



"ACCESSING INFORMATION ANYWHERE, ANYTIME"

# **ABOUT US**



New IT Venture (NITV) established in 2004 is a Japan based software development company which helps business realize their vision and achieve their goal by harnessing trendsetting web and mobile technologies.

At NITV we strive our best and offer client centric services to customers which gives them competitive edge.

We care about who we work for and the quality of work we deliver, which is clearly depicted by the results we deliver and our portfolio.

We have a team of passionate Business Analyst, Software Engineers, UI/UX Designers, Test Analyst who are always up for a new challenge and hungry to solve problems with amazing solutions.

We offer a complete range of web & mobile application services, including initial prototyping, design, Android / iOS mobile development, as well as application backend and web infrastructure.

NITV has created cutting edge software application from ground up as well as adding a layer in existing system such as:- giving face lift to their existing app, adding monetization capabilities, multiple platform for their existing application, data visualization and analysis, and many more.

Whether you are already a big player who is looking to enhance their website or business applications or a startup just looking to tap the market, we are here to work as your technology partner.

NITV team's strength lies in perceiving the client's business processes, culture, vision and goals across the industry segments and offering client oriented solutions, which are highly reliable.

With a mix of domain, technology & project management experts, we bring the most complete team to bear on every project we take on.

With our strong sales & marketing presence across the globe gives us the ability to strengthen existing relationships, build new ones & enter new markets.

On the other hand, our alliance partners give us an extended reach into markets where we do not have a direct presence.

# OUR VISION, OBJECTIVES & STRENGTH



## **Business objectives**

- Mobile Application and Web Application Development and Distribution
- Enterprise Software Development and Services
- IPTV, Over-the-top (OTT), Mobile TV Platform Services
- Content Production, Aggregation and Distribution Services
- Headend Facility, Data Center Management and Teleport Services
- Payment Gateway Platform Development and Service
   Infrastructure Management Services for Content
- Delivery and Distribution
- Portfolio Management and Consulting
- Big Data Management, Software and Service

# **Our Strength**

- Over 13 Years Experience on Enterprise Software Development & Mobile App Services.
- Innovative & Experienced Engineering Experts Team.
- Customizable Software Platforms Developed from Scratch based on User Experience & Customer need.
- Experienced to Deliver High Quality, Stable & Proven Software Platform as a Service at Very Reasonable Cost.
- Dedicated R&D Team for Advanced Technology Research. Experienced for System Integration, Programming & Big Data Proven Software Platforms running for high-end B2B customers like
- Government sectors, Telcos, Social media & Valueadded services 50 Million plus users using platform

#### Country (Japan)

NEW IT VENTURE CORPORATION Kopo Yamato Bldg 2F, Tateishi 5-24-8, Katsushika Ku, Tokyo 124-0012 Established on 2008

#### Country(Nepal)

NEW IT VENTURE CORPORATION LIMITED (Public Limited Company) TBi Plaza Naxal, Gairidhara, Kathmandu, Nepal Established on 2014

#### Country(India)

NEW IT VENTURE (INDIA) PVT LTD TBi C-9/9401, Vasant Kunj, New Delhi, 11007 Established on 2017

#### Number of Employee

Total 110(Globally)

#### Our presence and service operation

ASIA [Japan, South Korea, Nepal, Hongkong, Singapore, Malaysia, India, Bangladesh, Mongolia]

#### REST OF WORLD

[USA, UK, Canada, Australia, Germany, Sweden, UAE]

#### Our Vision

- Revolutionize information by making content accessible from anywhere
- Help solve business and human problem harnessing trendsetting technologies

# **OUR TEAM**

### **Management Team**



Founder and Executive Chairman Kamal Adhikari

#### **Engineering Graduation**

- Visvesvaraya Technological University (VTU) Karnataka | India
- The University of Tokyo | Japan

#### Expertise

Next Generation Artificial Intelligence Systems |
Enterprise Software | Digital Smart Grid |
IPTV & Mobile TV OTT | Content Delivery Network |
Cloud Computing | Big Data | Digital Signage |
Solution Architecture | Network Infrastructure |
Media | Cloud Services | Virtual Reality
Startup acceleration & Globalization



**Board of Director** Bhaban Bhatta



**Board of Director** Ken Ehrhart



**Board of Director** Tadashi Mori



**Director (Nepal)** Rajendra Paudel



**Director (India)** Siddharth Srivastava



**Director (Nepal)** Ram P. Dhungana

# **Currently Working Development Resources**

Project Managers = 5

Product Team = 5

PHP Developers = 15

Java Developers = 9

Frontend (Web/HTML/CSS) & Angular = 10

CMS (Wordpress, Drupal, joomla) = 4

Designers = 4

Android App Developers = 10

iOS Developers = 7

Smart TV Apps (Terminal Device) Developers = 7

QC/testing = 5

Network & Cloud Services = 5

Animations & VR = 5

Research & Development = 5

# **NITV SERVICES**

# Software Development and Consulting Company





We have a highly skilled team of android developers who has years of experience in creating android applications. We have developed various android application for clients such as NETTV, World TV Go, World On Demand where we created an application from the ground up.

