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INCREASING KNOWLEDGE IMPORTANT FOR SUCCESS IN CHANNEL BUSINESS

At a time when market scenario is not favourable and channel partners want to grow in this kind of situation, than it can only be done with the help of increasing their knowledge base and that can give them new skill sets and a deeper understanding of subjects.

In today's scenario, growth in business can be achieved and depends upon knowing and implementing the latest developments going around not only in your city and locality but around the world. This holds special significance for IT business which is more about learning and implementing when we compare to other business.

So in order to do more with less, channel partners must evolve attune themselves towards learning and it should be a regular part of their daily activities and channel should give time to know the latest developments going round in technology and IT services in order to deliver more to their set of customers, and accordingly, IT associations also should take more initiatives to organize technology oriented seminars and see other means to upgrade the channel regularly and help them move up the value chain.

Dinesh Shyam Sukha - Editor



Channel Pulse

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ORDER BY LUNCH ON EBAY INDIA AND GET DELIVERY BY DINNER



eBay India (www.ebay.in), India's leading eCommerce marketplace announced extending the '9 Hour Delivery' service in Mumbai to also cover popular lifestyle products along with technology products. The service was announced through an on ground activation campaign reaching office goers & consumers in key pockets of Mumbai.



The '9 Hour Delivery' service is a good option for convenience oriented savvy shoppers who are in a hurry to get their hands on their favourite gadgets and lifestyle products. The on ground campaign effectually utilises the reach of the popular Mumbai Dabbawala Association, Meru Cab Fleets and Radio to create awareness about this service.

The iconic Mumbai Dabbawalas will wear eBay India T-Shirts to distribute leaflets along with their lunchbox deliveries from February 7th to 11th, 2014. Additionally, eBay India has also partnered with Meru Cabs to provide free



cab rides from 12 noon to 9 pm for passengers across select locations in the city including the Kalaghoda Festival on February 9. Meru cabs with eBay India branding will ply passengers from locations in South Bombay and western suburbs (CST, Bandra, Lower Parel, Andheri & Malad.) between 12 noon and 9:00pm on February 09, 10 & 11, 2014. This activity will be amplified through live contests on Radio and eBay social platforms namely Twitter and Facebook.



OMMEN CHERIAN, VICE PRESIDENT ORACLE VISITS POTTI SRIRAMULU CHALAVADI MALLIKARJUNA RAO COLLEGE OF ENGINEERING & TECHNOLOGY VIJAYAWADA



It was a learning day for students of Potti Sriramulu Chalavadi Mallikarjuna Rao College of Engineering & Technology Vijayawada on 4-2-2014 when Oommen Cherian, Vice-President, Oracle Cloud visited the campus. Cherian explained the future of Cloud services and the way companies will adopt cloud services in the near future.

Also, he was highly impressed with the students of this college interacting in Q & A round, looking to this he ensured the principal of the college Mr. Nageswara Rao for the campus selection opportunity. Usually Oracle looks for IIIT and IAM students for campus selections.

ESCAN ANNOUNCES EXCLUSIVE CHANNEL SCHEME 'JAI HO' ON ITS CLOUD SECURITY SOHO PRODUCTS



eScan, one of the leading Anti-Virus and Content Security Solution providers, has announced a special scheme - 'Jai Ho Offers' for its esteemed channel partners. This exclusive scheme is valid on the purchase of eScan with Cloud Security (SOHO) from February 1, 2014 to April 30, 2014. eScan channel partners pan India can participate in the scheme and earn attractive rewards. eScan's 'Jai Ho Offer' is a lucrative scheme designed with an aim to maximize their business as well as help earn attractive rewards and increase profitability for the channel partners. The scheme is valid for the purchases billed out from eScan authorized partners only. Partners need to register online on or before March 30, 2014 to become eligible for participating in the scheme. Mr. Anil Gupta, AVP - India Sales, eScan said, "We always believe that our channel partners are our backbone and with their extensive support and trust towards the brand, today eScan has achieved phenomenal success in the market. Our 'Jai Ho' scheme will definitely interest our partners and they will yield great rewards. eScan with Cloud Security for SOHO is getting good acceptance across different markets and schemes are just another way to thank our partners for taking eScan to the next level."

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SECURITY FOR STARTUPS AND VERY SMALL BUSINESSES

When entrepreneurs decide to start their own business, they are focused almost entirely on the product or service they provide, and how they can sell it to customers. Rightly so, since without a product that people want to purchase, there is no business.

The rest of their attention goes into dealing with business logistics – finding an office or production space; completing tax registration forms; investing in computers for employees, etc. One item that is typically neglected during this frenzied period of activity is IT security.

By the time a very small business decides to address IT security, it's typically because they have already become a victim of cybercrime, or because the business owner saw a news report about malware stealing credit cards from business and panicked while wondering if this could happen to his own business.

In either scenario, IT security then becomes an urgent priority while employees scramble to find the right solution. Kaspersky Lab experts know there is a better way.

By adding basic IT security measures into the startup plan, entrepreneurs can save themselves time, money, and aggravation down the line, and protect themselves from malware that could cause enough damage to drive the company out of business.

