



**CODE & PIXELS**

*Interactive Technologies Private Limited*

Content Engineering

Software Development



Content Development  
is Not Just our Business  
But our Passion

HTML5



**C**ode and Pixels Interactive Technologies Private Limited is a software development and e-content development company serving more than 100 clients globally. Company is empaneled vendor to develop multi-media content for major banks and more than 30 Universities & also serving Defense sector & PSUs and corporates. We have strong 100+ content development team specialized to take-up any type of content development activity. We have developed approximately 10,000 courses in past 5 years for various organization's L&D requirements. We are very strong in developing Flash based CBTs and HTML-5 based e-courses and Video based training modules.

Company is recognized as one of the "10 most promising K-12 Tech Service Providers-2017" by leading Business Magazine.

We understand that every organisation or institution is unique, and so are their needs for learning and training. To meet the specific requirements of our clients, we develop customized services and provide the best fit solutions that are carefully chosen and execute them using appropriate instructional design methodologies.

Our content development team is backed by a strong Research and Development Community to face any technology related challenges.



### **Our motto is – "Client First!"**

We are a client centric and process driven organisation.

### **Services**

- Software Development Services
- Content Engineering Services
- Mobile Learning / HTML 5
- Augmented Reality & Virtual Reality

### **Software Development Services**

Code & Pixels is a rapidly growing custom software development company which specializes in developing scalable software applications, business softwares and automation softwares. We primarily develop applications which automate everyday workflow of a company or organization and make life easier...

We specialize in the development of custom software applications.

Specifically, our company carries out custom programming, database design, client-server and internet/intranet software application development. At every stage of the development process, from conceptual design to product release, the highest quality standards are maintained. Our extensive communication facilities allow us to keep in touch with our customers 24 hours a day. Custom software development service from CODE & PIXELS offers the full scope of services to deliver cost-effective and reliable software solutions matching your specific needs.

CODE & PIXELS develops for its partners, softwares that provide additional value for their customers and help deliver superior services and products. Business application development is our core competence. Our Microsoft certified developers will handle your entire project lifecycle: from requirement analysis to QA and server deployment.





## Content Engineering Services

Our e-Learning team has expertise in developing multimedia rich engaging e-Learning content for Internet/Intranet (web-based) and offline (CD/DVD based) environments.

Electronic learning or e-Learning is an umbrella term for learning enhanced by the use of electronic gadgets. To make this happen efficiently, there are many technologies in use, such as Computer-based Training, Web-based Training, Simulation-based Training and Mobile Learning.



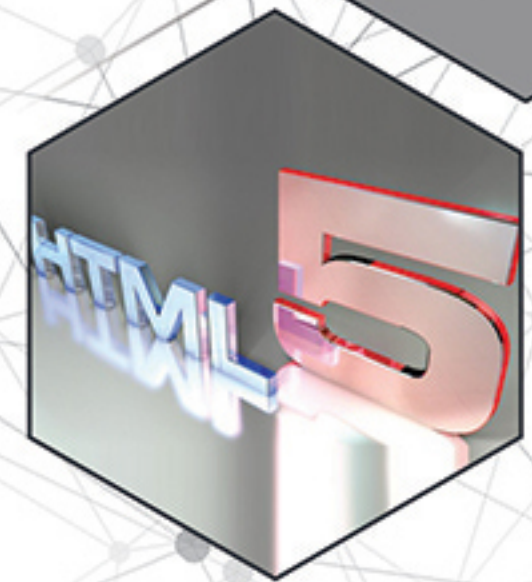
## The migration of Flash e-Learning courses to HTML5

In a continuously changing and fast paced environment, we can't chain users to their desks and offices. So the creation of HTML5 e-Learning applications, training material, presentations etc., or the conversion of Flash to HTML5 for mobile devices has become inevitable. e-Learning, Training, Media organizations and marketing departments of all kinds of companies have huge volumes of interactive Flash content that has traditionally been consumed on desktops. With the rapid proliferation of smart phones and tablets, enterprises are faced with the prospect of their existing content becoming obsolete, since popular mobile platforms don't support interactive Flash.



## Flash to HTML5 Migration

We shall take your existing interactive Flash content and use the Flash to HTML5 framework to repurpose it to make it usable and HTML5 content that is suitable for a variety of devices including desktops, smart phones and tablets. Powered by HTML5, CSS3 and JavaScript, our Flash to HTML5 framework enables us to accelerate speed to market for the new HTML5 content while preserving the richness of the original Flash content.



