



ICL T20 tournament live on Internet using SpadeWorx's framework.

The ongoing ICL T20 tournament is gathering a lot of fervour on the web, since the tournament has started; cricket lovers around the world are able to enjoy the live telecast of the matches. Besides just streaming the matches live, the user experiences on www.indiancricketleague.in are really world class and true to the flavour of T20 format.

Website visitors are able to watch multiple angles of the match within the single frame of online player based on ORMUX™ framework provided by SpadeWorx Software Services and the website designed by Sportz Interactive.

SpadeWorx Software Services announced its framework for Rich Media Services ORMUX (pOwered Rich Media User eXperience) that assists video content publishers to create dramatic experience for its end users. It also provides configurable video monetization methods that are innovative and user engrossing.

“The feature richness, agility and personalized viewing experience that we are able to offer through ORMUX to the visitors of our site is breath taking, the experience is virally spreading and the viewership is increasing exponentially by each match” said Vijay Bharadwaj, Manager Strategy and Research of Indian Cricket League.

By bringing content producers, content providers, advertisers and content viewers together into an integrated end-to-end framework, ORMUX is re-inventing a revolutionary platform. This new rich media platform provides marketing and monetization opportunities to content producers and providers through direct and efficient access to global advertisers in sharp contrast to the traditional push the ad approach used by major ad-agencies.

Focused on ensuring highest returns on investments for its media customers through their patent pending solution like ORMUX. SpadeWorx is committed to deliver excellence and innovation to benefit the customers and consumers, and offering its customers unmatched capability to reduced total costs, leverage cutting-edge skills, reduce time-to-market and optimize end-to-end product development.

“Rich Internet Applications offer the benefits of distributed, server-based Internet applications with the rich interface and interaction capabilities of desktop applications. Such applications shall help businesses connect with end-users. SpadeWorx has delivered out of the box experience solution to ICL using Microsoft Silverlight in a short span of 6 weeks” mentioned Anil Pagar, CEO & Managing Director of SpadeWorx Software Services.

ORMUX is built using Microsoft technologies such as Microsoft Windows Server System™, the Microsoft Windows Media Services® 9 Series, Microsoft Expression™ Encoder, Microsoft Silverlight™ and Microsoft .NET framework 3.5.

“Internet has become an immensely popular medium of entertainment among the youth and adults alike and they are constantly demanding more immersive experiences on the web. Microsoft understands the customer needs and is working together with its partners to enable its customers deliver path-breaking user experiences on the web in an easy and cost effective manner. We are confident that the solution developed by Spadeworx for ICL is sure to redefine online user experience for the cricket fans. We believe this will also help ICL to create strong differentiators and consumer loyalty”, said Tarun Gulati, General Manager - Developer and Platform Evangelism, of Microsoft India.

SpadeWorx focuses only in few areas to make sure every customer that they bring onboard gets the best services at most optimum price point. SpadeWorx offers its services in Software Product Engineering to Independent Software Vendors and Independent Hardware Vendors by assisting in releasing software products with frequent release cycles with value-added features.

SpadeWorx Software Services is one of the fastest growing companies in software product engineering services. It has its operations in Pune, India and New York, USA.