I-Cube (P) Ltd. – Meragana

I-Cube was able to acheive its business objective of aggressively pursuing the Indian entertainment market with particular focus on the Indian Film Songs

Meragana.com
Online Indian Karaoke Music

Location:
India

Industry:
Music & Entertainment

Technologies:

- ASP.net
- C#.net
- Windows Mobile
- Android
- iPhone
- J2ME
- Windows Desktop App
- Mac Desktop App
- Microsoft Visual Studio 2008
- SQL Server 2008
- Mantis Bug Tracker
- BaseCamp

Business Benefits:

Customer
- Unmatched Music experience
- On Demand song selection

Client

Innovative Interactive Infotainment (I-Cube) (P) Ltd., a company based out of Mumbai (India), is into music industry and operates the website, www.meragana.com, which 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) for all mobile OS.

Business needs

- To provide an application that can enable the user, to listen to the songs "On Demand" using a playlist and streaming music as well.
- Another feature enabling "Music Karaoke".
- To provide Video On Demand capability

RapidSoft Role

- Implement client application that plays streaming music and Radio
- Implement Karaoke functionality with instrumental songs
- Implement Playlist song selection capability for the users and allow request for new songs

Solution overview

Meragana is a streaming application solution for major mobile platforms allowing its users to stream songs and sing along.

Highlights

- User can select a song from a list of songs which are systematically categorized
- The user can create and manage songs of his/her own playlist/list of favorite songs
- Users can play videos globally anywhere anytime
- The lyrics of the song are highlighted one word at a time in synchronization with the music.
- Countdown-based display of lyrics enhancing the Karaoke experience

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