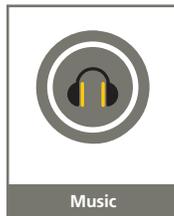L&T Infotech has experience in delivering specialized, industry-focused solutions in segments, including Broadcasting, Filmed Entertainment, Music, Print & Publishing, Information Services and Marketing & Advertising. Our deep domain understanding and expertise has helped serve leading Media, Entertainment and Information Systems customers across the globe.

With proven ability to package solutions in areas of Advanced Analytics, Rights Management and Content Management with traditional IT services, we deliver best-in-class offerings to meet our clients' needs. We collaborate with our clients in channelizing their IT investments to stay ahead of the curve.

Domain Expertise

Broadcasting	Filmed Entertainment	Music	Print & Publishing	Education	Information Services	Marketing, Market Research & Advertising

Service Offerings

- **Digital Services:** Digital Transformation Consulting, Business Process Digitalization, UX Transformation, Cloud Enablement, Smart Devices & Channels

- **Smart Devices & Internet-of-Things:** Roadmap Consulting, Application Development, Testing, Porting and Support, User Experience Enhancement

- **Analytics & Information Management:** BI Strategy and Consulting, Implementation & Support, Big Data, Consumer Analytics, Content Analytics, Social Analytics

- **Quality Assurance Services:** Test Strategy Consulting, Digital Testing, Core and Specialized Testing, Content Testing, Mobility Testing, Testing-as-a-Service

- **ADM & Production Support Services:** Application Development, Maintenance, Migration & Porting, Re-engineering/ Modernization, SLA-driven Support, Automation & Robotics

- **Enterprise Integration, Enterprise Resource Planning:** Consulting, Design, Implementation & Roll Out, Upgrade, Maintenance & Support

- **Infrastructure Management:** 24x7 Help Desk Support, Change Management, Server Monitoring, Cloud Migration, DevOps

Smart Media Controller
- Open Source Digital Video Platform for Transcoding & Streaming HLS & MPEG-DASH Content
- Ad Insertion capability for Linear and Overlay Ads with VAST 3.0 Compliance
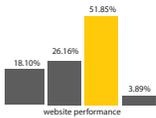- Componentized Web Platform for Catalogue, Recommendation, Search & Play Functionality

Digital Asset Management (DAM) & Content Delivery Management (CDM)
- DAM - Open source-based framework to manage digital assets efficiently and also to provide Metadata Management.
- CDM - Fast and secured file transfer platform to exchange digital content. Digital content includes metadata over web-based environment using FileCatalyst.

Adwiser SliceCreate
- Flexible Digital Video Asset metadata creation workflow based on time slices.
- MEAN stack-based Open Source framework that can be interfaced with online Ad Management solutions.
- Efficient search engine offering keyword, federated and multilingual search

Digital Transformation Audit - DTA
- Framework to analyze and evaluate Digital properties of a website.
- Evaluate website performance on various parameters like: Content Surfacing, Multichannel responsiveness, Compatibility, Content Sharing & Delivery and Performance.
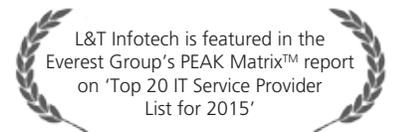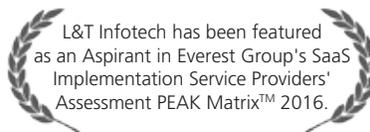
ScriptorTM
- Mobile application to enable quick-access and secured editing of movie scripts.
- Easy collaboration to enable secure and paperless Script review process.
- Ability to comment and annotate scripts and share with peers

Congruence
- Second Screen Application for enhanced user experience by leveraging Automatic Content Recognition technology.
- Solution provides multi-device experience to facilitate increased audience engagement.

Awards and Recognition

L&T Infotech recognized in the Leadership zone in the Broadcasting segment in Zinnov's Global Service Providers Rating – 2015

Zinnov Positions L&T Infotech in the Leadership Zone for Digital Consulting Services.

L&T Infotech has been recognized in Gartner's Feb. 2016 report on 'Market Guide for MDM External Service Providers'

L&T Infotech named as a "Major Player" in IDC MarketScape: Worldwide Application Modernization Services for SAP Upgrades 2016 Vendor Assessment

L&T Infotech has been featured as an Aspirant in Everest Group's SaaS Implementation Service Providers' Assessment PEAK Matrix™ 2016.

L&T Infotech is featured in the Everest Group's PEAK Matrix™ report on 'Top 20 IT Service Provider List for 2015'

About L&T Infotech

Larsen & Toubro Infotech is a global IT services and solutions provider with presence in 22 countries. We solve complex business challenges at the convergence of digital and physical with our real-world expertise and client centricity. We help clients create captivating customer experiences, enhance processes and build innovative business models.

Visit: www.Lntinfotech.com or email us at info@Lntinfotech.com

L&T Infotech