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TOP

EMERGING TECHNOLOGY COMPANIES

25

Rambus

THRIVING ON RADICAL INNOVATION

Prakash Bare, Managing Director



Kirusa

Founded: April, 2001

Headquarters: New Providence, NJ

India Centers: Bangalore, New Delhi

India Head: Taranjit Singh Batra, VP- Global Sales

Headcount: Over 100

Investors: Helion Ventures, Nexus India Capital, Qualcomm Ventures, Eastven, and Erasmic

Website: www.kirusa.com

In the wake of changing industry dynamics, telecom operators look at Mobile VAS, like graphics, wallpaper, ringtone downloads, to provide the next wave of growth. Kirusa decided to develop a better way for people to send and receive short voice messages, which they have termed as Voice SMS. Similar to Text SMS, it is a fast way to send a short message that can be retrieved on the receiver's end at his convenience. One click and you are listening to your message in the voice of the sender. You can also reply with your own voice, or forward the message to any other mobile.

The Voice SMS service also has features like DirectListen, International Voice SMS, SIM Tool Kit Application, Language Customization, Call Completion and Convergent Voice SMS. "The uniqueness of the platform is that it offers interoperability between carriers, and provides an open framework for the third parties to deliver applications," explains Raja Moorthy, Head of Engineering. The platform used by Kirusa has the ability to manage and synchronize data and voice interactions, while its integration with IMS and other standards enables operators to cost effectively deploy additional revenue generating services. To further enrich its platform, Kirusa today is concentrating on making the platform interoperable between different networks like GSM, CDMA, IP based and fixed line.

To enhance its scope, Kirusa has also partnered with various communication solutions provider such as HP, NMS and Nuance.

Since deploying its innovative Voice SMS solution at Grameenphone, Bangladesh, in late 2005, Kirusa has roped in 20 customers across three continents and reaches 175 million subscribers globally.

LifeSize

Founded: 2003

Headquarters: Austin, TX

India Center: Bangalore

India Head: Raghu Belur

Investors: Austin Ventures, Redpoint Ventures, Norwest Venture Partners, Sutter Hill Ventures, Lehman Brothers, and Pinnacle Ventures

Capitalization: \$81 Mn

Website: www.lifesize.com

In this era of globalization, video conferencing has emerged as a cost effective way for companies to keep in touch with their counterparts. Breaking new barriers in the enterprise video conferencing market is LifeSize Communications, a provider of HD video conferencing solutions. "The human face speaks in a universal language. When people can see one another, communication is greatly enhanced. Unlike a telephone call or an email exchange, video gives instant feedback," says Craig Malloy, CEO, LifeSize.

Using LifeSize systems, enterprises and new users looking to leverage the benefits of video can turn any room into a telepresence room without high costs or complexity. Its 'LifeSize Express with Focus', a recent product, is the world's first high definition video communication system that makes an HD telepresence experience possible over any broadband.

For mission-critical video communications networks, LifeSize has also announced the release of new core management and infrastructure solutions for enhanced system management, remote policy enforcement and improved access to legacy video networks.

"LifeSize India development center in Bangalore focuses on end-to-end product development for our Networking and systems management products," says Raghu Belur.

Developers at LifeSize India have complete product ownership for these products and work on architecture, analysis, design and development of industry leading products. They also have the opportunity to work with technical leaders and innovators in the industry in a challenging, flexible and fun work environment.

Today over 200 organizations are a part of Lifesize's quickly growing customer portfolio including Accenture, Lockheed and Barclays Capital. Shortly the company will also showcase its products and customers at Interop in Las Vegas.