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Freedom HIV/AIDS is first ever initiatives on HIV/AIDS awareness using mobile phone games, and is also the largest ever-social initiative on the mobile devices.

Why Mobile?

Mobile devices are the most prevalent tools in the hands of a common man all over the world. Mobile is the device of the future, whether it is communication, education, gaming or information. As the devices are gaining strength, there is a simultaneous gain in scope. Today many people are using mobile devices for various needs, whether it's children or adults, rural or urban population, mobile or sex workers.

Why Games?

One of the effective ways of spreading messages and creating awareness is by Play-and-Learn method. This methodology makes learning not only exciting and engaging but helps in better enhancement and retention of knowledge.

Launched on 1st December 2005

On World AIDS Day, December 1, under the banner "Freedom HIV/AIDS", ZMQ is releasing four mobile games on HIV/AIDS awareness to reach out to millions of people using mobile phones. The initiative is supported by Delhi State AIDS Control Society and was launched by Chief Minister of Delhi Shrimati Sheila Dikshit.



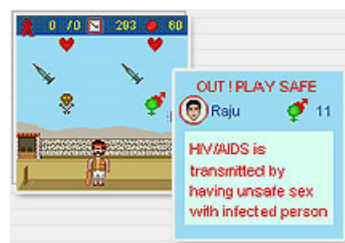
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In the first phase, ZMQ launched the games on Reliance Infocomm - one of the largest mobile operators of India and was able to reach out to over 9 million handsets. Later, the games were made available on other mobile carriers taking to 30 million handsets. In a span of 15 months, there have been a download of 10,3 million game sessions. As part of the corporate social responsibility, ZMQ has given games absolutely free for download.

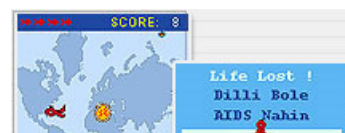
Four Mobile Games

Freedom HIV/AIDS comprises of four mobile games targeting different mindsets and psychology of mobile users. The games are deployed on low-end black/white to sophisticated high-end colored devices. The project has been developed for different mobile technology platforms like Java/J2ME, C++/Brew, C++/Symbian and Macromedia Flashlite to cater to over 100 devices and handsets covering over majority of devices. The four games have been:

Safety Cricket - The game is based on a village cricket match between Demons XI and Safety XI. Demons XI have set up a target score. Safety XI needs to chase the runs in 10 overs (60 balls) and 300 seconds with 10 players in hand. Balls appear in different rows in form of safety symbols like Condoms, Faithful Partner, HIV Information and AIDS Red Ribbon. Runs are scored for collecting them. At the same time, Safety XI needs to protect themselves from bowls like *Googlies*, *Yorkers* and *Doosras*; which appears in form of Unsafe Sex, Infected Blood Transfusion, HIV Virus, Infected Syringe and Company of bad friends. Different HIV/AIDS awareness and safety messages are displayed on scoring runs. On striking negative objects, messages are displayed how HIV is transmitted.



Ribbon Chase - You need to spread the message and awareness of HIV/AIDS all over the world. You are an AIDS Red Ribbon, and an HIV Virus is chasing you. Different cities in the world are asking for information on HIV/AIDS. You need to deliver them by going to them. The HIV Virus is chasing you and wants to





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