



## WELCOME TO THE NONSENSE MULTIMEDIA ZONE.



**Naveen Sequeira**  
Chief Executive Officer  
Nonsense Multimedia Zone

### Helping serve You Better

In cricketing terminology, when a batsmen is in his/her zone, they have reached a point of focus that helps them perform to their maximum potential and even go beyond. The endeavor of Nonsense Multimedia zone is to always be in a zone that helps us execute everything related to multimedia and go beyond our potential, helping serve you better. **IN THE WORLD OF MULTIMEDIA NONSENSE MAKES SENSE.**

This Newsletter, apart from introducing you to the Nonsense Multimedia Zone, also has articles by clients and Multimedia experts alike. The objective is to give you an insight into the role and importance of Multimedia in today's times, keeping the future in mind.

The Team, along with Mr. Sumeet Kataria, welcomes you to the **NONSENSE MULTIMEDIA**

### Nonsense MultiMedia Zone Verticals

**Nonsense Studios**



**Incredible Digital Creatives**



**Housefull Events**



**INTEK Web & Software**





## **NONSENSE MULTIMEDIA ZONE VERTICALS** Sowing the Multimedia seed that caters to your every need.

### **1. NONSENSE Studios :-**

#### **(a) Concept Based Digital Videos :**

We design and execute all types of Concept Based Digital Videos like Corporate Explainer Videos, Brand Videos, Ad Films, Short Product Films, Pre- Post Wedding Shoots, Event Shoots/ Exhibition Videos and more.

#### **(b) Photography :**

Have a photography requirement? Depending upon your company needs and the Creative Brief given, we do all kinds of photography be it Brand - Product - Candid -Fashion - Food - Landscape, events and more.

#### **(c) Animation :**

Every Client has a different animation requirement and we see to it that we cater to all your animation needs be it Stop Animation- 2d / 3d Animation and the very popular Motion Graphics.

### **2. Intech Web and Software:-**

Effective Web Solutions and Softwares that provide reliable and secure network Solutions. like Custom Website Development Services, Responsive Mobile Website Development Services, B2B E-commerce Website Development Services, Network Connectivity Solutions (LAN/WAN/AMC), Hardware/Software Solution, Software Application Development, Domain Registration, Basic LAN/ WAN Integration, Annual Maintenance Contract, Product Apps, Content Management System, Intranet & Extranet Portals.

### **3. Incredible Digital Creatives :-**

We make an Impact and establish your brand presence through a list of Incredible Digital Advertising Collaterals under Above and Below the line advertising such as Brochures, Leaflets, Banners, Newspaper Insertions, Posters, Standees, Hoardings, Pamlets, Tent Cards, Danglers, Visiting Cards, Print Ads, Television Ads and more.

### **4. Housefull Events :-**

Whats an Event if it aint Housefull! We provide complete end to end Event Management Solutions through a Housefull of Resources. Under Housefull Events, we do all events including Corporate Functions, Advisory Boards, Conventions, Conferences and Exhibitions, Weddings, Award Shows and any event you conceptualize.



## client second

Normally every company puts the client first. Then why do we put the client second?

Simply because to us, you are much more than just a client.

You automatically join the Nonsense Multimedia Zone family and will always be a part of us.

## CLIENT FIRST

### A Family Of Clients





## The "Nonsense" in Nonsense Multimedia Zone!

Vodafone Zoos, Fevicol, 5 star (Ramesh Suresh), Chlormint (dimag ki batti). In the real world people would say that the above ads are stupid and rubbish, in other words, **NONSENSE!**

But in the world of Multimedia, Nonsense Makes Sense. Simply because it builds brand recall and brand equity that ultimately transforms into revenues and profits for your company.

Hence when it comes to all forms of Multimedia, NONSENSE MAKES sense!

**IN THE WORLD OF MULTIMEDIA  
NONSENSE MAKE SENSE**





**Senior Forensic Analyst, Ankita Gokhale talks about Animation In Insurance Investigation.**



**ANKITA GOKHLE**  
Senior Forensic Analyst  
ICS Assure Services Pvt. Ltd.

ICS Assure Services Pvt. Ltd. a part of International Certification Services (ICS) group intends to provide 360° solution to private and public insurance companies. Our products includes motor investigation, health investigation, forensic and accident reconstruction. Our reconstruction product actually means re-creating the whole accident to explain how it might have happened based on the damage co-relation, injury co-relation etc. Apart from the theoretical reporting reconstruction also makes the use of graphical representation and animation to identify the manner of accident.

As the quote says 'A picture is worth a thousand words' our reconstruction reports prominently makes use of animation to highlight the facts in the report. With the help of animation the manner of accident is explained in a visual format which helps for the better understanding of the same. Based on the scenario found via field investigation or scientific evaluation a script is given to the animator, based on the script the animator creates a small video. The animation often helps for better understanding of the manner of accident for the judiciary. With the help of animation, we can also more precisely highlight the speed calculation portion in the report which might not be properly understood in theoretical report.

