

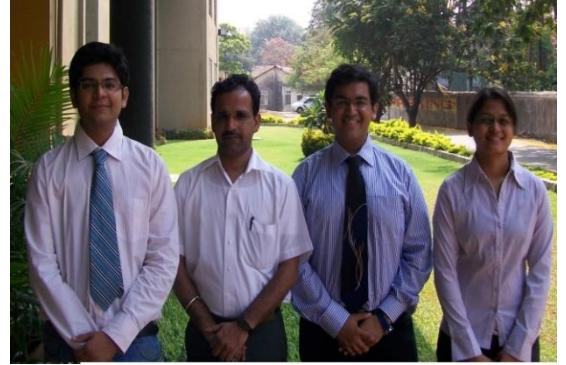
# ZIUS Technologies



Innovation & Entrepreneurship Development Centre  
Sardar Patel Institute Of Technology. Andheri(West)  
Mumbai-400058

[www.bluled.in/zius](http://www.bluled.in/zius)

Priyank Singhal (Director)  
Sumiran Shah (Director)  
Nupur Bansal (Director)  
Prof. D. R. Kalbande (Joint Director)



**Product : Zip It Up SMS (Year 2010)**

– An Innovative Technique in the field of Mobile Messaging

ZIUS Technologies was established in the year 2010 by the promoters Sumiran Shah, Priyank Singhal and Nupur Bansal, Computer Engineering at Innovation & Entrepreneurship Development Centre, Sardar Patel Institute Of Technology, Andheri(West), Mumbai.

ZIUS Technologies has developed a unique software product, **Zip It Up SMS**, that compresses the text content of an SMS, effectively enhancing the message limit from 160 characters to an average case of 250 characters. It is a mass market product meant for the ever growing number of mobile phone users who are taking to text messaging.

ZIUS Technologies aims to provide an enhanced messaging experience to the end user. The company promises to cater to the needs of its customers by introducing technology which has never been used before. The company develops mobile applications for a wide range of cell phones which can be used on multiple platforms including Nokia (Symbian), Android, Blackberry and being developed for some others.

This project was fully funded by Department of Science and Technology, Government of India, New Delhi.