SAMSUNG RETAINS POSITION AS THE TOP GLOBAL SEMICONDUCTOR CUSTOMER IN 2013, ACCORDING TO GARTNER

"Samsung Electronics and Apple have topped the semiconductor consumption table for three years running, with their share of the design total available market (TAM) rising from 12 percent in 2011, to 17 percent in 2013," said Masatsune Yamaji, principal research analyst at Gartner. "This increase clearly shows how fast the presence of these two companies has expanded over the last three years and why their decisions have technology and pricing implications for the whole semiconductor industry."

The top 10 companies bought \$114.0 billion of semiconductors, to account for 36 percent of semiconductor vendors' worldwide revenue in 2013. This was up from \$105.1 billion, accounting for 35 percent in 2012. The top 10 outperformed the overall semiconductor buying market and grew by 8.4 percent in 2013.

ORACLE CLOUD GAINING MOMENTUM IN INDIA

Oracle hosted its second global event series, CloudWorld in New Delhi, India, where senior Oracle executives, customers and partners discussed how they are driving business transformation using the Oracle Cloud. Oracle's strategy and roadmap for social, modern marketing, Customer Experience (CX) and Human Capital Management (HCM) on the cloud were shared during the keynote sessions. Companies in India, from e-commerce, healthcare, manufacturing, telecom, IT/ITeS, real estate, foods & beverages, media and other industries, have been using Oracle Cloud for a myriad of business applications such as talent management, recruiting, modern HR, sales automation, customer service, modern marketing, product development, as well as modernizing finance and back-office functions. According to Forbes, two-thirds of Indian CIO's are expecting the majority of their information technologies to run on the cloud by 2015. Airtel Learning, Apollo Hospitals, Jabong.com, Intel, Aditya Birla Management Company, Maruti Motors, Hero MotoCorp, BigTree Entertainment, Sonata Software, Myntra.com, Kalpataru, NetApp India, Adobe Systems, Haier, Thomas Cook, Nature's Feast, Sudhir Gensets are some enterprise organizations in India that have recently embraced Oracle Cloud. Oracle Cloud continues to show strong adoption the world over, supporting 9 million users and 19 billion transactions each day, running on 7,000 servers and 200 petabytes of storage in 13 Oracle data centers around the world.

ADATA APPOINTS NEOTERIC AS ITS NATIONAL DISTRIBUTOR

ADATA Technology, a leading manufacturer of high-performance DRAM modules and NAND Flash application products, announced its tie-up with neoteric infomatique ltd. as its national distributor. neoteric will now handle ADATA's distribution of External HDDs, USB Flash Drives, SSDs, Memory Cards and Mobile accessories.

The decision to appoint neoteric was taken keeping in mind ADATA's comprehensive growth plan for 2014 and to tap newer market base, verticals and channel partners. About the new development, Mr. Sudip De, Vice President, ADATA Technology India Pvt. Ltd. said, "neoteric is one the key distributors in India having a niche in providing value added services to its partners, and we are pleased to have them on-board as a national distributor for our varied range of products.

With their extensive branch network, we are not only confident but sure that this tie-up will forge ahead new business dimensions for both of us. We look forward to a long lasting partnership."

MAIT DEMANDS SMOOTH & EASY IMPLEMENTATION FOR ALL E-WASTE MANAGEMENT COMPLIANCES

Experts from Industry voiced their concerns on lack of adequate mechanism for E-Waste management in the country and agreed that it was of strategic importance and interest of everyone to have one in place,



during the day long "CEO/CSO Dialogue on E-Waste". The event was organized by The Manufacturers' Association for Information Technology (MAIT), the apex body actively representing ICT Manufacturing, Training, IT, Design, R&D. Officials from Ministry of Environment & Forests, the Central Pollution

Control Board, GIZ and DeitY were also a part of this event to address what government is doing to provide necessary support for managing E-waste in the country.

Highlighting the hurdles in the successful implementation of e-waste management rules, Anwar Shirpurwala, Executive Director, MAIT, said, "One of the large issue that industry is facing is getting clearance from

various state and central agencies and we therefore urge the government to take immediate steps in order to troubleshoot this challenge."

While stressing on the various provisions of E-waste rules, Dr. Dieter Mutz, Director, GIZ-IGEP, said, "E-waste is not only an issue of public sector or private sector, but rather an issue which requires larger attention and both these sectors shall have to support each other for the same". Mr. Dieter added "We should not look at E-waste from disposal or hygiene point, the concern should rather be on how we as industry can ensure the right resources for product development and be in the business of selling IT products.

MAIT has also successfully launched several programs on e-waste awareness targeted towards the bulk consumers, informal sector and government institutions.

This dialogue was an important platform for industry as it served as a platform to share and highlight best practices on e-waste management. Senior Management Representatives from companies like Lenovo, Dell, HCL Infosystems, Ericsson, Punjab National Bank, Intel, Yes Bank, Canon, WeP Peripherals, Panasonic and others graced the event and discussed the issues & challenges faced by them in order to implement E-Waste rules.

