.

Mobiflexi is targeted at all the normal handset users including those engaged in various enterprises and businessmen. Talking about the mode of reaching the end-consumers Sanjay said, "We are looking forward to

appoint direct dealers but are open to suitable distributorship also. We are looking for channel partners from all locations. We want to reach the market all across India. Mobiflexi is the only service of its kind. It would allow channel partners to cater to those who buy a cheap handset and are looking for features available in expensive high-end phones."

Channel partners of Mobiflexi would be offering new subscriptions for Mobiflexi or renewal of subscriptions to their customers. Channel partner would get an incentive on each subscription that he would sell. Discussing the incentive plans he said that the rate of return for the partner would be two-five times of what they would get on selling a cell phone. Apart from appointing the dealers and channel partners they also have an online system. The software can be downloaded from the website itself but after making an online payment.