

Customer Profile

NGC is a consortium of geographic associations and the nation's best broadcasting channel and the oldest federal cultural institution. It seeks to expand its horizon globally and constantly explore new opportunities within the industry to serve its customers worldwide.

Business Requirement

NGC desired to put up a user experience that would appeal to the cosmic audience; the primary challenge of the design. Icreon had to create an intuitive Quiz gaming interface that captured the excitement and energy of a vast audience that crossed boundaries of age, and gender.

Solution

Benefits

- Successfully targeted a vast audience, and strengthened the online community.
- The bleeding edge visual design and superior information offerings, effectively transformed it into providing a great online experience for the fans

Technologies & Platform

- Macromedia Flash MX 6.0
- ASP
- Microsoft SQL Server 7.0

Requirement

While NGC managed to serve as the federal media channel, the client also wanted to provide a unique entertaining interface in order to draw its audiences, and serve as an independent gateway to other aspects of events, travel, and entertainment activities. The client chose Icreon to devise the online interactive Gaming Interface.

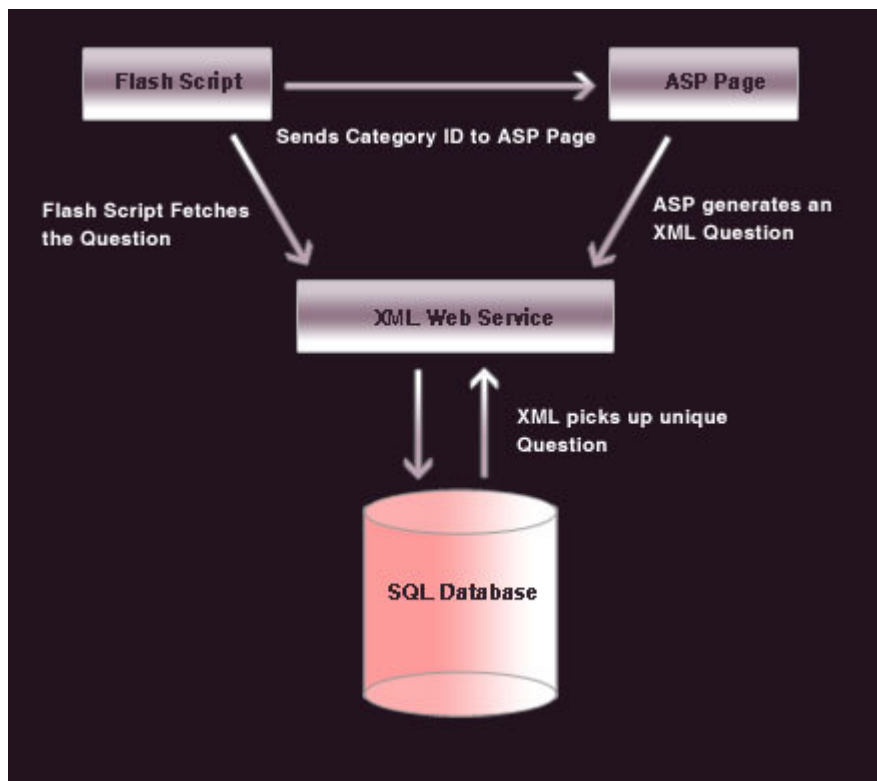
The primary goal of this initiative was to truly launch another medium in addition to TV and radio that would support existing media and outreach travel services. Secondly, NGC desired a site that would contribute significantly to bringing information to its audience by delivering intelligent, reliable, and locally relevant information. Besides, by serving as "a database for travel communities and geographic associates, the client wished to encourage people to explore their local communities Much to the challenge

put forward, Icreon paid special attention to user interface design and architecture, ensuring that NGC would be able to engage and empower users to access the valuable quiz resource in a much imposing manner.

Icreon hit the nail on the head

Revolutionizing the online quiz component; Icreon moved NGC's viewers and listeners beyond the television screen and the radio receiver to a richer and fun filled experience. Icreon successfully balanced the "arresting" flash design with attentive customer friendly and easily accessible information.

Icreon dedicated considerable energy to the designing and mapping of the technical development. Technologies designed, developed, and implemented include the following: The entire Quiz game is developed using Macromedia Flash MX 6.0 with ASP, and Microsoft SQL Server as the database.



The Quiz game has a persistent custom SQL Server database that maintains a huge set of facts and events. Indexing and Querying is performed on the database through a stored procedure, while the user sits through a quiz session. The Stored Procedure distributes the current set of index segments over an arbitrary number of searcher processes, allowing the pointer to scale on a cache of random queries thus avoiding repetition of questions during a single application session.

Summary

Within a few months of launching the gaming component, success was apparent. NGC had an increased traffic and, more importantly, membership and activity soared, providing an unswerving atmosphere to their visitors and potential customers.

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