

CELL IT

TECHNOLOGY NEWS MAGAZINE

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**Riding
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- Magnetically shielded speakers
- Power output: 25W+10Wx2



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FEATURES:

- 2.1 Channel Speaker
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IT-5000 GLO Computer Multimedia Speaker 5.1

FEATURES:

- 5.1 Channel Surround sound system
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- Power output: 20W+3Wx5

TELANGANA AND AP UPBEAT AS GST BILL CAN BE A REALITY SOON

This move by the government can drive uniform taxation and also improve ease of doing business, eventually benefiting the industry and governments as well.

The GST or the Goods and Service Tax, which is scheduled to be implemented from April 1, 2016, is all set to give a major boost to tax collections, besides reducing work burden on tax collecting departments as well. It will also improve transparency in the overall process of collecting the tax. This should great benefit the newly formed state of Telangana as well as Andhra Pradesh.

Close on the heels of the Goods and Services Tax (GST) Bill getting green signal from Lok Sabha, industry players across Telangana and Andhra Pradesh are quite upbeat about the prospects of uniform taxation across the country as well as the region, as it would improve easing of doing busi-

ness, in addition to benefitting the IT sector as well as the government.

As of now, the industry is paying numerous types of tax which is making the overall process of tax collection, a difficult and complicated issue. Also there is this issue of different taxes when products cross various states while in transit. Hence a final decision on GST will greatly benefit the IT industry which is facing big issues on taxes today.

As it is likely to happen very soon, once GST comes into force, India's global ranking in ease of doing business will go up, leading to more investments from overseas as well. This decision can also positively contribute towards the government's ongoing 'make in India' plans.

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D-LINK TO ENHANCE ITS PRESENCE IN NETWORK SECURITY SPACE, ENTERS INTO STRATEGIC BUSINESS ALLIANCE WITH GAJSHIELD

D-Link, a global leader in connectivity for home, small business, enterprise, and service providers makes yet another break-through announcement by entering into exclusive business alliance with GajShield, a leading Network Security Solution provider for Cor-

porate. D-Link will now offer high-end network security solution to meet the protection requirements of modern enterprise's mission critical infrastructure, and further strengthens its Security product portfolio.

In this rapidly evolving technology arena internet security remains a major concern for most Corporates & Enterprise, as IT network determines the operational efficiency & wellbeing of any business set-up. With GajShield on board D-Link will now be offering

end-to-end network security solution ranging from 25 User UTM to 10000 User UTM, and will cater to SOHO, SMB, SME and Enterprise segment. Gajshield UTM carries Context based Network Data Leakage Prevention, Patent pending Technology, BYOD Security and Enterprise Cloud Security which are major market differentiators. Gajshield is also the first Indian Firewall brand to be certified by ICSA Labs.

D-Link

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RIDING HIGH ON SURVEILLANCE WAVE

Propelled by a need to secure infrastructure and belongings, surveillance is gaining a lot of importance in the eyes of different set of customers and that is why there is huge future for this segment in India

The overall concept of Surveillance is gaining a lot of attraction in the market today, Next Generation ready Surveillance solutions are increasingly being used for reasons beyond security today. It is used to monitor customer behavior in stores to improve operational efficiency, to keep a track of employee activities, for a working mother to view her child's activities at home and much more.

While most people are cognizant of installing high-resolution surveillance cameras, surveillance storage many times remains an overlooked aspect. Today, storage is also getting quite important for the overall success of the solution.

The Market Scenario

As per the opinion of **Tushar Sighat**,

Executive Director & CEO, D-Link (India) Ltd



at D-Link the emphasis has always been on providing integrated solution, be it Surveillance or any other product line. "Today with our expertise in networking domain spanning over 2 decades, D-Link as an end-to-end network-

ing technology provider offers complete surveillance solution. With the help of D-Link's wireless products, cameras can be placed virtually anywhere for comprehensive monitoring of premises. Further Surveillance systems call for specialized storage designed to cope with a constant stream of surveillance data. D-Link has Storage Accessible Networks (SAN) and Network Video Recorder (NVR) solutions that are designed specifically to handle IP surveillance records, so administrators can maintain a repository of surveillance footage that is secure, redundant, and easy to manage," he explains.

"Overall Surveillance as segment has been driving huge growth, with more & more enterprises, educational institutes, hospitality industry, retail & government sector investing heavily in securing their premises. D-Link since the last couple of years has been aggressively focusing on this product segment. Our aim is essentially to simplify the use of technology, and in view of the same D-Link has cultivated an extensive line of IP surveillance cameras suitable for deployment in a variety of installation scenarios, both indoor and outdoor, day and night.

We are currently focusing on verticals like Government, Education, Retail, Travel, Manufacturing, and are working on large scale projects. Going ahead our plan is to garner maximum market share in next couple of years & position D-Link amongst top three Surveillance brands in the country," Tushar adds on.

As being put by **Khwaja Saifuddin**, Senior Director - South Asia, Middle East and Africa, WD, the big focus has been to offer to our customers the "power of choice" and to offer optimal products and solutions for specific requirements. Even within surveillance, we have various options to choose from.



