



# **FOUNTAIN PIXELS**

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## **CORPORATE PROFILE**

**Presented by:**

**FOUNTAIN PIXELS**

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## INTRODUCTION

Fountain Pixels is a progressive Multimedia production company that specializes in the business of offshore and onshore multimedia development work for clients across the globe.

Fountain Pixels specializes in Character animation, E Learning Content development, Corporate presentations, Websites, Advertisement campaigns, Corporate identity program, Documentaries, Walk Through, 3D Modeling, Special FX and Print Media Solutions.

Fountain Pixels was launched in 2004 in its true spirit, to provide cutting edge new media solutions. Since its inception Fountain Pixels has produced highly creative, technological sound and versatile portfolio comprising:

- Animation services: in 2D & 3D environment, which includes Character designing & modeling, short film production, Walkthroughs and special type of Stereoscopic animation for TV and web media.
- MM Presentations: It includes creation of e-catalogues, corporate presentations, marketing presentations etc in interactive and non-interactive mode for CD ROM, TV and web media. CBT-Computer based Training programs and e-catalogues also form the part of this category
- Ad films: using 2D and 3D animation: for Television and CD Rom media
- Web media solution: We offer exclusive services for Interface Designing and complete Interactive Flash websites.
- Graphics Designing solution: We provide services for Logo designing, Character designing, Story board making, Interface design and more
- Print media solutions: We offer end-to-end solution to the client from designing to execution for a print job

## TEAM

**RAHUL GADIYA** [rahul@fountainpixels.com](mailto:rahul@fountainpixels.com)

(Managing Director)

Rahul is the Founder & Chief Architect of Fountain Pixels. Rahul floated Fountain Pixels with the aim of providing quality multimedia services/solutions to global as well as local clients. Rahul takes care of managerial & marketing needs of Fountain Pixels. Rahul holds a Master Degree in Commerce from Pune University and has completed a diploma course in Advanced Computing from C-DAC, India.

Rahul has 7+ years of experience in the IT industry and have held challenging position of Business Development Officer in renowned multi-faceted IT Companies in India. Rahul was account manager as well as project coordinator for various multimedia and hardcore software development projects.

**ROHIT KATHURIA** [rohit@fountainpixels.com](mailto:rohit@fountainpixels.com)

(Project Manager)

Rohit holds the portfolio of Project co-ordinator. He has 4+ years of experience in Project co-ordination & multimedia development. He acts as an important link between the client & the development team and ensures smooth flow of project development life-cycle. Apart from project co-ordination, Rohit takes keen interest in Special FX & Editing. Rohit holds a Bachelors Degree in Commerce & has also completed Post Graduation Diploma course in 2D/3D Animation, web designing & graphics.

**APEKSHA GUPTA** [apeksha@fountainpixels.com](mailto:apeksha@fountainpixels.com)

(Project Manager/QA)

Apeksha holds the portfolio of Project Manager & also doubles up as Quality Assurance Professional. She has 3+ years of rich experience in handling various multimedia projects. Her major responsibilities include Project Planning, Resource Planning/Allocation & Quality Assurance.

Apeksha has done her DACA (Diploma in Advanced Computing Arts) from C-DAC, India. Apeksha has also completed Diploma in Interior Designing & have a years experience in the same. Animation technical know-how being her strong forte, her experience covers all aspects of the Animation development life cycle such as Visualization, Conceptualization, Script Finalization, Story-boarding, Continuity & Quality Assurance.

## FP TEAM

The Fountain Pixels team comprises of highly skilled technicians who enjoy priceless experience by virtue of their knowledge & past associations with leading multimedia & advertising companies. Having served the industry with the best of their capacities, they are focused on delivering quality product in quality time. Each and every member of the core technical team holds a Fine Arts Degree. They have sound and thorough knowledge for creating and delivering effective multimedia solutions. Moreover, Fountain Pixels also have necessary tie-ups and associations with leading IT companies, advertising agencies and studios.

## SERVICES

### 2D Animation

Fountain Pixels specializes in production of spectacular 2D Cartoon Films for children. Since its inception, Fountain Pixels have mastered the art of creating Traditional as well as Digital 2D Animation. Our creative team is skilled in conceptualizing / visualizing, story-boarding, character designs, key animation, in-between frames, creating basic animation, backgrounds, lip sync, audio-synchronization, non-linear editing and an over all A/V production based in 2D Animation.

Good sketches and illustrations coupled with strong visualization are the backbone of our animation production and we are proud to say that we have artists those who are skilled in Fine Arts and have undergone special training. They are able to give life to the inanimate characters. We believe that the real test of an animator's work is determined by the ability of their characters to influence the emotions of the audience by their "acting" skills.

### 3D Animation

Fountain Pixels specializes in 3D Modeling & Animation, Architectural walkthroughs for virtual simulation, and other 3D animation used in TV commercials, Presentations, Documentaries and more. With effective use of tools like Auto Desk VIZ, 3Ds Max, etc we have made few remarkable 3D Animations for cartoon films & presentations.

### Corporate Presentation

The inspiration behind creating Corporate Presentation is that it enables one to give information about the company in a highly creative and informative manner. The presentation contains highly innovative and creative multimedia development with Slides, Videos and Animation with voiceover, and background music with interactive interface. This gives a professional touch and adds value to the business.