The new HTML5 content is able to fulfill the greater demands on usability posed by the varying screen sizes and resolutions of mobile devices. Recognizing that mobile devices don't always have the same processing horsepower of desktops, our migration/conversion process leverages our framework to ensure that the repurposed HTML5 can perform on the most popular mobile platforms. The framework adheres to content standards and supports various fundamental interactive behaviors like programmed workflows, directional information, enhanced content menus, multimedia content delivering, 2D animations, voice synchronization, interactivity, status bar, volume controllers, slide bar, book mark, search, standard navigation features i.e. next, previous, menu amongst several others.

## Virtual Reality

Virtual Reality (VR) based content shall be provided for selected topics. Trainees need to use VR goggles and see the content. It gives realistic feeling to students and helps in memorizing the content easily. Google Virtual Reality Goggles are available for less than 50 Rupees.



## Augmented Reality

Digital Teacher Augmented Reality App need to be installed in Smart Phone/Tablet. We will give you some black and white sketches/art/text/codes. When you scan on the code then 3D animation related to that topic, pops out and explains the topic.





## Computer Based Training (CBT)

Computer-based Training, or CBT is one of the most exciting and innovative ways of learning. CBT has a great advantage over the traditional classroom based teaching, and is more advantageous than self-taught books.

## Simulations Based Learning (SBL)

Train your employees by involving them in life-like virtual scenarios. Many industries, including defense and healthcare, develop 3D simulations for training since they provide a realistic and safe training environment.

Software simulations and Scenario-based Training are other areas where we can address all types of software/application training. Using interactive simulations, usage of any kind of software is taught to the learner effectively.

## Mobile Learning/HTML 5

We are living in a multi-device world. We now have options to deliver e-Learning using a wide variety of devices such as desktops, laptops, tablets and smart phones. Whether it is for smart phones or tablets using platforms like Android, BlackBerry or iOS. We develop any kind of solution which suits your mobile learning needs perfectly.

## Documentaries/Video Based Learning

Documentary is a medium used by Government Departments, NGOs, Private Organizations, Broadcasters and even individuals to convey their message effectively to a large group of audience.

We have expert content writers, art directors, camera crew, directors and other technicians who can produce documentaries in a creative and innovative way by using high end equipment and beta cameras.

## Instructor-led Training (ILT)

In some situations, Instructor-led Training yields better results than regular e-Learning courses. Instructor-led training is considered to be the most effective method of corporate learning and K-12 education, as it best facilitates real-time interaction, in-depth information sharing and provides direct response to questions.

## e-PUB

- Converting books to e-texts, e-Publications and other web-friendly formats
- Converting legacy systems to a newer technology
- Porting CD applications to the Web
- Converting your desktop based e-Learning courses and videos into mobile compatible learning elements
- Enhancing existing Power Point Presentations into a Web-based training courses

## Custom LMS and CMS Development

- Development of high-load systems, capable of handling over 1,00,000 concurrent users.
- Designing and building of custom Learning Management Systems (LMS)

## Game Based Learning

We all know there are some learning outcomes when we play, and trainees learn faster and better with games. Companies are putting a lot of efforts in improving learning outcomes of their employees through games. Also recent studies have proved that game-based learning is the best for our cognitive retention.





## Which levels of interactivity do you need?

If you are using e-Learning resources, planning to develop or just interested in this type of training, you should know that e-Learning courses can be classified according to the level of interactivity offered.

According to these levels of interactivity you can determine how interactive you want your e-Learning courses to be. Therefore, if you are just looking to distribute basic information, a simple page-turner course could meet your requirements. However, if you are looking for an actual engagement and interaction by the learner, a more interactive e-Learning course is a must-have. Using the right amount of interactivity is key. Not necessarily the more interactive the course, the more effective it will be. Use the right type of interaction according to your needs and objectives.

Which levels of interactivity do you need?

**The nature of the content, your technological infrastructure, budget, target audience.**

**Level of Interaction** is a metric used in e-Learning that refers to concepts such as user interaction, complexity and level of sophistication of the course.



