

3DSoC wins Sony Ericsson developer award

3DSoC's 'Create-a-Card' application, has been selected in the "Best applications" category in the Sony Ericsson Developer World contest held recently in India

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BANGALORE, INDIA: 3DSoC, an interactive 3D modeling company has been awarded with the prestigious "Sony-Ericsson Certified Developer".

Jens Greve, global head of [Sony Ericsson Developer World](#), conferred the award during the Great Indian Developer Summit conference held at the Indian Institute of Science in Bangalore.

3DSoC's patented light-weight format for representing 3D enables visually attractive, feature rich, lightweight, interactive 3D mobile multi-media applications.

The simple and easy to use Create-a-Card application uses 3D models and scenes to enable a high utility consumer application on mobile phones. The Create-a-Card application enables a user to send visually attractive, personalized greetings to their friends and family using MMS in an off-line mode.

Users can create and personalize any number of greeting cards on their mobile, at their convenience, with the recipient's name and the greetings messages embedded in the card, capture it as an image, and send the image to recipients using MMS. The user can manipulate the orientation and position of the 3D scene to create many 'unique' cards, on the fly!

Ram Rajagopalan, 3D Solid Compression said "This 3D mobile application empowers a user with the ability to communicate and express their wishes in a rich, visual format on occasions and offers a powerful alternative to plain text messaging."

"Developer tools based on the VIS ([Virtual Interactive Solid](#)) technology will be available globally for Content Developers through Sony-Ericsson Developer World soon. Content Developers can use these tools to build powerful and light-weight Rich Immersive Applications (RIA) for the mobile market," he added.

Jens Greve, global head of Sony-Ericsson Developer World said "We were very impressed with 3DSoC's technology and the vast potential that it brings to enabling Rich, Immersive applications on the mobile. The "Create-a-Card" application showcases this technology while enabling a high-utility consumer application on the mobile. 3DSoC is now undergoing the Sony-Ericsson Mentorship program. We are looking forward to work with 3DSoC to bring this technology on the mobile phones."