

# Apple develops Pune connection



Applications for the latest Apple product have been developed in the city, reports Omkar Bhide

City based software company Extentia Information Technology has developed more than five applications for iPad, a revolutionary device by Apple for browsing the web, reading and sending emails, reading e-books, playing games, watching videos and much more.

It has become one of the first India based IT companies who's iPad applications has been approved and listed on the Apple App store. As a registered iPhone developer, it has already created about 20 iPhone and iPad Touch applications. Most of the applications are focused on education, entertainment and interactive marketing. The company had announced iPad application development services recently.

This product, along with a new range of capabilities, means a revolution in the way users consume content. Apple has managed to sell over a million iPads already with many more customers knocking the company doors. The new device has generated a lot of interest all over the world though Apple has not even launched this product across the world yet. The company plans to launch this device across the globe in a phased manner.

The company has confirmed that most iPhone applications would be supported by the new iPad. Apple has over one lakh products on its online Apps store. But, the company has developed 12 new Apps for iPad. Apple had incorporated few Apps from the worldwide software development community and thus, Pune has developed a connection with Apple.

Umeed Kothavala, CEO and co-founder of the Extentia Information Technology, said, "The 12-year-old company has a division called iXtentia which focuses on Apple and mobile technologies. Apple has selected us for providing Apps. It is a part of Apple iPhone developer program with access to the latest Apple technologies. iXtentia has developed several applications such as iWordcard, iEasyReader, gaming applications, iBackground, iFingerRacer, iEXlearner, iAudioBox, iEasyPuzzle, language learning software and classroom assessment software for teachers and students."

Explaining iWordCards App, he said, "This App has been developed for children to learn English as a second language. Children can learn from a large vocabulary of English words and look up for meaning and pronoun-

ciations. This is a perfect tool for children learning English as a second language. Generally in India, children play puzzles with cards. iPad has E version of a puzzle called iEasyPuzzle. It's a fun game where one gets to pick a picture in this classic puzzle game. The application updates every month with a new picture for the puzzle. This application is a good for holding the attention of the children. An iEasyReader is a format of e-books and series of children's stories combining images, music, sound etc." Apple has not only developed this product for children but it has some features for everybody. A product called iEXlearner has been designed in such a way that elder people can also use it. Users can add comments, bookmarks and manage portable content easily.

Apple is yet to decide about the launch of iPad in India. Launch of this product it may change the paradigm of Indian gizmo market. Virtualisation of text books could also be possible. Eventually, school children would have to carry less weight on their back, Kothavala said. Extentia has offices in United States, United Kingdom and Germany and a central development centre in Pune.