PANASONIC INDIA LAUNCHES ITS IP-ENABLED PBX MODEL- KX-NS300



As a part of Panasonic India's efforts in continuing to focus on product differentiation coupled with developing innovative technological solutions, the company introduced a new IP-enabled PBX offering, KX-NS300. With IP Penetration steadily gaining a foothold in 2-100 extension segment, the company is amongst the early adopters to ride the bandwagon. Specially designed for SOHOs and SMBs, Panasonic is looking at increasing its presence in this sector from an existing 12% to almost 22%. Other than this, the product also targets lucrative verticals such as Hospitality, BFSI, Real Estate and Helpdesk.

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STUDY REVEALS MAJORITY OF ADULTS SHARE INTIMATE DETAILS VIA UNSECURED DIGITAL DEVICES

McAfee released the findings from their 2014 Love, Relationships & Technology survey. For a second year in a row, the company examined how more than 1,500 consumers are sharing and storing intimate data on their mobile devices, especially with current or former significant others. The study highlights how sharing personal content such as suggestive texts, naked photos, suggestive video and passcodes on these devices can potentially lead to cyber-stalking and the exposure of private content leaking online.

While 98% of respondents use their mobile device to take photos, 54% send or receive intimate content including video, photos, emails and messages. Of those surveyed, 69% are securing their smartphone with a password or passcode, a 30 percentage point increase from last year's result. However, 46% of U.S. adults still share their passwords with another individual (down from 54%), while 42% use the same password across multiple devices, increasing the likelihood that these mobile devices will become hacked.

MICROSOFT-LED CONSORTIUM TO ENABLE FUTURISTIC CLASSROOMS

Microsoft India announced the availability of special bundled tablets for private schools (K6-12) in partnership with Acer, MBD Group & Tata Teleservices. This consortium envisions a future of education where content, technology and connectivity come together seamlessly to make learning more immersive.

Priced at Rs. 24,999 per device, the bundle is available to all private schools (K6-12) in India. The specially created bundle comprises a Windows 8.1 tablet – an Acer Iconia W4-820, which comes with an impressive HD IPS Display with enhanced brightness for reading in sunlight and runs on the latest Quad Core Intel® Atom™ Processor. The tablet comes with Office Home and Student as well as Office 365. Microsoft has also included the Office 365 Education A2 and Microsoft Office Specialist (MOS) certification for students.

MICROSOFT NAMED SATYA NADELLA ITS NEXT CHIEF EXECUTIVE OFFICER

Formerly executive vice president of the company's Cloud and Enterprise group, Nadella led the development of one of the largest cloud infrastructures in the world. "The opportunity ahead for Microsoft is vast,



but to seize it, we must move faster, push harder and continue to transform," Nadella said. Bill Gates, Microsoft founder and former chairman of the board of directors, will assume a new role as technology advisor, and devote more time to the direction of the company's products and technology. "During this time of transformation and remarkable opportunity for Microsoft, there is no better person to lead the company than Satya," Gates said. As Satya Nadella becomes the third

CEO of Microsoft, he brings a relentless drive for innovation and a spirit of collaboration to his new role. He joined Microsoft 22 years ago because he saw how clearly Microsoft empowers people to do magical things and ultimately make the world a better place. Many companies, he says, "aspire to change the world. But very few have all the elements required: talent, resources and perseverance. Microsoft has proven that it has all three in abundance."

JAGANNATH PATNAIK QUILTS KASPERSKY



Jagannath Patnaik, Sales Director, Channels, India and South Asia quits Kaspersky Lab. Patnaik managed the channel, business. Patnaik joined Kaspersky in February 2010 and was the key person in setting up the Kaspersky India operations also the distribution network business for the consumer products. Before Kaspersky, he also worked in Quick Heal for seven years. Most of the partners had a long time business relation with Patnaik.

EMERSON NETWORK POWER APPOINTS A S PRASAD TO HEAD PRODUCT AND MARKETING IN INDIA

Emerson Network Power, a business of Emerson and a global leader in protecting and optimizing critical infrastructure, announced



the appointment of Dr. A S Prasad as the general manager for the Indian product and marketing group. Prasad will lead the products and marketing team, and continue to strengthen the product planning and marketing in India. He will be responsible for growth initiatives through marketing. Commenting on the appointment, Sunil Khanna, president and managing director for Emerson Network Power in India said, "Prasad brings with him a wealth of experience and knowledge in the energy sector. Given his track record in successfully essaying important roles in developing solu-

tions for industrial customers, he is well positioned to help us grow our business".

CANON'S PROMISE TO STRENGTHEN ITS SOCIAL RESPONSIBILITY - 2014

To make a long term and sustainable impact in the three areas of Eye Care, Education and Environment, Canon India Pvt. Ltd. decided to adopt a village in 2012, make it sustainable and then replicate the model in other needy communities.

In line with its continued commitment to the society, Canon, on the occasion of its first anniversary of the "Adopt A Village" programme, has added yet another milestone to its philanthropic efforts by donating twenty solar panels to the energy production centre at Ferozpur Namak village in Mewat District of Haryana. Installed on the roof of the government school in the village, these solar panels would enable 30 fans and up to 20 lights to be operational for 6 to 8 hrs in a day.