Our projects have given us extensive experience in integrating your applications in multiple platform such as website and android Application. Alternatively we can also create a stand alone android application.

# iOS App Mobile/iPad



We have a specialized team of trained iPhone app developers, who expertise in expert development of iPhone apps under various commonly used categories like: Booking, News, Weather, Education, Healthcare, Social Media, Music and entertainment, to name few.

# **Responsive Websites**



Following the new trend and working upon our client's requirements, we develop a creative website. The 3-Ds (Design, Development, and Delivery) are the main challenges for any working team in such creative work where market itself is ocean of creativity; thus we indulge expert's analysis in these 3-Ds where perfection is equally prioritized. An efficient, user-friendly, and compatible to all screen sizes and resolutions (mobiles, tablets, kindle) websites are designed, developed and delivered with perfection to our clients anywhere.

# Web App Development



At NITV we provide custom web Application development service to Enterprise business and start up. We help business realize their vision and turn them into reality by harnessing trend setting technologies such as:

- Node.JS /AngularJS
  - PHL- Laravel
- MySQL
- Java
- Python

# **NITV SERVICES**

# Software Development and Consulting Company



## **Payment Integration Solution**



NITV has expertise in integrating Payment Gateways. NITV has successfully integrated Payment gateways such as Stripe payment(VISA/Mastercard), Google In App Purchase, iOS In App purchase, Paypal, Moneybookers, and local payment gateway as customers requirement.



## **BI-Intelligence**



NITV veteran BI developers converts your data into meaningful insights. We provide your organization with the right information to facilitate and accelerate decision making.

While we have worked on variety of clients from utility & payment, e-commerce, health-care, we have a focus on OTT/IPTV.

# 7

## **Ad Platform**



Our In house Ad platform Ad Network supports multiple monetization ways for content and media owners. Its main highlights are are as follows:

Supports cost per Impression, Cost per click, Ad targeting based on location, device, time or IP range, Channel specific Advertisement, Geo Location Targeting, Time Targeting.



# CRM Integration



We integrate CRM with your backoffice Product & Billing management. We have a team of experienced consultant and developers who can support with all your integration needs. Leverage the maximum out of your CRM with our Integrated services.

# **NITV SERVICES**

# Software Development and Consulting Company



## **Smart TV App**



NITV is considered the market leaders in the development of Smart TV applications in global market. We have successfully completed a Smart TV application for LG & Samsung Smart TV.

## 10 Cloud Service



NITV provides hosting services to its customers via cloud(AWS, Digital Ocean, Alibaba Cloud,etc ) as well as on premises hosting for web application, ecommerce, OTT/IPTV, news portal, Ad Platform used by businesses which have presence in multiple geographical location.

Cloud services are designed to provide easy, scalable access to applications, resources and services. A cloud service can dynamically scale to meet the needs of its users.

Cloud services include online data storage and backup solutions, Web-based e-mail services, hosted office suites and document collaboration services, database processing, managed technical support services and more.

# **UI/UX Design**

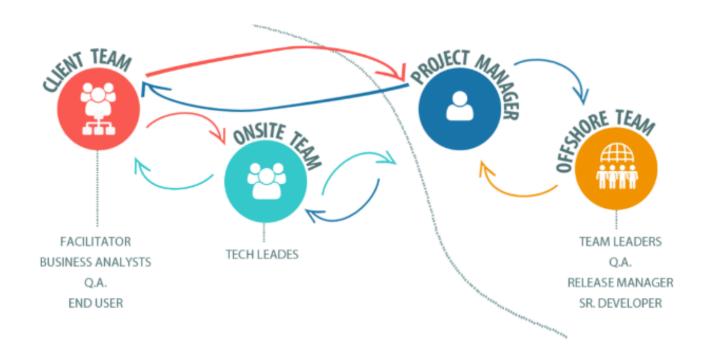


Our years of experience in software development enables us to create highly intuitive, user-friendly interface that is easy to navigate and accessible to anyone. We endeavor in creating simple, wellstructured platform provides a great experience for customers allowing them to perform tasks anytime, anywhere, on any device and any network thereby increasing reach-ability.