**Animated Insurance Videos**





**Our Client Chetan Dsouza, founder, Kidsbyte MediaTech Pvt. Ltd. talks about how Multimedia is helping his product become a brand to reckon with!**



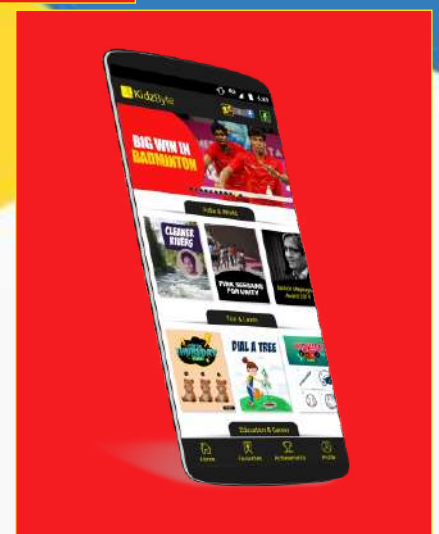
**Chetan D'souza**  
Founder  
Kidsbyte Media Tech PVT.Ltd.

## Turning a Product into a Brand

The sound of crinkling newspaper is out. After all, kids want to keep up with the latest trends at the click of a button! When it comes to news and knowledge, we believe in a wholesome package. To achieve this, KidzByte, India's only short-format news app for kids goes beyond the traditional medium of a text-based learning experience.

Reading provides the foundational base for the child and allows them to grasp knowledge at the first go. Studies show that children respond more positively to videos as it is a medium they are more familiar with. Since it is visually stimulating, it retains the child's interest and attention span. Hence, KidzByte has added animated videos to the mix. Now, you ask, what about those times when you want to multitask or want to give your eyes some rest and limit screen time? Learning never stops at these hurdles. At KidzByte, our content also comes with a "Read To Me" option that reads the article aloud for you.

We combine the best of multimedia - reading, watching and listening through text, video and audio to give every kid and parent the complete edutainment experience.



**Download KidzByte for free on Google Play- <https://goo.gl/caJJJu>**



## SUNNY SHAH, EDITOR & DESIGNER TALKING ABOUT ITS RELEVANCE.



**Sunny Shah**  
Editor & Designer

### Designing Brands

Designing is always been an integral part of corporate films and corporate av's. However it is not strictly 'necessary' depending upon what type of film you want. Amidst the ever increasing demand of videos along with fast pace production and short timelines, it becomes very difficult to make a brand stand out only on the concept, the execution of the concept is very decisive. Out of every 50 ads you see you tend to remember only 1 or 2, Why is that? Because there is a creative director or an art director involved who helps bridge the gap between the video editor and the designer. The work of an art director is overseeing the artistic aspects of a film. Some of the best films are the films in which Art director/ creative director take complete control of films. For example, Brazilian Creative Club, Whooper Detour, Viva La Vulva, Fearless Girl just to name a few are some of the best corporate films and av's.

Therefore by sharing the formula which is no more a secret, video editing and designing in multimedia can enhance the brands.





**Alhad, Music Composer, talks about how music plays an important role in Multimedia to better brand your product & service.**



**Alhad Khavnekar  
Music Composer  
Nonsense Multimedia Zone**

## ADDING VALUE THROUGH MUSIC

Be it entertainment or work, for any content to reach the masses, one needs music and while choosing the right music, orchestrations, foley, consider any sound, they all add flavours.

Music has revolutionized the industry, from films to advertisements to web series, there is so much of content generated.

Most of us have seen the very famous Levi's commercial which showcased dancers (wearing jeans) dancing on an ethnic beat by a French Musician, Singer, and Songwriter, 'Jain'. I am sure the audience wants to hear more music like this. The best and the most popular clips, videos, ads, etc. have utilized every possible sense to make it work.

Being creative and understanding the target audience helps better deliver this message.







**LOOKING TO ADD SOME MULTIMEDIA MUSCLE TO YOUR BRANDS ?**



**No Need To Rush !  
Just Get In Touch!**

#### **CORPORATE OFFICE**

22/23, Goodwill, Swastik Estate, 178 CST Road, Kalina, Santacruz (E),  
Mumbai - 400 098, Maharashtra, India.

Tell.No -: 8291040322/ 989224393

Email -: [naveen.sequeira@nmmz.in](mailto:naveen.sequeira@nmmz.in), [info@nmmz.in](mailto:info@nmmz.in)

Web -: [www.nmmz.in](http://www.nmmz.in)

**Nonsense Multimedia Zone  
Nonsense Makes Sense**