Expressing his views on the occasion, Mr. Kazutada Kobayashi, President & CEO, Canon India said, "The Ferozpur Namak Village is the first project under our holistic Adopt a Village campaign and has successfully completed one year of operation."

APPLE REPORTS FIRST QUARTER RESULTS

Apple announced financial results for its fiscal 2014 first quarter ended December 28, 2013. The Company posted record quarterly revenue of \$57.6 billion and quarterly net profit of \$13.1 billion, or \$14.50 per diluted share. These results compare to revenue of \$54.5 billion and net profit of \$13.1 billion, or \$13.81 per diluted share, in the year-ago quarter. Gross margin was 37.9 percent compared to 38.6 percent in the year-ago quarter. International sales accounted for 63 percent of the quarter's revenue.

The Company sold 51 million iPhones, an all-time quarterly record, compared to 47.8 million in the year-ago quarter. Apple also sold 26 million iPads during the quarter, also an all-time quarterly record, compared to 22.9 million in the year-ago quarter. The Company sold 4.8 million Macs, compared to 4.1 million in the year-ago quarter.

Apple's Board of Directors has declared a cash dividend of \$3.05 per share of the Company's common stock. The dividend is payable on February 13, 2014, to shareholders of record as of the close of business on February 10, 2014.

"We are really happy with our record iPhone and iPad sales, the strong performance of our Mac products and the continued growth of iTunes, Software and Services," said Tim Cook, Apple's CEO. "We love having the most satisfied, loyal and engaged customers, and are continuing to invest heavily in our future to make their experiences with our products and services even better."

"We generated \$22.7 billion in cash flow from operations and returned an additional \$7.7 billion in cash to shareholders through dividends and share repurchases during the December quarter, bringing cumulative payments under our capital return program to over \$43 billion," said Peter Oppenheimer, Apple's CFO.

ZEBRONICS INTRODUCES NEW TOWER SPEAKERS

ZEB-T7400RUCF Tower Speaker system. Dubbed 'Bring Home the Party, – the new speaker is housed in full wooden enclosures for a base-heavy immersive music experience. The high-gloss piano black front panel and chrome trims gives it an elegant look, while a natural wood finish on the box would complement the décor of any living room or bedroom. The speaker system is designed such that it can be positioned anywhere in the room for 60 watts (RMS) of full, three-dimensional concert hall sound and become the centre of attention at any family occasion, providing a DJ ambience. Audiophiles will love the high quality sound coupled with multiple functionality that includes dual-mic karaoke function (wireless microphone is part of the package). Dual 8-inch drivers for low range, 4-inch drivers for mid range and 1.5-inch dome tweeters for higher frequency provide room filling sound. The drivers' inherent stiffness, low mass and self-damping properties allow them to deliver clean, accurate sound.



KYOCERA DOCUMENT SOLUTIONS UNVEILS WIRELESS TASKALFA 2551CI WITH WI-FI CONNECTIVITY- EASY TO INSTALL, PLUG AND PLAY



The A3 colour all rounder for demanding work groups Up to 25 A4 pages per minute in colour, Standard 3.5 GB RAM + 160 GB HDD for memory and storage, Standard network printing and colour scanning ,Optional fax functions: network fax, dual fax and Internet fax ,Optional one-path duplex document processor scans up to 100 ipm ,Optional 1,000-sheet-finisher for stapling and punching ,Optional scan to searchable PDF solution (OCR), Long-life components provide unprecedented efficiency and reliability.

KEEP AN EYE ON YOUR LITTLE ONE WITH THE DCS-825L WI-FI BABY CAMERA.



Transform your mobile device into a versatile, yet easy to use baby monitor with the DCS-825L Wi-Fi Baby Camera. Keep an eye on your little one with the DCS-825L Wi-Fi Baby Camera. Connect to the camera wirelessly or through the Internet so you can check on your infant no matter where you are. It includes a wide array of features to help you care for your child, including motion, sound and temperature monitoring help you watch over your child, as well as night vision, automatic

snapshots and recording. It can even play gentle lullabies to help your baby to sleep!

ASUS ANNOUNCES R9 290X AND R9 290 DIRECTCU II GRAPHICS CARDS

ASUS announced R9 290X DirectCU II and R9 290 DirectCU II, two new graphics cards powered respectively by the new AMD Radeon™



R9 290X and R9 290 graphics-processing units (GPUs) and fitted with exclusive DirectCU II technology for cooler, quieter and faster performance. With ASUS DirectCU II technology on board, R9 290X and R9 290 run up to 20% cooler and up to three times (3X) quieter than reference designs — and that means faster gaming with less noise.

R9 290X has a core speed of 1050MHz, while R9 290 flies along at 1000MHz. Both cards are fitted with 4GB of super-fast GDDR5 video memory to allow gamers to enjoy fast action at very high resolutions and detail levels.