### E-catalogues

e-Catalogues are the necessary first step to participate in e-marketplaces. An E-catalogue generally contains text and graphic details of the specification, price and availability of products being offered by the manufacturer/suppliers.

### E Learning Content Development

We at Fountain Pixels with our strong expertise in animation & multimedia are committed to offer world class learning solutions aimed at simplifying the process of knowledge transfer / delivery of education through effective use of high end technology. We are equipped to deliver state-of-the-art knowledge transfer/learning solutions across industry verticals. We have successfully delivered Product Simulations, Product Presentations, Content for Educational CBTs/CBLs etc

### Comic Book Development

Comic development is a very interesting work which involves lot of creative thinking backed with strong visualization power, good knowledge of characters & layouts. We at Fountain Pixels, have the necessary skill set to develop a good comic book keeping in mind the concept & the target audience.

## **INFRASTRUCTURE**

### **Office Space:**

2500 sq.ft with dedicated area for team discussions, handwork artists, animators, editors (audio/video) and marketing team.

### **Hardware Infrastructure:**

35+ full blown workstations equipped with High-end Processors having 1 GB RAM, Digital Pen Mouse, SB Live Audio Card and NVIDIA Graphics Card, etc.

### **Internet Connectivity:**

We have a dedicated 512 kbps broadband cable link (2 lines) for all our development/marketing facility supported by a backup dial-up connection if broadband line fails.

### **Communication Infrastructure:**

We have video conferencing facility for interaction of our team with our clients internationally. Most of our office team members are available on instant messengers making our team more accessible to our clients than their own team on a separate floor of the same building.

### **Contingency & Disaster Recovery:**

Data backup and storage facility at an offsite location has been created for any kind of eventuality should the main center be rendered unusable due to any reason whatsoever. Power supply at the main center as well as the offsite location have inbuilt redundancies so that work is not at all affected due to disruption of power.

### **Accessibility & Security:**

Depending upon the criticality of the area and the services within, different types of physical and access restrictions have been imposed within the development centers so that our clients can be absolutely certain that their data, systems and processes and other confidential information, including IPRs (Intellectual Property Rights) do not get circulated, inadvertently or on purpose.

## **BUSINESS MODEL**

### **Fixed-Price Model**

Our fixed time, fixed price model offers customers a low-risk option and can be employed when the scope and specifications of the project are reasonably clear. This model guarantees on-time, on-budget delivery of projects. Deliverables, Costs and Timelines are clearly defined in the Fixed Time/Fixed Price model. In fixed time, fixed-price engagements.

Fountain Pixels follows a phased approach that includes scoping, development, implementation and business support. Combining the fixed time, fixed price model with our solutions center, we can offer customers a tremendous advantage on the cost front.

This model works best for - Customers with well-defined requirements and project schedules. Under this option, the customer pays a pre-negotiated fixed price for the complete project, which in turn is linked to well-defined deliverables. For any change in scope a predefined fixed hourly rate agreed at the initial stage of start of project is paid. For any changes there is a standard change request procedure that is followed for which we have structured processes in place.

### **Time and Material Model**

When scope, specification and implementation plans of a project are not easy to define at the outset, Time & Material Model becomes an attractive option. Under this model, you pay as per use of the hourly development efforts. Under this mode we define the business model and work hand in hand with our client for execution of end-to-end project. At times once the scope is frozen the time and material project also gets converted to the fixed price model. We have very strict project management and reporting practices whereby task sheets are generated on a daily / weekly basis for each of the developer on the project.

In this business model, Fountain Pixels forms project teams with the required team members, project managers, equipment and infrastructure based on project requirements. Customers pay a monthly charge based on the size and composition of the team.

### **Dedicated Development Center Model**

A Dedicated development center, which is an extension of the customer's development facility, is popular among customers, who are looking at long-term gains from offshore outsourcing.

In this model Fountain Pixels reserves resources, equipment and infrastructure, exclusively for the customer. Whilst such a model is normally for a pre-determined minimal period of time, it allows the client to leverage the talent pool of Fountain Pixels, the cost effectiveness of such an offering and superiority of our Project Management.

## CLIENTILE

Our clients love us and we strive hard to be loved." We have often been termed by our customers as the "team next floor". The availability, the accessibility & most importantly the attitude & commitment of our teams ensures total confidence of our customers in us. We lay down our processes in such a manner that it suits to our customer's working style, thus giving them enough comfort level during the entire project development cycle.

Clinetile List as Follows:

- ✚ Mepla-Alfit, Germany
- ✚ H2C2, Germany
- ✚ Park Madison News, USA
- ✚ Desi.no.1, USA
- ✚ Super Cassettes Ind. Ltd (T-Series), India
- ✚ Navneet Publications Ltd, India
- ✚ Krunal Music Company, India
- ✚ Shethia Audio Video Pvt. Ltd, India
- ✚ Fountain Music Company, India
- ✚ Rabbit Stationery, India
- ✚ Gateway Technolabs, India
- ✚ Utturkars Wood Culture, India
- ✚ Mepla-Utturkar, India
- ✚ Fittings & Functions, India
- ✚ Jazz Matazz Entertainment, India
- ✚ Emerging Technologies & Emerging Solutions, India
- ✚ Weltex, India
- ✚ Rachana Arts, India
- ✚ GM Veneers, India
- ✚ MSC, India
- ✚ Rathod Metal Rolling Mills, India