

## Infosys Technologies and PRAJA partner to Develop Authoring Tool for Interactive Video

**Bangalore, 29 September, 1998** - Infosys Technologies Ltd., and PRAJA inc., an advanced software technology company, today announced an agreement to jointly develop an authoring tool for creating interactive content for archived video. The product is based on the unique PRAJA technology that allows interactive viewing of multimedia information.

The technology uses multiple sensory capabilities and state of the art computer technology to give end users a new dimension on how they perceive reality. It enables them to experience events in real time from their own point of view via the web or other media transport technology. The PRAJA technology has wide-ranging applications in business, education, sports, entertainment, government and health care applications.

"We decided to partner with Infosys to take advantage of their expertise in managing such a challenging product development exercise. This alliance will help us target more applications in a shorter time frame. We are excited about developing additional products with Infosys," said Ramesh Jain, President and CEO of PRAJA inc.

"Senior management of both companies anticipate that this model can greatly benefit start-up companies in bringing quality products to the market in the shortest possible time, yet maintaining a win-win situation for both partners. It will allow technology start-ups to focus on developing their core technology and continuously delivering quality products by leveraging Infosys expertise," concluded S.D. Shibulal, Director & Head – Internet division for Infosys.

"This relationship will exploit the synergy between our product development expertise and PRAJA's technical know-how. We see PRAJA's technology as having tremendous potential in bringing what had hitherto been dubbed 'futuristic' applications," stated Phaneesh Murthy, Senior Vice President Worldwide Operations for Infosys.

### **About PRAJA inc.**

PRAJA inc., an innovator in immersive sports and entertainment software for the Internet, is breaking new ground in enhanced reality by allowing places and events to be experienced in real time from multiple points of view. PRAJA products are based on the "PRAJA Presence" technology, a software development toolkit allowing development of diverse real-time and archived remote presence applications. PRAJA inc. was founded in 1995 by **Ramesh Jain**, a noted entrepreneur and leading researcher in multimedia information systems and image understanding at the University of California, San Diego, and **C.K. Prahalad**, author of *Competing for the Future* (1994), and well-known expert on corporate strategy. For a demonstration, visit the PRAJA web site at [www.praja.com](http://www.praja.com).

### **About Infosys Technologies Ltd.**

Founded in 1981, Infosys has grown from a small start-up to India's most respected software company. We focus on providing best-of-breed software solutions to the world's finest corporations. Nortel, Nordstrom, Nestlé, Reebok, and J.C. Penney are just a few of our prestigious customers. Our "Global Delivery Model" is the key to all our service offerings. It uses a robust distributed project management methodology on a state-of-the-art computing and communication backbone. Our quality is benchmarked against global best practices and we are a SEI-CMM Level 4 company - a rare distinction. In addition, our financial strength and ethical business practices have gained us international recognition.