TRAVEL SAFE WITH TRANSCEND'S DRIVEPRO 200 CAR VIDEO RECORDER



Motorists coping with rising holiday traffic levels face the increased possibility of unexpected situations that may require detailed examination later. The newly released DrivePro 200 Car Video Recorder by Transcend, a worldwide leader in storage and multimedia products, includes everything users need to capture real-time footage of their road trip and could hold the key to safer driving.

ONE WEEK OF ENERGY IN YOUR POCKET WITH PORTRONICS POWER BOX

Power Box is an advanced energy reserve with a 3.7V/10,000mAh lithium ion battery, capable of charging electronics while travelling. Providing a potential of getting charged using both traditional and renewable technology like solar panel, the Portronics Power Box acts as a perfect companion for all consumers particularly with its zero standby power loss feature.



NETGEAR ANNOUNCES 3G USB MODEMS/ DONGLES FOR PC & MAC IN INDIA

The USB Dongles which are part of the NETGEAR Aircard range of products are attractively designed candy coloured 3G access devices which are unlocked and compatible with SIM of all compliant 3G service providers. The 3G USB Dongles will provide easy plug and play connection to access 3G in two high speed modes, 7.2Mbps and 21.6 Mbps. It will also double as USB storage and supports upto 32GB MicroSD Memory card (not included). The product also comes with NETGEAR Aircard Mobile Broadband Genie which provides easy device management through a user friendly interface to connect, monitor and control the device.



BIOSTAR RELEASES LATEST MICRO ATX MOTHERBOARD - H81MLC



BIOSTAR has released their newest micro-ATX motherboard based on the Intel H81 chipset, the H81MLC. The board supports Intel 4th generation Core i7 and Core i5 processors. It features Intel single chip architecture with HD 4600Graphics, along with a new integrated memory controller that will run at speeds up to 1600MHz. The H81 chipset has two SATA 6Gb/s ports (plus four SATA 3Gb/s ports), and two USB 3.0 headers. The H81MLC supports two DIMMs for a maximum of 16Gigs of RAM. The H81MLC is a great option for small form factor systems where you rarely have more than one discrete card and two SATA drives. Being Intel based boards, they also feature Intel Rapid Start Technology and Intel Smart Connect Technology.

LG LAUNCHES WORLD'S FIRST CURVED, FLEXIBLE SMARTPHONE IN INDIA



Establishing a new milestone in the evolution of smartphones, LG Electronics officially launched its flagship curved smartphone LG G Flex in India. LG G Flex, the latest device in LG's premium G Series, is the first smartphone that is designed to fit the palm of the hand and follow the contour of the face. Curved flexible displays are a groundbreaking technology that enhances consumers' viewing experience by many degrees. LG's latest offering G Flex combines innovation and technology along with sleek, curved design that not only delivers a more comfortable grip and fit, but offers better voice and sound quality. G Flex represents a new era in the smartphone space where curved and flexible displays are no longer a sci-fi fantasy.

ZOTAC COMBINES 3RD GENERATION INTEL CORE I3 WITH NVIDIA GEFORCE GT 640



ZOTAC International, a global innovator and manufacturer of graphics cards, mainboards and mini-PCs, today combines the power of 3rd Generation Intel Core i3 processing with NVIDIA GeForce GT 640 graphics to create the ultimate 4K ready HTPC. The new ZBOX ID45 series delivers the perfect synergy of energy-efficiency and high-quality video

processing in a compact form factor. "ZOTAC has always married the capabilities of energy-efficient Intel processors with incredible NVIDIA GeForce graphics since the first ZBOX shipped with NVIDIA ION," said Carsten Berger, senior director, ZOTAC International. "The latest ZBOX ID45 series pushes that synergy even further with greater performance while maintaining excellent energy-efficiency."

HP LAUNCHES VOICE TABLETS FOR CONSUMERS IN INDIA



HP unveiled two new tablet devices, the 15.2 cms (6-inch) diagonal HP Slate6 VoiceTab and the 17.8 cms (7-inch) diagonal HP Slate7 VoiceTab, designed to help India's next generation of mobile users multitask on the go.

Designed in Asia, and engineered to elevate the experience for users in India, the new compact, full-featured tablets are powered by a quad-core processor, enabling users to multitask at everything from email to web surfing to gaming to streaming. Also

featuring voice-calling capability, the new devices deliver performance, quality and reliability, helping users take care of business.

ACER C720P-2600 TOUCHSCREEN CHROMEBOOK LINE WITH NEW COLOR OFFERING

The striking Moonstone White chassis complements the sleek design of the Acer C720P-2600 Chromebook. The entire chassis is white, giving the device a consistently stylish look from any angle.



In addition, customers will enjoy the benefit of touch on the device's 11.6-inch HD LED back-lit display to do more with Chrome apps, media, games and more. The 10-point touch display allows customers to interact naturally with the device, using gestures such

as swipe, tap and pinch to zoom. This enhances the experience with apps, websites, Google Docs, games and more to make Chrome even more intuitive and personal. In addition, the 1366x768 resolution keeps websites, images and video crisp and clear. The highly acclaimed Acer C720 Chromebook line has received numerous awards and accolades this fall for its performance, battery life, and value. The line includes models for consumers as well as business and education customers.