Let's look at the details:

### Level 1. Passive no interaction

This level is what is commonly referred to as 'page-turners'. The course is linear and could be considered basic training, in which the student acts only as an information receiver. Basically, the sequence of screens is fixed and the student can not choose the order in which you want to see the content, return to a previous topic or browse freely. However it can be effective for communicating simple concepts, and is relatively inexpensive to develop. At this level learners do not interact with resources, *they just have:*

**Graphics, images and simple animations, rollovers, basic quiz questions.**

### Level 2. Limited interaction

In this case, the course continues to be basic, but the student has more control over their training; they have the ability to do more than just watch, read and navigate. This level is used for non-complex operations and maintenance lessons. *At this level learners interact with resources such as:*

**Clickable animated graphics, navigation expands to menus, glossaries, and links to external resources, often includes simple exercises (i.e. drag-and-drop, matching, and identification components), audio and video.**

### Level 3. Moderate interaction

At Level 3 there is a high degree of complexity and customization of the course. In addition the student has more control over their training and perceives the course as a participative and dynamic activity and not just a presentation of content. This level is a favorite in the industry mainly because it optimized the balance between active learning and development time. *Some resources:*

**Animated videos, customised audio recording, complex simulations where the learners enter data into fields, scenario-based cases, custom Flash animations where learners have the ability to investigate.**

### Level 4. Simulation and game-based learning

This level gives the highest degree of interaction by the student.

The course includes simulations and the contents are transmitted through the use of educational games to keep the student motivated.

**Real-time learning, use of gaming technology, 3D simulations: for example software or hardware simulations and serious games, includes variety of multimedia (i.e., custom videos and interactive 3D objects), the usage of digital 'avatars', basically involves all of the elements of levels 1, 2, and 3 plus recharged interactivity; and greater levels of sophistication.**



# ABOUT THE COMPANY



# CODE & PIXELS

Interactive Technologies Private Limited

Registered with: ISO 9001 : 2015 Quality Certified Company



Code and Pixels, an ISO 9001: 2015 company headquartered in Hyderabad employs the best talent in the industry with a range of specializations including Subject Matter Experts, Instructional Designers, Multimedia Specialists, Software Professionals and Consultants.

We are a specialist e-learning company, providing Simulation & Training Solutions, Content Engineering Services, Consultancy Services and IT Services to the Industry.

## BFSI, Defence and Government Organizations



State Bank Of India



**SBI Life**  
INSURANCE  
With Us. You're Sure



बैंक ऑफ़ इंडिया  
Bank of India



बैंक ऑफ़ बड़ौदा  
Bank of Baroda



**SBI MUTUAL FUND**  
A PARTNER FOR LIFE



**ANDHRA BANK**



इंडियन ऑयल  
IndianOil

**NDCRTC**  
NATIONAL DIGITAL CRIME RESOURCE & TRAINING CENTRE

इका ईसी



आर सी आई



BrahMos

**भारत इलेक्ट्रॉनिक्स**  
BHARAT ELECTRONICS

सी डी एन सी  
CDAC



ASL



रेलटेल  
RAILTEL

RailTel Corporation of India Ltd  
(A Miniratna Category - I Enterprise)



Army Air Defence  
College



**MHRD**  
Govt. of India



**BHARAT DYNAMICS LTD**  
(A Govt. of India Enterprise)



**Digital India**  
Power To Empower



Sardar Vallabhbhai Patel  
National Police Academy



Rural Development  
of AP

**Partnering** with the best to deliver exceptional **quality & value**



# Universities



सत्यमेव जयते  
NMEICT



UGC  
University Grants Commission



Jawaharlal Nehru  
University



University of Mumbai



Sri Ramachandra  
University



Avinashilingam  
University



National Institute  
of Nutrition



Tilak Maharashtra  
University



University of Madras



University of Calcutta



Anna University



# Corporates



LARSEN & TOUBRO



APTARA



Since 1907



Continues to serve & grow with the Nation!!!



University of  
Mysore



Prof. Jayashankar  
Agricultural University



University of  
Hyderabad



SNDT Women's  
University



Indian Statistical  
Institute



Gujarat University



University of Jammu



The Energy and  
Resources Institute








## Services of Code and Pixels

Realising the potential of multimedia in corporate communications, education and training, entertainment, etc., Code and Pixels, a new age multimedia company offers the best multimedia solutions that help to enhance effectiveness of communication.

-  e-Content Development
-  Simulation Based Training
-  Mobile Learning
-  Video Based Learning / Documentaries
-  Instructor Led Training
-  e-Publications
-  Custom LMS and CMS Development

**"We provide matchless end-to-end interactive e-Learning solutions."**

## Products of Code and Pixels

-  Digital Content for State and CBSE Syllabus
-  English Language Lab
-  Online Examination System
-  Question Paper Generator
-  School Management Software/ERP

**You Tube** Digital Teacher demo is available in Youtube.

For more details Call:  
**098495 27706, 99514 78604**

Visit site: [www.codeandpixels.net](http://www.codeandpixels.net)

[www.digitalteacher.in](http://www.digitalteacher.in), [www.englishlab.co.in](http://www.englishlab.co.in)

Registered with:

