



**AVANCE TECHNOLOGIES LTD. PARTNERS WITH GOOGLE
TO FORAY INTO MULTI-BILLION DOLLAR INFOTAINMENT BUSINESS**

Avance Technologies Limited (Avance) has entered into a contract with **Google** to host content as a preferred partner on **YOUTUBE**. **Avance**, predominantly a Mobile Value Added Service provider, has been exploring the monetization process of **YOUTUBE** for last six months and is now confident of contributing content for this platform- which could be unique and interesting.

Avance will carry the activities for content monetization through a separate **Brand** namely **Wonder Orbit**.

Through **Wonder Orbit**, **Avance** will establish itself in the fast growing infotainment business. In this dynamic world passing knowledge and information has become very difficult through the orthodox methods. It is very difficult to engage the audience and keep them interested throughout. Thus, clubbing the information with entertainment is gaining acceptance across the globe.


To start with, **Wonder Orbit** will operate in content for kids, Gaming for Kids and Adolescents as well as specialized medical treatments for adults and alternate content videos of new toys and gadgets by which we could cover the entire genre of demographics. The offerings of **Wonder Orbit** will primarily focus on:

1. **Kid Content (Kidutainment):** We have acquired close to 300 nursery rhymes (audio and video) to be animated with about 10 resources to cover and fill in the kids channel, over a period of time we plan to have some interesting animated fairy tales to lure kids to the channel.
2. **Gaming:** We plan to hire experts who would study various popular games on a day to day basis and fill the channels in solving various levels of different games. Voice over can be added in American/British accent to reach out to the global population as **YOUTUBE** is global platform.
3. **Specialized Medical Treatments:** With the stigma of getting noticed and also a fear of side effects people are apprehensive to explore medical innovations like Hair Transplants, Beauty Treatments and Liposuctions. We have a panel of cosmetologists who would contribute content related to these treatments to educate these people to explore these medical advancements. A brief narration followed by an animated treatment procedure would be of great way to spread awareness among such people.
4. **Devotional Content** in the form of Shlokas, Songs can be added too. We plan to dedicate a 20 to 25 member team for this **YOUTUBE** activity to start with and plan to upload 120 to 150 minutes of content on daily basis. As our repertoire increases with the internal generation we will be in a position to do about 300 minutes content upload daily in about six months to come.

This tie-up with **Google** will help the company to attract viewers to paid content and will help us generate income in the form of subscriptions/memberships, advertisements, etc.

Avance-Google partnership will throw up many more opportunities in India & Globally for the Company.

For Avance Technologies Limited


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