DIGISOL LAUNCHES 300 MBPS WIRELESS ADSL 2/2+ BROADBAND ROUTER

DIGISOL the networking brand of Smartlink Network Systems Ltd. has introduced its 300Mbps Wireless ADSL 2/2+ Broadband Router with USB port. DIGISOL wireless broadband router DG-BG4300NU is a high-performance ADSL router providing downstream speed of up to 24Mbps and upstream speed upto 1Mbps. It provides one RJ11 telephone Port for ADSL connection, one USB2.0 Port for connecting popular 3G Datacards & Mass Storage and four RJ45 Ethernet interfaces for connecting to notebook/desktop computer or other network devices. The DG-BG4300NU has a built in Access Point which allows multiple wireless clients to access the LAN resources and Internet wirelessly. The router also supports configuration of 3 additional Guest wireless networks with user isolation.



CONSOLE TO GO- LOGITECH POWERSHELL CONTROLLER



laying mobile games with touch-screen controls can be frustrating. More often than not, the on-screen buttons take up valuable display real estate that can hinder the overall gaming experience, especially on the iPhone's smaller, 4-inch display. Logitech hopes to elim-

inate this issue with its PowerShell Controller + Battery — a combination game controller and external battery for the iPhone 5, 5s and fifth-generation iPod Touch.

The 4.2-ounce Logitech PowerShell is among the first iPhone-focused gaming controllers to launch since iOS 7 rolled out in September. Unlike previous versions of Apple's mobile software, iOS 7 comes with support for gaming controllers — a feature that Android has supported for quite some time. The \$99.99 Moga ACE Controller is the only other iOS-compatible competitor at the moment.

CADYCE ANNOUNCED ARRIVAL OF TWO NEW UNMANAGED GIGABIT SWITCHES



CA-GS8 : 8 Port Gigabit Ethernet Switch



CA-GS24 : 24 Port Gigabit Ethernet Switch

"Cadyce" a leading networking and lifestyle brand, announces arrival of two new unmanaged 10/100/1000 Mbps Gigabit Ethernet switches, CA-GS8 & CA-GS24 with 8 and 24 ports respectively in their SMB & enterprise product portfolio.



Cadyce is more focused on "Solutions integration" and "Systems integration". Cadyce is committed to offer reliable, compact and cost-efficient products to the market. It's a smart and easy choice for public sector and government IT professionals looking forward to modernize their networks.

Cadyce understands the customer's requirements and the unique IT challenges faced by the customers on day to day basis. Customers wanting a direct upgrade path from Fast Ethernet to Gigabit Ethernet can now switch on to Cadyce's unmanaged Gigabit switches, which enable the customers to upgrade their network to Gigabit Ethernet from Fast Ethernet at a very competitive price, higher performance and productivity.

All ports of the switches support auto MDI/MDIX, enabling them to get quickly connected to other hubs or switches without special cabling and offering a natural migration path from legacy networks. The 10/100/1000Base-T copper ports also offer auto-negotiation for fast connection with other devices and require minimal user intervention. Power and port-status LED displays on the front panel allow quick troubleshooting to reduce system downtime.

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2014 INTERNATIONAL CES WITH RECORD AMOUNT OF INNOVATION

Product announcements in 2014 CES, Major product announcements included:



LG-G Flex: Curved OLED display with world's first curved battery (6" HD display; Lifeband Touch fitness activity monitor with OLED display and Bluetooth connectivity; LG Homechat with voice-messaging/texting option to appliances.

Monster-DNA: WirelessPro Headphones – wireless, noise cancelling with controls built in; GODJ – Port-

table, standalone DJ device that fits in hand.

Sharp-Aquos: HD TV lineup including new Aquos Q+ with 10 million more sub pixels, built in upscaling, audio and Bluetooth streaming (first on market to play UHD content); Smart Central – App compiles all content into one search function.



Huawei-Ascend Mate2: 4G Smartphone– curved shape, 6.1 display, LTE Cat4 150mbps, Bluetooth 4.0, Quad core 1.6 Ghz processor, multi-screen tech, 4050mAh battery (two days performance), reverse charging to charge other devices, 6.1 enhanced

HD (EHD), 5MP front camera and panoramic selfie.

Tarsier-MoveEye: 3D glasses with stereo cameras that allow interaction with what's on the screen, "direct interaction."

Livio Radio: SmartDeviceLink to standardize a way to bring apps into the dashboard of all vehicles.

DISH: New additions to the Hopper lineup of whole-home DVR service, SuperJoey which when paired with the Hopper allows users to record up to eight shows at once and 2,000 hours of content; Wireless Joey streams content to any TV in the house.

VOXX- Myris: Iris identifying authenticator for increased online security; 360Fly – 360 degree self-contained waterproof mountable camera; Soundboard power Plus – 5200mAh charging power plus wireless audio capabilities.