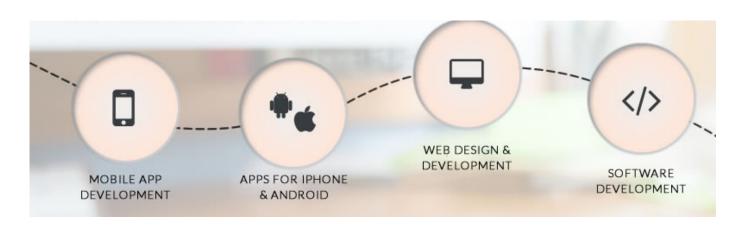
# **NITV OUTSOURCING SERVICE**

New IT Venture, Software development and consulting company established in 2004 with a vision to solve business problem through technology by working as a technology partner. We at NITV also provide remote staffing to cater the needs of offshore business. Whether you want to outsource your technical wing or just want to hire our remote staffs, we are flexible to meet your requirement. We provide expertise staffing on mobile app development, network programming, PHP development, Java development, any many more. We serve our clients locally, regionally and globally with specific value propositions, and focus on identifying their individual needs and wants. We build enduring partnerships with customers who value our approach to service.

#### **OUR WORKING METHODOLOGY**



#### **OUR MAJOR FOCUS**

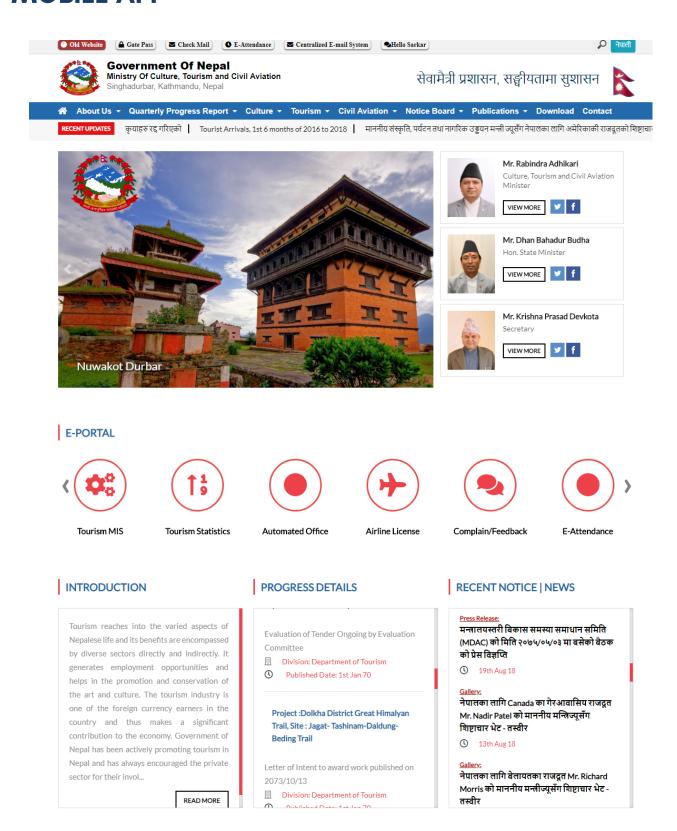


#### **RESOURCE ON HIRE**



We have developed quite amazing Application so far for clients from around the globe. Here are the portfolio of our past projects.

# TOURISM MINISTRY WEB SOFTWARE, PORTAL & MOBILE APP



Tourism Ministry Software is for Resource Management, Data Archiving, Data Processing, Artificial Intelligence & Content Management Software (CMS). Tourism Ministry Website is a responsive website compatible in all the devices including desktops, laptops, tablets, smart phones. Following the new trend and working upon our client's requirements, we developed a creative website using laravel technology. The application is designed, developed and published for both iOS and Android as well.

Design, Development, and Delivery were the main challenges and with our efficient and experienced working team we created highly user friendly interface, creative design and timely delivered the developed website as well as mobile application both android and ios to our client of Tourism Ministry. Thus we include expert's analysis in these 3-Ds where perfection is equally prioritized.

Technology Used: Laravel, Javascript, HTML5, CSS, Java Android] https://www.http://tourism.gov.np//



#### **WORLD TV GO**



World TV GO™ is an internet based TV Channel viewing application targeted for expats and tourist community living around the globe. With more than 250 channels - catering languages and communities such as English, Chinese, Japanese, Hindi, Bengali, Nepali, Russian, Vietnamese, Italian, French, Kazak, Italian ,French, Korean, Mongolian, Indonesian, Filipino, Pakistani, Afghani, Bhutanese, Gujarati, Punjabi connecting them to their home by enabling them to watch their favourite TV Shows and TV Channels wherever they are. World TV GO™ also enables users to watch LIVE TV on the go anywhere, anytime ubiquitously through Smart phone, Tablets, via internet. World TV GO™ can be used simultaneously in more than 3 devices without any interruption.

World TV GO™ is available in web browsers, mobile phones both android and IOS, LG Smart TV, Roku TV, Amazon fire TV/Tab.



Compatibility: iPhone, iPad, and iPod touch, Android Smart Phones, Tablets, WebOS, Apple TV, Google TV, Amazon Fire TV, Fire Tablet and Opera TV

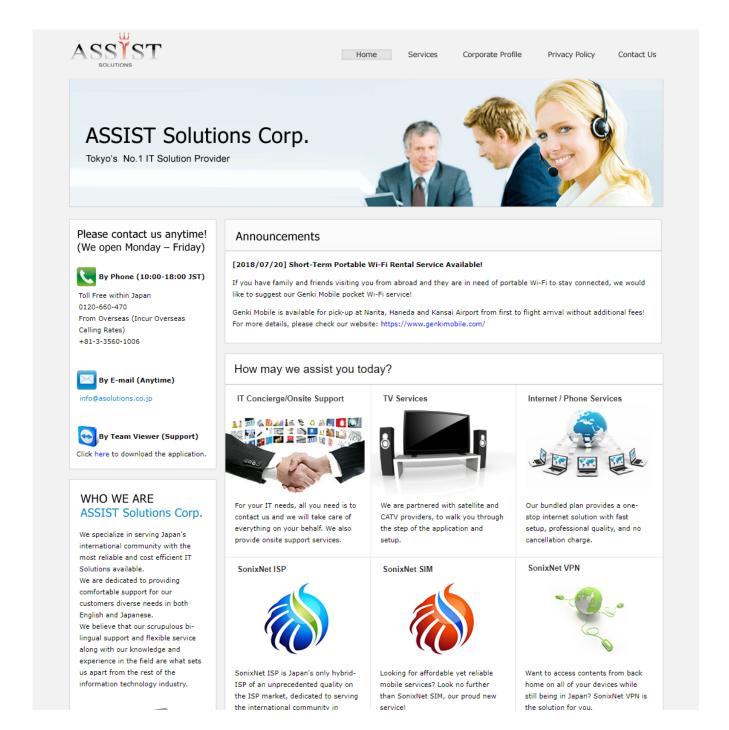
Technology Used: Java, Java script, HTML5, CSS, Java Android, swift 4, X code 8

Google Play: https://play.google.com/store/apps/details?id=com.worldtvgo

Apple Store: https://itunes.apple.com/us/app/world-tv-go/id1343044870?mt=8



#### **ASSIST SOLUTIONS**



Assist Solutions Corp. is a privately-owned entrepreneurial IT service company focused on International community in Japan.IT specialize in serving Japan's international community with the most reliable and cost efficient IT & TV Solutions available. They are dedicated to providing comfortable support for our customer's diverse needs in both English and Japanese. They believe that their excellent bi-lingual support and flexible service along with their knowledge and experience in the field are what sets they apart from the rest of the information technology and broadcasting industry.

Compatibility: web browsers, mobile browsers, tablet/ipad browsers

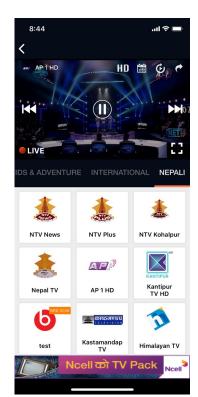
Technology Used: Java script, PHP, HTML5, CSS, Java Android, swift 4, X code 8

Website: http://www.asolutions.co.jp/

#### **NET TV**









NET TV is the first IPTV-OTT solution based in Nepal .NetTV has revolutionized the television viewing experience of the audience. NetTV is currently available in mobile providing Mobile TV platform for nation Leading Telco's Ncell and Smart Cell. The application is downloadable on both iOS and Android mobiles and is also available as a set top box service for home users.

NET TV is tied up with three leading internet service providers as the distribution partners for IPTV solution namely Worldlink, Vianet and HONS. NetTV has been downloaded by more than 400,000 Android users and 120,000 iOS users. Its IPTV service has been subscribed by 42,000+ userbase and is growing at an average rate of 100 Subscribers a day.









Compatibility: web browsers, mobiles(android/iOS), tablet/ipad, smart TV browsers Technology Used: Java script, Laravel, mysql, Java Android, Swift, Angular

Website: https://web.nettv.com.np/#

Playstore:https://play.google.com/store/apps/detailsid=com.newitventure.nettv.nettvapp&hl=en

WebOS, Apple TV, Google TV, Amazon Fire TV, Fire Tablet, Opera TV

Apple Store:https://itunes.apple.com/jp/app/net-tv-nepal/id1040829517?mt=8



#### **CASTNOW**



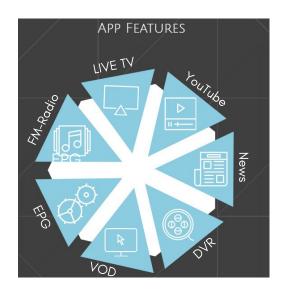
With Castnow, creating an app to showcase your contents and to boost your business is now made easier. You can now develop apps for android as well as iOS, with the contents of your choice, with the template of your choice. Castnow provides you with a platform that would help you to broadcast your content to your targeted audience. You can simply install add-ons and plugins from app factory and create your app instantly within few minutes. 75 plus Broadcasters and Media company have created and published applications using CastNow platform.





#### Features we provide in CastNow platform:

Video On Demand, TVshows, News, Youtube Manager, Ad Manager, Live TV, Catch up TV, Electronic Program Guide







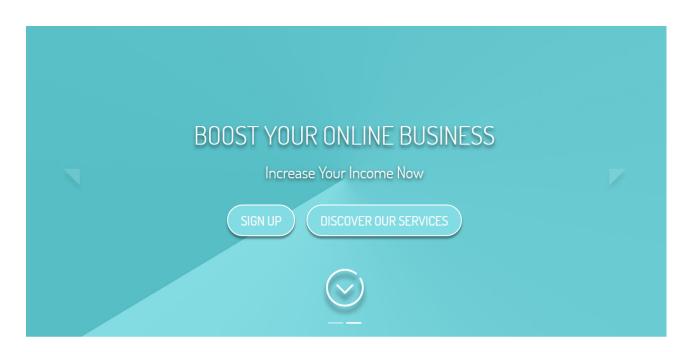


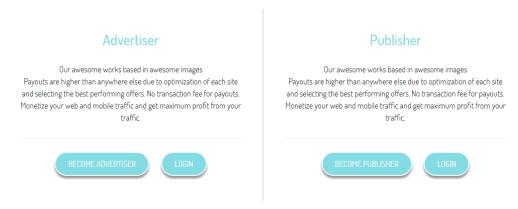


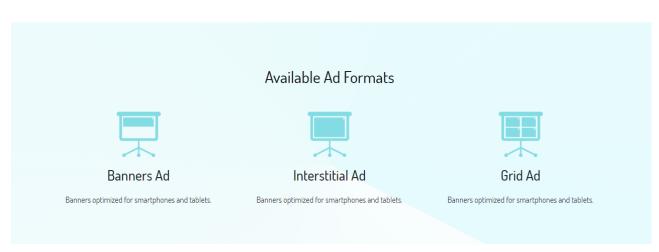
Compatibility: web browsers, mobile browsers, tablet/ipad browsers Technology Used: Java script, PHP, HTML5, CSS, Java Android, swift 4, X code 8 Website: https://castnow.tv/#



#### **AD-NETWORK**







NITV Ad network is an advertising platform especially designed for in-app advertising in order to promote your business in the targeted market. This Ad network is designed for App publishers and Telco's to manage and distribute the Ad in their way. Platform support Service for Advertisers and Advertising Agencies to manage their Ads.

You can choose to broadcast your app through mobile apps or websites. This would increase the reach of your advertisements and in turn boost your business. This platform helps to reach out to customers within a few miles of your business, or broadcast your ads to entire Nepal or to selective areas as well.

Our In house Ad platform Ad Network supports multiple monetization ways for content and media owners. Currently, Ad Platform is distributing 75 millions ads everyday. Its main highlights are as follows:

Supports cost per Impression, Cost per click Ad targeting based on location, device, time or IP range, Channel specific Advertisement, Geo Location Targeting, Time Targeting.

