

## Mobile Karaoke on BREW

### **Company:**

Innovative Interactive Infotainment (I-Cube) (P) Ltd., a company based out of Mumbai (India), is into music industry and owns and runs the website, [www.meragana.com](http://www.meragana.com), which website enables the customers to select songs of their choice from a list of songs and play the songs after streaming the data for the said content from the said website. I-Cube being desirous of providing the said content from its website to its customers by way of Karaoke on mobile phones ([www.meragana.mobi](http://www.meragana.mobi)) for all mobile OS.

### **Industry:**

Music

### **Business Challenge:**

Any budding singer, who had to practice song, required an orchestra so that he could sing along with the music. They have to remember the lyrics as well to be able to sing the song and that too in sync with the music. Also there are limited places where both the music and lyrics are available together. I-Cube wanted to deliver this service on mobile phones for all mobile OS. And BREW OS was among them.

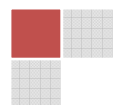
### **Software Solution:**

This Karaoke application is a blessing for all budding singers as it allows those enthusiastic singers to practice any song of their choice not just by playing the music which is as real as that in an original song. By using this facility, one does not even need to go anywhere as it is available on one's mobile.

### **Features:**

1. User can select a song from a list of songs which are systematically categorized
2. The user can create and manage songs of his/her own playlist/list of favorite songs
3. When a particular song is selected, the lyrics of the selected song can be seen on the screen
4. The lyrics of the song are highlighted a word at a time in synchronization with the music.
5. It even displays a countdown before the words of the lyrics start highlighting giving enough time to the singer to sing along with it.
6. The user can also send a WAP push from meragana.com site to his/her handset to download the application to his/her mobile set

The application is intended to run on mobile handsets and would stream a song into mobile handsets from their site, after allowing the user to select a song of his/her choice. It also provides karaoke feature where the song selected by the user shall be played while its lyrics are being displayed and highlighted in synchronization with the sound which enables the users to sing along with the song by reading the lyrics



while retaining all the previous features. Users are also given an option to subscribe if he/she is not already subscribed to their site.

**Some screen shots on BREW application.**