Panasonic-Toughpad: FZ-M1 7 inch rugged tablet; 4K Ultra HDTV the

new "Life+Screen" AX800 series with voice activation and face recognition technology and advanced personalization; 4K Varicam – first waterproof 4K professional camera; Toughpad 4K tablet with 20-inch LCD display – first to offer 4K resolution.

Intel-RealSense: Revolves around a thin, embedded 3D-sensing camera that can be embedded in desktops, laptops, tablets, etc. RealSense 3D cameras will scan objects for 3D printing.



enabled pico projector with a built-in Android OS that transforms any empty wall into an interactive 80 inch tablet.

Hisense-VIDAA: Smart TV platform, Android powered, lets users seamlessly toggle between live TV, on demand entertainment, recorded programming, personal content, apps and more with a single touch of a button.



Formula E: Revealed and demoed first electric racing car; Qualcomm will begin to integrate Snapdragon into the cars adding WiFi and Bluetooth.

Samsung-105"curved UHD TV: world's first and largest curved



UHD, has 11 million pixels with auto depth enhancer giving a 3D effect without glasses; Bendable TV – 85" push button Ultra HD turns from flat panel to curved; New PRO tablet series 12.2" with full size virtual keyboard.

Toyota: North American debut of Toyota's fuel cell sedan concept with 300 mile driving range, zero-to-sixty in 10 seconds, no emissions and hydrogen tank refueling in 3-5 minutes.



MakerBot: Replicator 3D printer series including the Mini, Replicator and Z18 with 100 micron layer resolution, full color LCD displays, app

and cloud enabling with onboard camera options for print monitoring and sharing.

SKULPT: SKUPLT device calculates body composition via electrodes sensing the difference between muscle and fat – provides exercise advice based on individual goals and progress.

Sony: First in-home video download 4K service from Sony Pictures Entertainment; 4K Handicam; Life Log smart wear experience; Xperia Z1 compact smartphone with 20 megapixels.

TURN 1 PC INTO 2, 3, 4.....100 USERS WITH SG-PS-LR1N3UHD

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Schools, Computer Labs, Small, Medium, Business & Office Applications, Manufacturing Industries & Much More, Computer Education for Rural Areas.

ASIA POWERCOM LAUNCHES LATEST EDITION OF AP- 2600C AND AP-5200C POWER BANKS

Powerbank AP-2600C



Powerbank AP-5200C

Asia Powercom, global leader in power protection, announced the launch of AsiaPower AP-2600C and AP-5200C power banks for providing interrupted power to smart phones on the move.

These portable Power banks are useful for charging smart phones, mobiles, MP3/MP4 players, GPS & PSP games, anytime, anywhere on the go.

It has a high capacity lithium rechargeable battery which can recharge these digital devices over 500 times.

How does Sachin safeguard his priceless memories on his multiple devices?



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WE WOULD EMPHASIZE THIS YEAR ON BUILDING A STRONG TEAM

Mr.Gopal Pansari, MD, Savera



What is your big focus for your operations today?
Strengthening our team and having the right people for our organization. Build our brand by our values. Constantly strive towards being a preferred distributor for our channel partners and for our vendors.

How the business of IT distribution is changing in India? And what role are you playing in this change?
With vendors becoming channel-centric and market dynamics changing rapidly, different

distribution models have emerged and found their own place. While national distribution still continues to be the time-tested and proven model, regional distribution too is working wonders for some. The Indian IT distribution business has, for quite some time, been going through a transformation of sorts. Also, given the fact that India is a vast geography where IT is yet to reach the masses, how a company goes about structuring its channel network has come to determine its success rate. Over a period of time, distribution has witnessed an evolving face and other models have emerged. These include the regional model, hybrid model and also to an extent, the sub-distribution model. While all these models had their own successes and failures, what was constant is the need for vendors to re-invent and reposition their distribution strategy. We are aligning our GTM as per Principal's requirement.

How would you categorize yourself? A national distributor or a regional distributor? And why?
We would categorize ourselves as National Distributors as we are currently present in 15 states having 20 branches operational. Our focus would be to strengthen & grow in each of these branches while there will be additions to branches in spec goes where we are not present currently.

Where is the next level of growth likely to come from distribution? And how are you positioned to grab this growth opportunity?
Expansion on product categories and additions to branch towns would help the growth.

What are some of the big challenges that you face in today's changing channel business dynamics?
Most importantly, Improving on Thin Margins and working capital management is what most of the distribution houses are working to stay healthy. Reducing credit cycle is one of the major issues which is being faced today which impacts cash flows.

Today there are a lot of resellers who are moving away from IT and more focusing on selling tablets and Smart phones. What is your opinion on this? How can we move to come back to IT reselling?
This is a segment which has evolved and we feel retailers are not moving out of IT but have added this as an opportunity to grow and align towards demand of this category.

What is your growth plan for year 2014?
We would emphasize this year on building a strong Team. There are strategies being led out for profitable and sustained growth. We will invest in right people required in various functions, infrastructure, and new biz opportunities both in terms of adding products and reaching out to newer markets.