Compatibility: web browsers, mobile browsers, tablet/ipad browsers Technology Used: Java script, PHP, HTML5, CSS, Java Android, swift 4, X code 8 Website: http://adnet.newitventure.com/

#### PERSONA.

'Persona.' an Image Recognition Magazine App is an iOS application developed for NEC Japan and JFCC Inc.







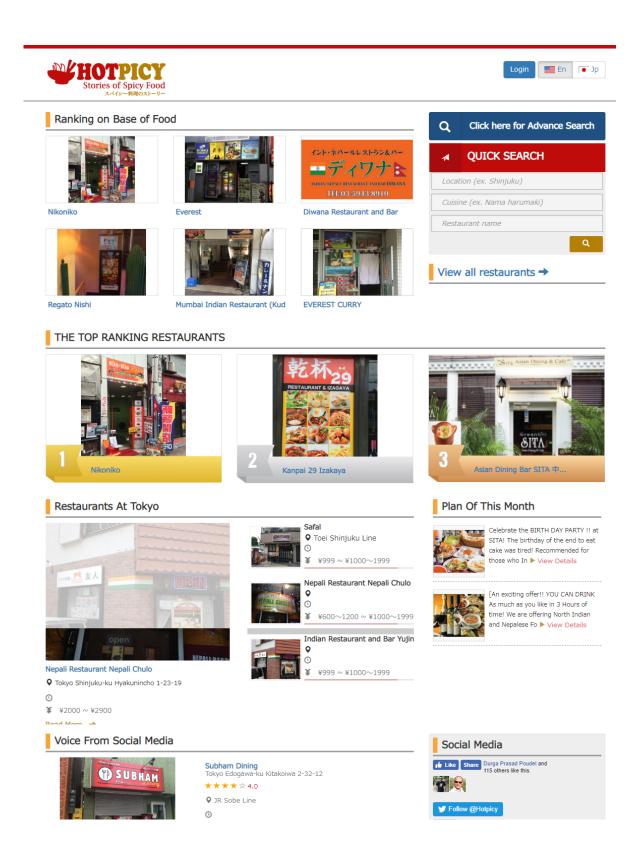
New and innovative Image Recognition Service "GAZIRU" Available for Smartphone Built-in Cameras. It is an image recognition service utilizing cameras on smartphones. Image data is pre-registered in cloud and by having users point their cameras to products or by taking photos, information related to the product is displayed.

Work scope: Android App, iOS App & Web App

Technology used: GAZIRU Image recognition, Java Script, mysql, java android, Swift, html/css



#### **HOT SPICY WEBSITE**



HOTPICY.COM provides online digital information (text, images, audio, video and animated flash) about restaurants from inside Japan which offers HOT and SPICY food taste originally from South Asian region.

HOTPICY.COM is focused on HOT and SPICY food restaurants having original taste from South Asian region and running inside Japan. The first business purpose is to display food and services offered by South Asian regional HOT and SPICY food restaurant inside Japan. The second business purpose is to encouraging for controlling quality of food and services by frequent feedbacks and comments from registered users and viewers of HOTPICY.COM.

Compatibility: web browsers, mobile browsers, tablet/ipad browsers

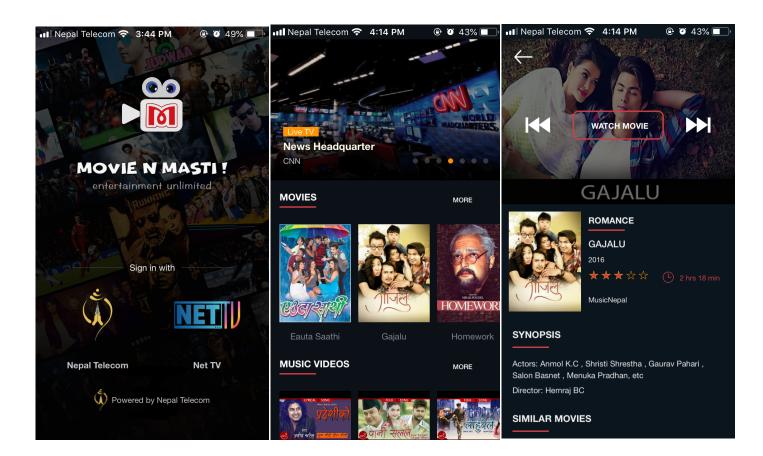
Technology Used: Java, Java script, HTML5, CSS

Website: http://www.hotpicy.com/



#### MUSIC NEPAL'S CONTENTS ON MOVIE N MASTI





Music Nepal was established in 1982 as the first music company in the country. After the collapse of physical sales of music-cassettes and CDs, Music Nepal spearheaded change by retailing it's contents in different forms such as Ring Back Tones in mobile and digital platforms including ITunes, Spotify, Sony Music, YouTube, and more recently through it's very own Apps. It also hosts the largest number of music and related contents which includes volumes of original songs of different genres in Nepali and various regional languages and has established itself as the undisputed market leader in the music business in Nepal.

