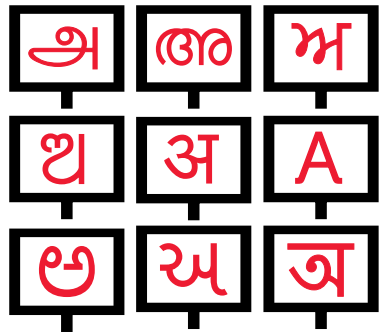


# Brahmi Phones to Bridge the Urban-Rural Divide



Brahmi Phones  
Speak Your  
Language!

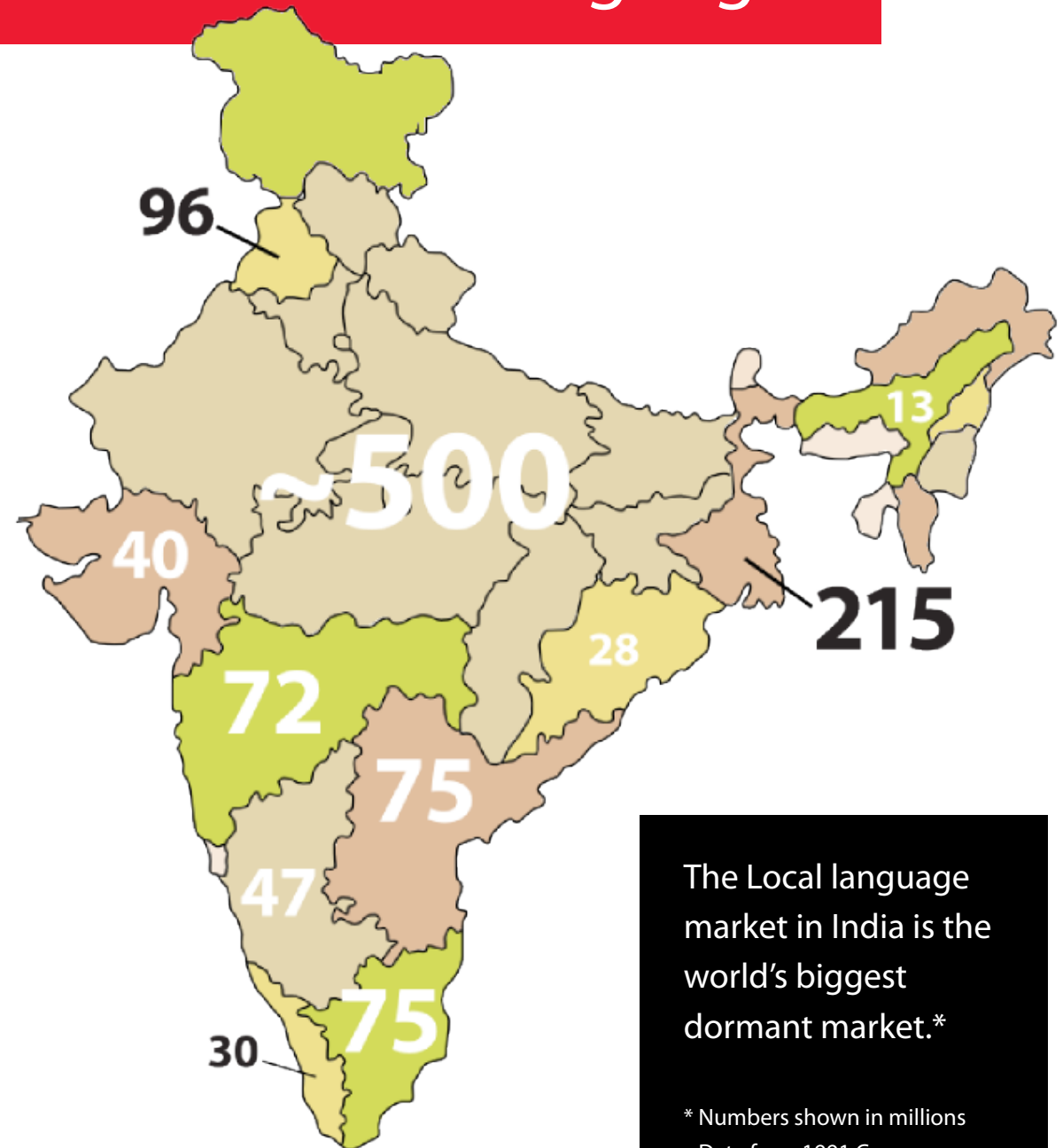


# The First Phone Designed For Indian Languages

Dominance of English has hindered communication and access to information for Indians who are literate only in their languages.

Our phones have been designed for the 1.2 billion Indians to communicate in their local languages.