HACKERS RELEASE 'SPAM FLAPPY BIRD' TO TRICK USERS INTO SENDING PREMIUM MESSAGES- FINDS TREND MICRO

Trend Micro, global security provider has discovered the fake Flappy Bird app on Google's Android Play Store. The malicious app asks for the additional read/send text messages permissions during installation, something that is not required in the original version. All of the fake versions of Flappy Bird were so far premium service abusers, apps that send messages to premium numbers, thus causing unwanted charges to victims' phone billing statements. Apart from premium service abuse, the app also poses a risk of information leakage for the user since it sends out the phone number, carrier, Gmail address registered in the device.

MERCURY ANNOUNCES 'MERCURY POWER SCHEME' ON CASING FOR PARTNERS IN SOUTH INDIA

Kobian, a leading player in computer peripherals and tablets, announced the special scheme on its cabinet range - 'Mercury Power Scheme' for channel partners in South India. The scheme is exclusive on Mercury KM, Xpress, eCab, Xcel and mCab series of cabinets. The scheme is designed for partners to work on the Mercury cabinets segment and earn attractive rewards. This scheme is valid for February and March 2014 for the units billed out from Mercury distributors. This scheme is exclusive designed for Mercury's South India partners. However above scheme cannot be merged or clubbed with any other scheme that may be running at that time. Mercury reserves all rights of execution, alternation and will entertain all the scheme claims directly from partners.

GURMIT SINGH APPOINTED AS MANAGING DIRECTOR, YAHOO INDIA



Yahoo announced the appointment of Gurmit Singh as Managing Director for Yahoo India. As MD, Gurmit will oversee Yahoo's business in India, responsible for its growth in the country. He will report to Yvonne Chang, VP & Head of India and South East Asia, Yahoo. With over 20 years of experience, Gurmit brings with him a deep understanding of the Media & Entertainment industry in India. Most recently, Gurmit was the CEO of Forbes India at Network 18.

GARTNER SAYS INDIA PC MARKET DECLINED 19.9 PERCENT IN THE FOURTH QUARTER OF 2013

The combined desk-based and mobile PC market in India totalled nearly 1.96 million units in the fourth quarter of 2013, a 19.9 per cent decrease over the fourth quarter of 2012, according to Gartner, Inc.

"Consumers accounted for 49 percent of total PC sales in the fourth quarter of 2013," said Vishal Tripathi, principal research analyst at Gartner." In the absence of any government orders this quarter, the Indian PC market performed dismally, re-emphasizing the fact that with current economic sentiments and the current political scenario, enterprises are deferring their purchases."

White boxes (including parallel imports), which accounted for 44 percent of the overall desktop market, declined 10 percent in the fourth quarter of 2013 compared to the same period last year. In the fourth quarter, mobile PCs registered a 27 percent year on year increase.

Dell increased its market share in 4Q13 (see Table 1) due to strong growth in notebooks which increased 49 percent year over year. This growth primarily came from the consumer segment where Dell grew by 70 percent. HP's market share in the consumer segment grew by 3 percent compared to the last quarter.

India PC Market Share Estimates for Fourth Quarter of 2013 (Percentage of Shipments)

Vendors	4Q13 Market Share (%)	4Q12 Market Share (%)
HP	21.3	16.8
Dell	18.6	11.2
Lenovo	15.9	13.5
ACER	9.2	12.5
HCL	2.5	11.6
Others	32.5	34.4
Total	100.0	100.0



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- Device monitoring with adjustable Auto-Scan and audible feedback
- Supports most operating systems and advance mouse designs

TK-803R



- 8-port KVM switch with VGA and USB connection to computers
- Supports both USB and PS/2 connections to console port
- Device monitoring with adjustable Auto-Scan and audible feedback
- Supports most operating systems and advance mouse designs

TK-207K



- 2-port KVM switch with VGA and USB connections to computers
- All required cabling included
- Support most operating systems and advance mouse designs
- High quality 2048 x 1536 resolution for a crisp display
- Device monitoring with Auto-Scan and audible feedback

TK-205K



- 2-port KVM switch with VGA and PS/2 connections to computers
- Device monitoring with Auto-Scan and audible feedback
- All required cabling included
- High quality 2048 x 1536 resolution for a crisp display

TK-409



- 4-Port KVM switch with VGA and PS/2 connections to computers and audio devices
- Listen to music from one computer while working on the other
- High quality 2048 x 1536 resolution for a crisp display
- All required cabling included

TK-409



- 4-port KVM switch with VGA and USB connection to PCs and audio support
- All required cabling included
- Supports most operating systems and advance mouse designs
- Device monitoring with Auto-Scan and audible feedback

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- ▶ Offer valid from VR Infotech's 1st shipment till **15th March, 2014**.

- * This offer will be not available for any platinum partner.
- * Offer will be available for gold/silver/retail partner on regional platinum partner billing only.
- * Detail of ENTITLED PARTNER LIST should be provided by platinum partner before 25th March, 2014. VR Infotech will be not responsible for any claim made by platinum partner after 31st March, 2014.
- * Get gift on or before 10th April, 2014 for the offer through platinum partner or if not received send mail to below email IDs and cc to Kaspersky Lab India channel managers before 20th April, 2014.
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