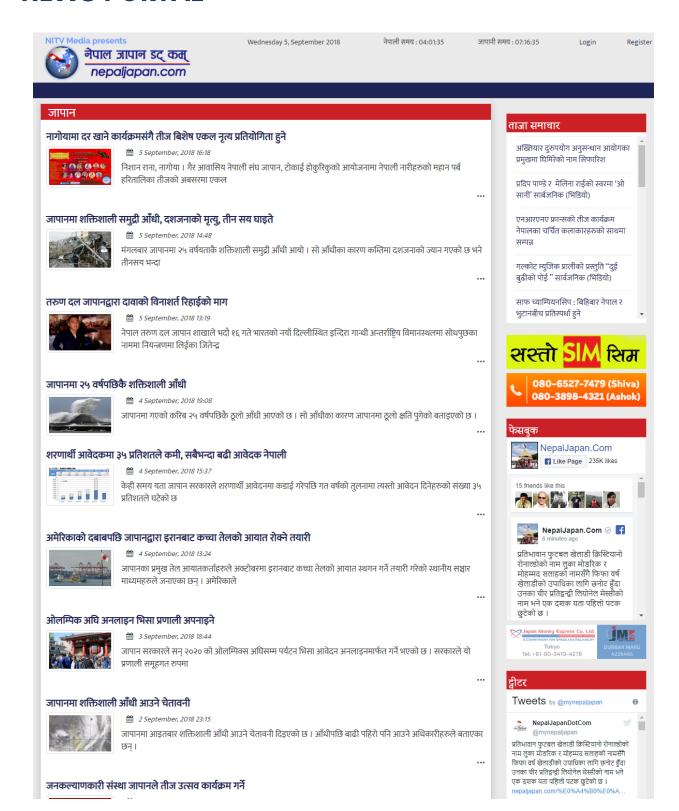
Movie N Masti is a product, powered by Nepal Telecom, developed with an aim to entertain users with a wide varieties of content (Movies, Music Videos, Karaoke Songs, Live TV and many more) provided by Music Nepal across a wide varieties of genres such as Nepali, hindi, international and many more. With more than 15000 contents of Music Nepal we have developed this application providing a platform for Music Nepal to show case there large varaities of contents. MNM aims to cater the wide range of people from all age groups and from various regions by providing them with supreme features and wide variety of contents.

Features: Movies, pay per view, music video, songs, news, music videos, karaoke, tv channels

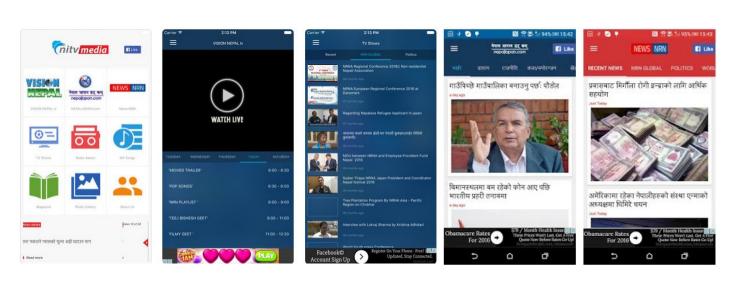
Compatibility: smart phones (andoird/ios), tablet/ipad

Technology Used: Java script, PHP, HTML5, CSS, Java Android, swift 4, X code 8

#### **NEWS PORTAL**



Nepaljapan.com is the first online Nepalese language news portal. We include news from different parts of the world about Nepal and community living in those areas. It is the first Online News Site in Nepalese language Since 2002. It's a Online News Portfolio of NITV MEDIA PVT LTD whose Operational Offices are Based in Japan and Nepal. We feature News & Activity of Nepalese Diaspora together with Nepal Political News, Social Affairs & Entertainment Stuffs. Currently, we have more than 250K likes on facebook. We have developed NITV media appliaction both for iOS and Android.



