

## Freedom HIV/AIDS

First ever Initiative on HIV/AIDS awareness using Mobile Games



# ZMQ

eLearning • Gaming • Edutainment

**ZMQ Software Systems**

187, Vaishali, Pitampura  
New Delhi 110088, INDIA  
[www.zmqsoft.com](http://www.zmqsoft.com)



**House of Learning**

[www.house-of-learning.org](http://www.house-of-learning.org)  
[www.freedomhivaids.in](http://www.freedomhivaids.in)



## **Introduction**

### **ZMQ's Initiative**

ZMQ Software System has developed an innovative IEC methodology to educate people on HIV/AIDS using mobile devices. Through its edutainment based interactive learning solutions in form of mobile games, ZMQ plans to teach people about HIV/AIDS and spread HIV/AIDS awareness in the country and across the world.

***"Freedom HIV/AIDS is the largest ever social initiative on the Mobile Devices"***

### **Why Mobile?**

Mobile devices are the most prevalent tools in the hands of a common man all over the world. Mobile is the device of the future, whether it is communication, education, gaming or information. As the devices are gaining strength, there is a simultaneous gain in scope. Today many people are using mobile devices for various needs, whether it's children or adults, rural or urban population, mobile or sex workers.

### **Why Games?**

One of the effective ways of spreading messages and creating awareness is by Play-and-Learn method. This methodology makes learning not only exciting and engaging but helps in better enhancement and retention of knowledge.

## **Freedom HIV/AIDS**

Freedom HIV/AIDS comprises of four different types of mobile games involving different mindsets and psychologies of mobile users. The project is developed for 4 different mobile technology platforms, namely Java/J2ME, C++/Brew, C++/Symbian and Macromedia Flashlite to cater to over 100 devices and handsets covering over 80% of device specifications. The games can be deployed on, from low-end and low cost handsets to sophisticated high-end devices. The games are:

### **Safety Cricket**

A Role-play based game on Cricket. Cricket is a religion in India, which has a huge following. Awareness messages can be conveyed using cricket.

### **Ribbon Chase**

An Arcade based game. It is for more focused people who are engaged in game play. They play such games with full concentration.

### **The Messenger**

Adventure game for casual users. Such users enjoy playing exciting but easy-to-manuever games.

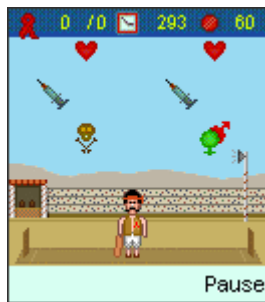
### **Quiz with Babu**

Live Game show based Quiz: It involves users whose bent of mind is more towards quizzing, and they questioning and reasoning.

## Safety Cricket

### Game Description:

The game is based on a cricket match between Demons XI and Safety XI. Demons XI have played their innings and have set up a target score. Safety XI has to chase those runs in 10 overs (60 balls) and 300 seconds with 11 players in hand. Balls will appear regularly on the air in three different rows in form of 4 Safety symbols: Condom, Faithful Partner, HIV Information and AIDS Red Ribbon. You score runs for collecting these items. At the same time, Outs will appear in form of Unsafe Sex, Infected Blood Transfusion, HIV Virus, Infected Syringe and Company of bad friends. Different HIV/AIDS awareness and safety messages are displayed on scoring runs. On striking negative objects, messages are displayed how HIV is transmitted. The players need to time their jump to hit the right ball.



## Ribbon Chase

### Game Description:

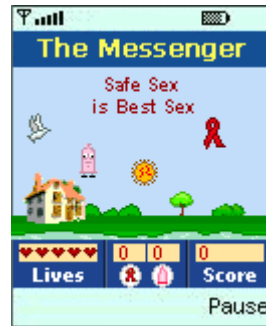
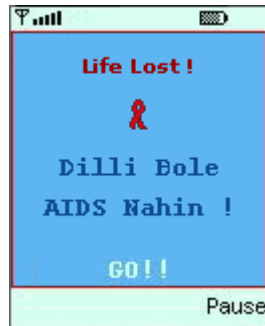
You need to spread the message and awareness of HIV/AIDS all over the world. You are an AIDS Red Ribbon, and an HIV Virus is chasing you. Different cities in the world are asking for information on HIV/AIDS. You need to deliver them by going to them. The HIV Virus is chasing you and wants to catch you up and is not letting you deliver the message. You need to run smartly to deliver the required message. It is a highly exciting multi-level game with 5 Lives.



## The Messenger

### Game Description:

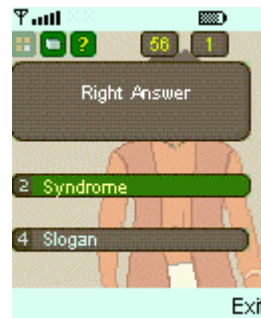
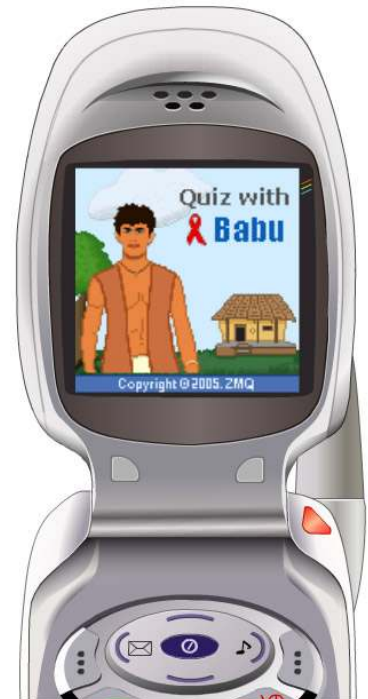
You are a HIV/AIDS Awareness Messenger in form of a Pigeon. You are flying from village to village. In the sky you can collect Condoms and Red Ribbons, which need to be distributed to the villagers below. People living in the villages need Condoms and Red Ribbon to prevent HIV/AIDS. The Pigeon needs to drop the safety objects on specific demand of the villagers. On every correct demand, the villager gets an additional safety and awareness message. Beware the Pigeon can lose a life if it hits a HIV Virus in the sky, and different messages are displayed how HIV is transmitted.



## Quiz with Babu

### Game Description:

Babu - the village boy, is fond of going to school library. He reads a lot about HIV/AIDS in the library and newspapers. He is always busy excavating knowledge on HIV/AIDS from different sources. He has made a resolution to spread the HIV/AIDS awareness not only in his village but in the surrounding villages as well. In the evening hours, you can find Babu sitting under the Peepal tree on the village chowk questioning people on HIV/AIDS and playing quiz with them. Play a quiz with Babu and test your knowledge on HIV/AIDS. Beware you have 10 questions and three lifelines to answer all his questions.



## Stages of Deployment

### **Stage I: 1<sup>st</sup> December 2005 – World AIDS Day**

Release of **Freedom HIV/AIDS** by Shrimati Sheila Dikshit, Chief Minister of Delhi in collaboration with DSACS. Available on 9 million CDMA users

### **Stage II: 1<sup>st</sup> February 2006**

Targeting another 1 million users with different operators in India

### **Stage III: 1<sup>st</sup> May 2006**

Targeting 30 million users with different carriers around the world with content conversion and translation in Hindi, Telegu, Tamil and Bengali

### **Stage IV: 1<sup>st</sup> December 2006 – World AIDS Day**

**Globalization of the Games**, Language and Content suitable for Africa, South America, Eastern Europe and South East Asia with a reach of over 50 million users.