

PRESS RELEASE

ZMQ launches "Freedom HIV/AIDS" – four mobile games on HIV/AIDS awareness on December 1, 2005

"First ever initiative on HIV/AIDS awareness using mobile games"

New Delhi December 1, 2005 - Delhi based gaming and e-Learning company ZMQ Software Systems has used an innovative method to spread HIV/AIDS awareness and educate people about AIDS epidemic. Through its edutainment based interactive learning solutions in form of mobile games, ZMQ plans to reach out to millions of people in the country and across the world to spread the message of HIV/AIDS awareness.

On World AIDS Day, December 1, under the banner "**Freedom HIV/AIDS**", ZMQ is releasing four mobile games on HIV/AIDS awareness to reach out to millions of people using mobile phones. The initiative is supported by Delhi State AIDS Control Society, will be launched by Chief Minister of Delhi Shrimati Sheila Dikshit, one of the biggest social initiatives in the world on mobile devices.

During the release of these mobile games, Mrs. B. Prasad, Principal Secretary (AIDS Control) and Chair person, DSACS said, "*Spreading HIV/AIDS Awareness through cell-phone games is a great opportunity to reach out to lakhs of subscribers. Cannot more phone companies support this cause?*"

"We are privileged to be pioneers in the field of social marketing using mobile devices. Today, mobile devices are the most prevalent tools in the hands of a common man, whether it's children or adults; rural or urban population; or high-risk population like migrant population and sex workers. It is our corporate social responsibility to spread HIV/AIDS awareness using latest technologies", said Subhi Quraishi, CEO of ZMQ Software Systems.

ZMQ would like to invite mobile carriers, operators and manufacturer to take these socially relevant games to spread the message of HIV/AIDS awareness. ZMQ plans to launch these games globally, converting the content and language compatible to regions of Africa, South East Asia, Central Asia and Latin America.

While interacting with the team of Freedom HIV/AIDS project, Mrs. Viviane Reding, European Commissioner for Information Society and Media, said, "*Mobile phones are a wonderful tool for communication and entertainment. 3 G mobiles will add new applications, including education. Using mobile devices to raise awareness on HIV/AIDS is a very good example of intelligent use of mobile telephony*"; during her recently concluded visit to India.

Freedom HIV/AIDS comprises of 4 mobile games targeting different mindsets and psychology of mobile users. One of the games **Safety Cricket** is a role-play game on Cricket, a religion in India with a huge following. Awareness messages can be conveyed successfully using cricket. Based on a village cricket match between Demons XI and Safety XI, Safety XI has to chase runs in 10 overs and 300 seconds with 10 players to spare. Balls appear in form of safety symbols like condoms, faithful partner, HIV information and AIDS red ribbon. The team also needs to protect from various googly and doosra bowls like unsafe sex, infected blood transfusion, HIV virus, infected syringe and company of bad friends. Messages are displayed on scoring runs and alerts are displayed on getting out.

Ribbon Chase is an arcade game where the player is the red ribbon and he has to deliver messages to different cities in the world, while HIV virus is chasing him. This game interests more focused gamers, who are engaged in professional gaming. Another game **Messenger** is an adventure game for casual users who enjoy playing exciting but easy-to-manuever games. Dove - the traditional symbol of peace and love is used as a messenger of HIV/AIDS awareness. The dove flies from village to village, collects condoms and red ribbons, and distributes them to the villagers on their specific needs and demands, thus spreads the message of HIV/AIDS awareness.

Another game **Quiz with Babu** is a quiz-based game inviting users who have a bent of mind more towards questioning and reasoning. Babu, the village boy is fond of reading about HIV/AIDS, has made a resolution to spread HIV/AIDS awareness in his village. The users can play a quiz game with Babu to test their knowledge on HIV/AIDS from a huge database of questions. They have to answer all 10 questions correctly with three lifelines to spare.

Talking about these mobile games, ZMQ's creative head and chief learning technologist Hilmi said, "One of the effective ways of spreading messages and creating awareness is by Play-and-Learn method, which makes learning not only exciting and engaging but also helps in better enhancement and retention of knowledge. These games will educate mobile subscribers, create awareness and reduce stigma & discrimination".

ZMQ Software Systems is an innovative solution provider specializing in eLearning, Gaming and Edutainment. Founded in 1998, ZMQ has always been a front-runner in developing global value educational and gaming solutions. ZMQ has developed over 100 mobile games. On the birth anniversary of Mahatma Gandhi this year, ZMQ released first ever-mobile film on Gandhi - **The Mahatma**. ZMQ aims to revolutionize the world by its high impact solutions of global value, which carry three valuable components - education, entertainment and inspiration. This makes ZMQ a unique eLearning and Mobile development company, probably only one of its kinds in the world.

Released by:

Ms. Sabina
Content Manager
ZMQ Software Systems
New Delhi, INDIA
Tel: +91-11-27318551
Cell: +91-9312814894
Email: zmq@vsnl.com
Websites: www.zmqsoft.com and www.freedomhivaid.in