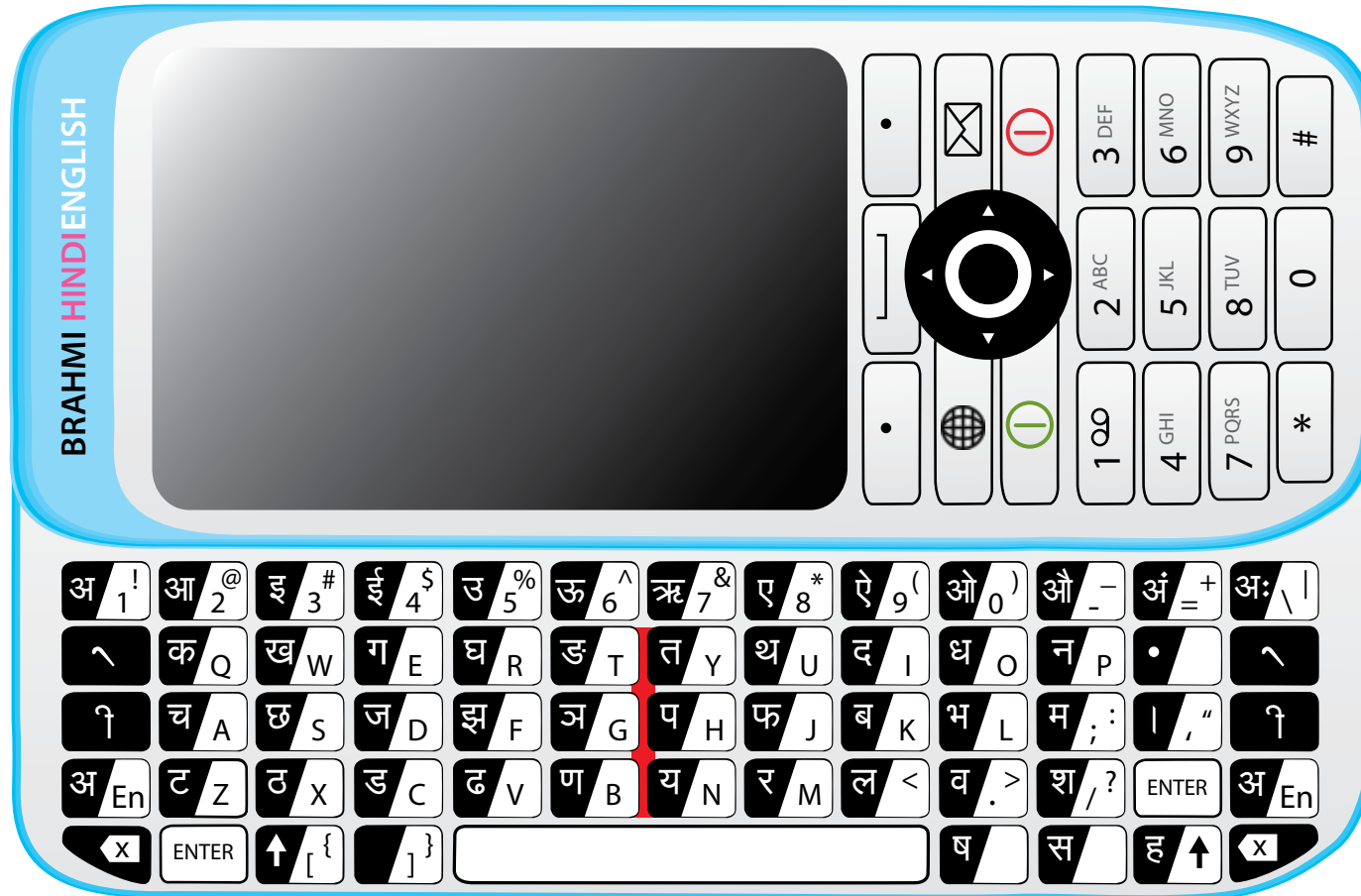
Hindi, Bengali, Marathi, Tamil, Telugu, Kannada, Assamese, Malayalam, Oriya, Konkani, Gujarati and Punjabi speakers all await.



The Local language market in India is the world's biggest dormant market.\*

\* Numbers shown in millions  
Data from 1991 Census

# Brahmi Phones for India!



Based on patented Brahmi input method, US patents 7,414,616, 7,420,543 and Indian patent 230,234.

Available in Assamese, Bengali, Oriya, Telugu, Tamil, Malayalam, Kannada, Konkani, Marathi, Gujarati and Punjabi

Easy: Only 3 rules

Intuitive: Instantly usable by any Indian fluent in Hindi

Ergonomic: 3 most used keys on both sides

**FOR LICENSING CONTACT:**

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# Setting Standards For Ourselves

There is no accepted standard for mapping Devanagari script on mobile keypads. An optimal and usable solution to this problem is *still* to be evolved.

The designers and mobile manufacturers need to give up English oriented thinking and concentrate on the requirements of Devanagari script.\*

—Dr. Katre, CDAC

\* Katre D. S. (2006), "Position Paper On Cross-cultural Usability Issues of Bilingual (Hindi & English) Mobile Phones", In the Proceedings of Indo-Danish HCI Research Symposium, Hosted by Department of Design, Indian Institute of Technology, Guwahati, India.

