

I- COVER-  
1] GET THE 'EXTRA' EDGE

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**II-CHOOSE RIGHT TO BECOME A HOTSHOT TECHNO- WIZARD. /CHOICES ARE THE HINGES OF DESTINY/  
CHOOSE RIGHT TO THRIVE IN THE 21 ST CENTURY**

The fiercely competitive era that is inundated with information, choices & technological innovations YOU CAN BE A WINNER, only by making the right choice of career having future implications, offered by the world-class training institutes like Arena multimedia. In the wild jungle of the fastest growing IT industry it is the 'survival of the fittest' & the one who remains update with the latest technologies & changes accordingly to become relevant in the future, is the fittest. The world steps aside for the person who chooses right & knows where he is going.

**III- BE A SHARP WEB SPIDER TO WEAVE A FUTURE - PROOF CAREER**

The web has emerged as the fastest growing segment within IT, owing it to Internet & e-commerce, the spectacular success of which, has led to preparation of sophisticated & effective websites enabling the companies to increase their brand name recognition along with the revenues. The unlimited scope & applications offered by e-commerce will see the small traders, too joining the bandwagon in the future wanting to sell mobiles to mangoes online. According to Nasscom, the Indian e-business market is expected to touch Rs. 100 crores by 2002 requiring a whole team of experts to create & run interactive web- sites successfully, making it inevitable for an Internet professional to **master web-engineering** to be able to choose an exciting career in web technology like

- Internet programmer,
- Web site developer,
- Web content developer
- Graphic visualizer,
- Web page designers,
- Site manager,
- Web manager & so on.

And you know what? It is not at all dry & drab involving only programming! You can let your creative urges dominate by designing & visualizing, too! Arena's well-researched web engineering programme designed by the experts, moulds you into an expert & a confident web-engineering specialist giving you that extra edge to be on top anywhere in the world. .

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**IV BE A MEDIA CONVERGENCE SPECIALIST & INTERVIEW YOUR EMPLOYER.**

The digital revolution that has already invaded our daily lives is an ongoing process that has led to a prolific growth of the Internet. Multimedia, with its powerful & diverse applications has enabled us to have a highly interactive content. Broadband will change the way we communicate, learn, entertain & interact, fully exploiting the potential of Internet. This is evident in the fact that classrooms are being replaced by the virtual ones imparting education & training through e-commerce giving a new connotation to the term 'distance learning'. Wireless technologies continue to be developed & deployed at a record pace. The convergence of technologies like satellites, television and the computer using WAP [Wireless Application Protocol] are bringing people together all over the world in a global class-room through the personal digital mobile devices like palm pilots, Smart phones & mobile wireless, leading to 'mobile commerce'. This would mean that your e-age banker could speak to you through a video-screen on your mobile or even a wristwatch. The scope for convergence is endless—Already Telecommunications, media and IT companies are offerings convergent services like web casting of radio and TV programming on the internet, using the internet for voice telephony, e-mail & www access via digital TV decoders and mobile telephones, internet services delivered to TV sets via systems like Web TV, & video conferencing.

As a bright Media convergence specialist trained by Arena even if your employer wants to interview you he can't .

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**V FOLLOW THE FIGURES & THEN YOUR INSTINCTS [PAGE 3]**

- Recent projections estimate that the U.S wireless data subscriber base will exceed 100 million by 2003.
- Nearly 49 million U.S. TV households will be purchasing a Multimedia Broadband Service by the end of 2004, resulting in 415.7 Billion in annual service revenues.
- T-commerce on TV and video will be larger than e-commerce in India by the year 2004-2006
- . Handset manufacturers representing 90 % of the world market across all technologies have committed to shipping WAP enabled devices.
- Reliance announced its plans to invest Rs. 25,000 crores in infocom over the next 3 to 5 years
- Multimedia industry is expected to generate 2 lakh jobs by the year 2002
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So clearly WAP is the Internet future & CONVERGENCE, THE E-FUTURE! Without doubt you will be the chosen one as a media convergence specialist who would have a wide spectrum of careers to choose from. Some of the career opportunities are

- Application Software Development
- Content management,
- Bandwidth Management,
- Research & development
- Manufacturing of mobile devices
- Infrastructure and Network management.

Train with the best, train with Arena

[SHOULD WE GIVE DETAILED ACCOUNT OF EACH OF THE ABOVE CAREER OPPORTUNITY]

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**NO BIRD SOARS TOO HIGH IF HE SOARS WITH HIS OWN WINGS**

After understanding the potential of Web Engineering & Media convergence get the specialist's advantage get the Arena advantage. march with US

[1 page to Arena advantage in terms of courses-tuitions training etc]

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1page to Arena, the company backed by Aptech –facts & figures & placement cell  
3 pages to curriculum