



TouchMagix Media Customizes Experiences for Differently-Abled Children

The organisation develops gesture and motion based games for high-level of engagement and interactive experiences in association with Lions Club, Pune

Pune, 5th March 2013

TouchMagix Media, leaders in next generation interactivity and engagement solutions, collaborated with the Lion's club of Pune, in a festival organised by the club for mentally challenged children recently. Around 750 kids from over 30 schools across Pune participated in this day-long event. This initiative aimed at creating a difference in the community and allowing young minds to explore and be exposed to new level of motion and gesture based technology to craft unforgettable experiences.

After understanding how mentally challenged children experience and consume information, TouchMagix Media created concepts customized to craft experiences for these kids. Motion & Gesture based games such as Interactive Football, Balloon Burst, and Save the Pizza are some of the games that were conceived to improve the engagement capabilities of the children. Elaborating on the company's participation in this initiative, **Anup Tapadia, Founder, TouchMagix Media** said *"It is an absolute privilege and honour to be a part of such a noble initiative and have the opportunity to work for the children. Much of the technology that we create at TouchMagix comes from our understanding of human psyche and behaviour; therefore, our games being used for these children came as a rewarding journey for our team. It was simply awesome to see these kids interact with these products absolutely, without support or assistance from our team."*

Throwing light on the same, **Mrs Kalpana Dammani, District Chairman, 323d2, Lions Club Pune** said *"The sole intent of this initiative was to instil confidence and explore the true potential of these young minds, and it was great experience to work with the TouchMagix Media team. Engagement and interactive platforms provided by TouchMagix Media have supported us in our quest of providing these children a never- seen- before experience and a platform to have fun! It was a pleasure and a great opportunity associating with them. "*

As a part of their focus on giving back to the community through their technology and products, TouchMagix Media looks to work on many other such initiatives to support people with motion and gesture technology solutions.

About TouchMagix Private Limited

TouchMagix™, leaders in next generation interactivity and engagement, have created unforgettable experiences for millions of users spread across 40 countries in a span of few years of establishment. TouchMagix™ offers and manufactures both technology and equipment that have been creating global standards for giving its audience a lasting impact and brand impressions. It has a variety of interactive display

products like MotionMagix Interactive Floor, MotionMagix Interactive Wall, Multi-Touch MagixKiosk & MagixTable, MagixFone and capabilities of customized solutions.

Innovation forms the core of this organization and the usability of this technology has been creating a rave for various sectors and brands such as the Real Estate, BFSI, Information Technology, Pharmaceutical, Healthcare, Entertainment & Hospitality segment apart from niche usage by various corporate, museums and individuals. With major client base in countries like Middle East, United States of America, and United Kingdom. Their efforts in the field of technology have been recognised across the globe and they have won the award Red Herring Asia Top 100 in 2011.

For More Information Please Contact:

Tripti Chetnani

9823082711

Tripti@ideosphereconsulting.com