**BRAHMI is QWERTY  
For Indian Languages**

## THE HINDI ALPHABET

Vowels: अ आ इ ई उ ऊ ऋ ए ऐ ओ औ अं अः

Consonants: क ख ग घ ङ  
च छ ज झ ञ  
ट ठ ड ढ ण  
त थ द ध न  
प फ ब भ म  
य र ल व श ष स ह

## BRAHMI HINDI KEYBOARD

Vowels: अ आ इ ई उ ऊ ऋ ए ऐ ओ औ अं अः

Consonants: क ख ग घ ङ । त थ द ध न  
च छ ज झ ञ । प फ ब भ म  
ट ठ ड ढ ण । य र ल व श  
ष स ह



Brahmi keyboards are designed based on the way the alphabet is taught in every Indian language.

They are instantly usable by all Indian language speakers.

Users can immediately type their names and achieve fast typing speeds with minimal practice.

# Only Three Simple Rules!

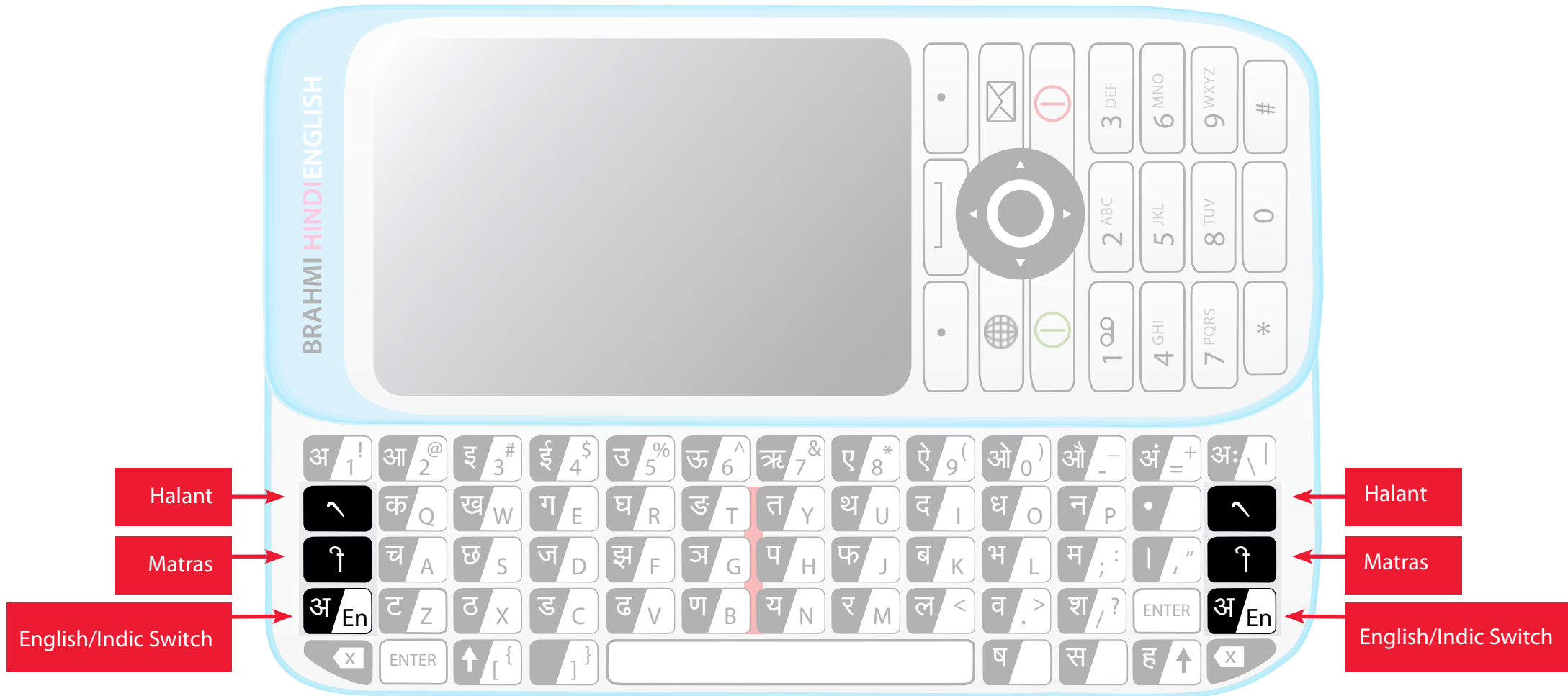


**1** Caps Lock key shifts between languages: English to Hindi and vice-versa

**2** Shift keys give vowel signs (Matras).  
e.g. Shift + इ = ि

**3** Halant key joins consonants.  
e.g. क + ँ + ष = क्ष

# The Brahmi Mobile Phone Keypad Layout



Most commonly used keys are on both sides of the keypad, allowing easy and fast two-thumb typing



## Brahmi Phones to Bridge the Urban-Rural Divide

We encourage all handset makers to license the Brahmi layout and make these phones available to all the rural people who have been deprived of basic communication and access due to language barriers.

Hindi, Bengali, Marathi, Tamil, Telugu, Kannada, Assamese, Malayalam, Oriya, Konkani, Gujarati and Punjabi speakers all await.

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