

## NEWSFLASH ... Luxoft Helps News360 Achieve Full Functionality in North American Market for Personalized Mobile Media Applications

*Fine-Tuning of User Interfaces (UI) Allows Mobile News Media Aggregator to Compete in Expanded Geographic Market.*

### Client:

**News360** ([www.News360.com](http://www.News360.com)) is a small, privately held company dedicated to helping individuals gather and experience personalized news. Using advanced linguistic metadata analysis and scientific algorithms; the News360 application sifts through numerous news sources, identifies trends, and delivers news content based on individual preferences.

### Summary:

The company formed an aggressive roadmap to create a set of products that would conquer the North American mobile news market.

### Challenge:

Needing a strategic software development partner to create or fine-tune user interfaces, News360 turned to Luxoft to accommodate widespread launch of mobile applications for iPhone, iPad, Windows Phone 7 and the Blackberry Playbook.

**„Luxoft was the perfect choice to meet all our needs.“** - Sergey Korolev, COO, News360



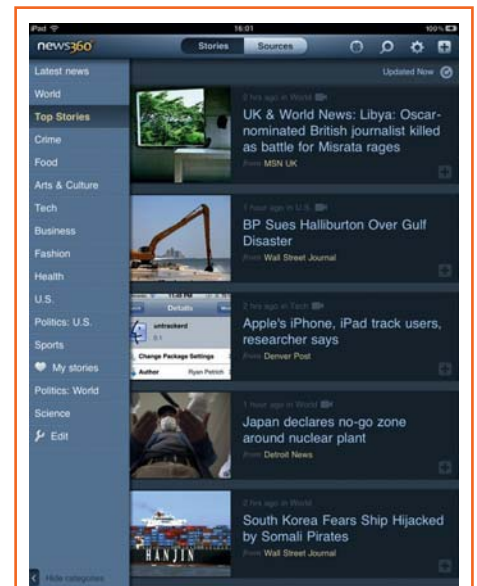
Not only are there *two sides to every story* – at News360, they strongly believe that there are many facets to every online news story. Most readers of online news are either swamped by information overload – much of it duplicated or irrelevant – or receive their news from limited sources. News360 improves that situation by providing personalized news stories aggregated from more than 1,500 websites to a variety of mobile device platforms.

As a small, privately held company, News360 is dedicated to helping individuals gather and experience truly personalized news. Using a sophisticated and advanced linguistic metadata analysis engine and scientific algorithms; the application sifts through numerous news sources, identifies trends, and delivers content based on individual preferences.

The analysis engine performs several Artificial Intelligence (AI) functions including Entity and Fact Extraction; Text Classification; Dossier Generation; and Clusterization to understand the semantic content inside news articles. The News360 app then gathers metadata, identifies underlying trends in users' reading patterns and links together relevant stories. This not only gleans the most significant information possible, but also creates engaging visualizations and gives a fresh dimension to news.

Articles from different sources, which cover the same news, are clustered together and sorted into different news categories. The News360 platform uses all the semantic metadata to deliver concise and targeted news feeds on mobile devices, filtered by location or topic, and encompasses all points of coverage for each news topic, thus giving a true 360-degree view.

The News360 app is available free for iPhones, iPads, Windows 7 and Blackberry Playbook. News360 was one of the first news applications in the Microsoft marketplace and was recently rated as one of the best applications in its category on the WinPhone platform.



News selection in News360 interface

## Making Headlines in North America.

The team behind News360 has been conducting semantic analysis in news media for the last seven years in different B2B applications. Last year, they decided to create a consumer product around news analysis, and News360 was formed, and immediately set its sights on capturing a share of the North American market for news media applications.



To accomplish this objective, the company needed the assistance of reputable software development experts to modify the complicated interfaces necessary to integrate thousands of news sources with the most common mobile platforms used in North America. Technical demands on the provider would be many stacked against tight budgets and even tighter deadlines.

News360 COO, Sergey Korolev, was previously acquainted with Luxoft, specifically its eCommerce practice, and felt confident that the world-class IT-firm possessed an outstanding mobile development background and excellent collaboration skills along with creativity and a steadfast focus on delivering results and ROI.

„I felt sure Luxoft was the perfect choice to meet all our needs. The fact that they had a proven track record of successful global delivery was just one more advantage they had over the competition,” says Korolev.

