

# Case Study

## IMPORTANT

Due to a governing confidentiality agreement, we've refrained from disclosing actual client and solution names. These have been changed appropriately, to more generic sounding terms and nomenclatures.

### Client

The client is a major radio station in the Latin American region.

### Platform:

iPhone/BlackBerry

### Industry:

Entertainment

### Business Challenge:

The primary requirement of this application was to stream multiple radio channels of a popular radio station. As a value addition, the client also wanted to develop the functionalities which should allow users to read and watch news at different channels through audio video streaming.

### Software Solution:

We developed the application in which user can download the application which resides at the user's handset i.e. client side and the Information is received from the Server end like news through text & audio-video and also can listen to radio at different channels through audio streaming. The Application has developed in Spanish and English language.

### Features:

- Can listen to radio at different channels through audio streaming.
- Can also receive news through text & Images Included.
- News can be further categorized like National, International, Political, Sports news etc.
- Good medium to earn revenue while showing the advertisement to the end users.
- User can open detailed screen of each of the news, radio channels or advertisement he/she wishes to open.

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## Some Screen Shots:



Radio Channels through Audio Streaming



News through Text & Images



Detailed Screen of News



Detailed Screen of Advertisements