



The interactive CD-ROM on Kerala, highlights many of the state's natural beauties.

CD-ROM on Kerala to be launched soon

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AN eight-hour odyssey through the diverse facets of Kerala, covering its culture, history and heritage, and much more. The interactive CD-ROM being launched by Invis Multimedia attempts to package the State in a range of colour transparencies, audio and video clips, animated charts and maps and a comprehensive text.

Titled "Kerala - The Green Symphony," the CD-ROM is divided into five sections, each of them providing well-researched insights into the varied topics, backed by carefully selected visuals and graphics. The narration is limited to guiding the compu-traveller on the keyboard and helping him to tap in specific information.

The section 'Land and People' scans through lifestyles, fashion, cuisine, flora, fauna, geography and climate of the land. The section on 'Places of Interest' takes the viewer on a tour of the famed hills, beaches, lakes, pilgrim centres and other spots of tourist interest.

The cultural profile of the State is capsuled as 'Heritage' and contains details of the celebrated Ayurveda system of medicine, *Kalaripayattu*, *Kathakali* and other performing, classical folk and tribal arts and music.

The CD-ROM also provides a glimpse into the history of Kerala over the last few hundred years to the present day. The socio-economic aspect of the State is dealt

with in a section sub-titled 'Infrastructure,' covering health, education, banking, commerce, agriculture and industry.

According to Mr. M. R. Hari, Managing Partner of Invis Multimedia, the product is being priced at Rs. 950 in the domestic market and US\$ 25 overseas. The price has been deliberately kept low to discourage piracy, he says.

The company proposes to sell one lakh CDs over the next two years. But Mr. Hari sees a much bigger market for the product considering the large number of non-resident Keralites settled abroad and the increasing interest among tourists in the State.

It is estimated there are over three lakh Keralites settled in the US and Canada who, according to Mr. Hari, are a major target group for marketing the CDs. Besides, for the nearly 1.5 lakh tourists visiting Kerala every year, the product will give advance information on the places of interest in a more comprehensive way than the ubiquitous travel guides, he says.

The company has also planned to make presentations at the two major travel marts of Berlin and London where more than 50,000 tour operators assemble every year.

An updated version of the product is programmed to be brought out after a couple of years on digital versatile disc (DVD) which can store eight times more information and a wider array of video clips.