## Overcoming Newsworthy Challenges

Luxoft software engineers were tasked with developing various integration elements of the News360 application for the iPad, Window Phone 7 (WinPhone), and Blackberry Playbook platforms and helped fine-tune the iPhone interface for landscape mode. Luxoft was also responsible for engineering the interface architecture, which had been developed and designed by a third party.

The challenges to overcome were many. First, there were the extremely short timeframes, which out of necessity were based on customer business cases, not to Luxoft team estimations. This meant there was absolutely no room – nor time – for error.

Secondly, the Luxoft team needed to master emerging technologies concurrent with working on the project. For example, the team was originally inexperienced in WinPhone technology, but came up to speed quickly to meet the goal.

To make things even more challenging, the WinPhone and Blackberry Playbook versions had to be developed prior to the official release of the technology itself. This meant developing interfaces relying only on publicly available Beta versions, which were highly unstable and possessed limited functionality at best.

## A Hybrid Team Develops a Hybrid Solution

Luxoft’s management team made the strategic decision to create a special and specific Center of Excellence (CoE) to manage all projects dealing with mobile platforms and related technology.

### Why Luxoft:

Luxoft was selected because News360 CIO, Sergey Korolev, was acquainted with the firm’s reputable eCommerce practice and was confident that Luxoft had the outstanding mobile development background, good collaboration skills and innovative creativity to deliver results quickly and affordably.

### Results:

- Enabled the seamless integration of thousands of news sources
- Released the application for 4 platforms (iPhone, iPad, Windows Phone 7 and Blackberry Playbook).
- WinPhone 7 app released in record time – one month.
- Currently developing Android 3.0 -based version for tablet computers

### Technologies Used:

- Win phone - C#
- Silverlight
- XML
- iPhone
- iPad - Objective C
- Cocoa
- JSON Android - Java
- JSON Blackberry Playbook
- HTML5
- JavaScript

The CoE unites all experts and specialists who have direct experience in mobile technology in addition to other professionals who wish to deepen their knowledge in this area. Luxoft's mobile technology CoE summarizes and systemizes the mobile application development process by accumulating their experiences and developing best practices. In addition, the CoE continually explores new technologies, prepares technical proposals, and actively helps create and support client presentations.

A combined team consisted of a Luxoft Project Manager, four developers and a QA specialist as well as several designers and developers and a product owner from News360. Together, the team developed a hybrid version of the popular Agile method of software development in order to meet their need for increased flexibility and highly aggressive timeframes for completion.

The team is currently at work on three new development projects for the Android, Playbook & iPad versions with the same „first to market“ urgency.

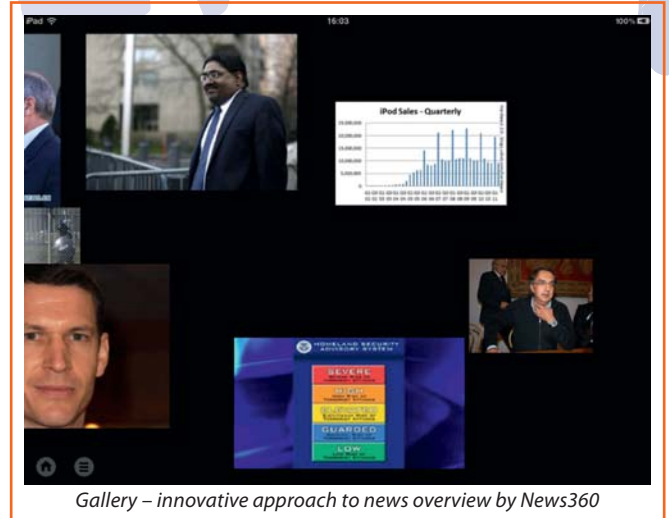
By putting together a highly professional team of software experts and integration engineers, Luxoft accomplished all of News360 goals through excellent project planning and task distribution, coordinated workflows and open, honest and timely communications from start to finish.

### Record Results:

With Luxoft's assistance, News360 released the WinPhone version in one month, which is an unprecedented feat. The iPad version took just over two months to complete and the same is expected for the Android version as well.

Luxoft helped increase the usability and interactivity of News360 by enabling live links from any page element or action and a flexible system of creating personal news channels. According to Sergey, the Luxoft team successfully met all the project's deadlines according to plan.

„We are completely satisfied with Luxoft,“ Sergey says.



Gallery – innovative approach to news overview by News360

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