Compatibility: web browsers, mobile browsers, tablet/ipad browsers Technology Used: Java script, PHP, HTML5, CSS, Java Android, swift 4,

X code 8

Website: http://www.nepaljapan.com/

iOS: https://itunes.apple.com/us/app/nitv-mediaapp/id1152820039?mt=8

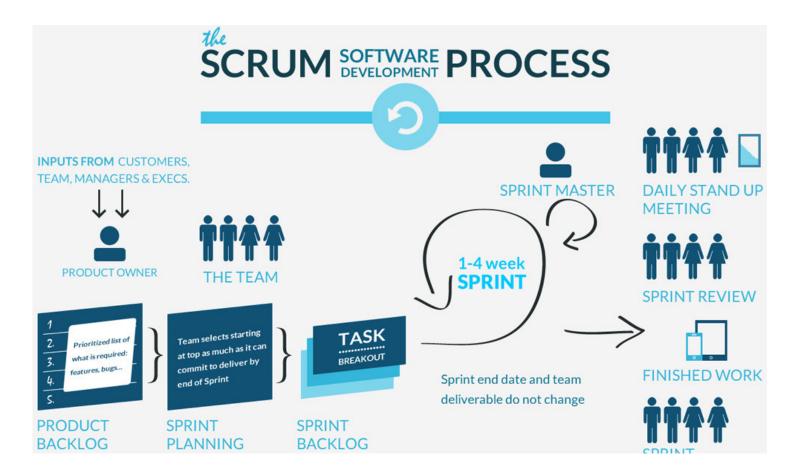
Android: https://play.google.com/store/apps/details?

id=com.newitventure.nitvmedia

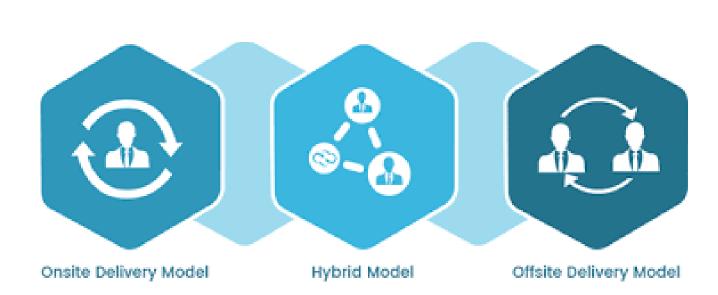
# **METHODOLOGY**

### **PROJECT MANAGEMENT**

#### Scrum



## **DELIVERY MODELS**



# **TOOLS**

#### **COLLABORATION TOOLS**

**Project Management** 





**Bug Tracking** 





Source Code Management and Versioning

# GitHub Bitbucket

**Communication Tools** 







# REQUIREMENT/DESIGN TOOLS

**Prototyping Tools** 





Requirement management





# SOFTWARE EXPERTISE | CORE SOFTWARE



#### **BACKEND FRAMEWORKS**

**JAVA** 

LARAVEL

**CORE PHP** 



#### **DESIGN AND DEVELOPMENT**

User Experience Design (UI & UX)

Graphic Design

Packaging Design

Content Development

Website Design & Development

Responsive & Mobile Friendly Website

Mobile Apps Design

E-Commerce Design

SEO & SMM

Adobe PhotoShop, Corel Draw, Adobe Illustrator

#### **FRONTEND & RIA FRAMEWORKS**

Bootstrap

Angular.js

enyo js

android setup box



#### **IDE AND EDITORS**

**Eclipse** 

Android Studio

Xcode

Sublime Text

#### **DATABASE SERVICES**

MS SQL

MySQL, MySQL Lite

Oracle

**PostgreSQL** 

NoSQL, Spark



#### **APPLICATION SERVERS**

Apache Web Server

Tomcat



#### **CLOUD PLATFORMS**

Microsoft Azure

Google Cloud

**IBM Bluemix** 

Amazon web service (AWS)

# SOFTWARE EXPERTISE | CORE SOFTWARE



#### **CMS**

Wordpress

Joomla

Drupal

E-Commerce Frameworks: WooCommerce, Magento, Shopify

Ruby on Rails



#### **FCDN INTEGRATIONS**

Akamai

Amazon

Limelight

**CDNetwork** 

EdgeCast

Level 3

DigitalOcean



#### **ENTERPRISE SOLUTION**

Middleware Software

Payment Gateway & Billing Software Solution

**API Integrations** 

Testing & Quality Services

Digital & Social Media Technology



#### **STREAMING MEDIA**

RTMP

Apple HTTP Live Streaming (HLS)

WOWZA Media Systems

Nimble media

# **OUR PARTNERS**





























































# CONTACTS

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