"We had launched WD Purple drives specifically meant for surveillance last year and in just a little over a year, the response to the product has been phenomenal. This has been due to understanding and research that went behind developing the product making it one of the most ideal solutions for the surveillance equipment. Our partners and customers have started likening purple to surveillance which is commendable recognition for us. Last year itself, we expanded our surveillance range of drives by introducing a higher capacity drive of 6TB. These innovations did not stop. We recently introduced WD Purple NV which is specifically built for Network Video Recorder (NVR) surveillance systems to support greater numbers of attached cameras. We are working with leading surveillance and security partners in India to offer the most suitable products for their surveillance deployments. WD Purple drives are optimized for 24/7, round-the-clock surveillance environments and consume less power to offer longer-lasting benefits. For larger enterprise-scale surveillance deployments, we recommend WD Re," he explains.

Speaking about the key focus for the company, **Sudhindra Holla**, Country Manager, Axis Communications India & SAARC says that with government's



increased focus on 100 smart cities project, we

see video surveillance gradually infiltrating in most public places and cities and rising demand for safe city implementations; making government along with enterprise and infrastructure few of our biggest focus areas.

"As global leaders, we strive towards developing technologies that make existing cities, smarter, safer and self-sufficient. Apart from acting as a deterrent to crime, video surveillance products also ensure safe and secure environments for the citizens. And to maximize safety in a smart city set up, IP based video surveillance is a must. These solutions can automate processes and will help improve the overall quality of life in smart city. Recently we have implemented video surveillance technology in Nanded and Junagadh for the security of the citizens. Not only this, we are actively involved in other smart city projects and are using advanced technologies like thermal network cameras, light-finder, zip-stream, for greater adoption of video surveillance products and solutions. We strongly believe that the importance of video surveillance will soon move from just security to tracking, monitoring, crime-prevention and disaster-prevention, among other key applications." He explains.

As **Yogesh B Dutta**, COO, CP PLUS India, explains, the company focuses to push the surveillance products and solutions to everybody's needs at affordable price points. It endeavors to deliver on its value proposition of world-class performance at reasonable cost.



"We aspire to make its cutting edge and aesthetic products accessible to every customer, at home or office further reinforcing its supremacy in the realm of advanced security solutions in the Indian consumer mindscape," he explains.

According to **Jayesh Kotak**, VP - Product

Management and Marketing, Digisol, for a



growing industry you will always find many people trying to be part of growth story. "We always sell our product not as a box but as a solution. As the consumer will get educated we do feel people will start asking for Surveillance, we do believe our

Company will be uniquely placed with end to end solution offering for end client. The industry has reached next stage after evolution, but still long way to go. End clients are becoming aware & knows the importance of Surveillance. Right now people prefer Analogue vs IP Surveillance because of cost & other factors. Expect Analogue still to be main stream with HD on analogue becoming popular. IP will continue to show positive growth," he explains.

Ashish Mutneja, CEO, Quantum Hi Tech

Merchandising Pvt. Ltd. explains that the com-



pany has a four pronged strategy to target the surveillance market.

- To address main problem of face recognition from a distance while play back.

- To address real time pictures by hiring our own ultra-fast server .

- AHD technology

solves the above clarity problem at affordable cost.

- Provide complete security solutions by providing soon a full kit which will include IP cameras, motion sensors, emergency alarm, audio vision communication through internet, and door bells with video, remote access of door locks, all these made together in a kit, working of wireless technology shall be the future of home security. This product is in the final stages of testing and software development now. He adds on.

As per the views, **Subhasish Gupta** Country Manager, India & SAARC, Allied Telesis, "Our approach to this market includes engaging with complimentary vendors in this space, working with key channel partners and also consultants who are involved in these projects in the scoping and specifying stages. Devices are increasingly becoming network connected which has led to the concept of an Internet of Things or IoT. The big enabler here has been the Internet Protocol or IP. So we are seeing more and more devices being network connected and at the same time, we're seeing the bandwidth demands – particularly from appli-





cations like CCTV – increase significantly as image resolution from cameras increases. As one of the world's leading networking vendors, Allied Telesis is well positioned in this space and this is demonstrated through our involvement as a lead partner in the Smart Cities Council.” He adds.

Market Strategy

Tushar Sighat from D-Link (India) says that for most Surveillance is synonymous to CCTVs, that requires high-end installation, dedicated manpower for monitoring, and calls for huge investments. However the fact is – technology has evolved and so has the video monitoring industry. Thanks to modern plug-and-play networking technologies, an IP based camera is extremely easy to install. IP based surveillance technology allows users to integrate audio and motion detectors into cameras, without the need for additional hardware and cabling. Plus they make it possible to analyse captured video content and raise alerts automatically when suspicious activity is detected, for round the clock surveillance with minimal staffing. Further IP technology is also driven by applications, empowering users to keep a check on all activities as when they happen.

“D-Link IP Surveillance solution boasts of the highest degree of scalability and can easily adapt to the existing IP infrastructure of the client. The advanced features such as high security encryption, superb image quality, digital zoom, and remote accessibility – leverage the most cutting edge technologies available today. D-Link carries a complete portfolio of IP Surveillance products right from HD Consumer Cameras to IP66 certified High Speed Dome Outdoor Cameras along with Storage solutions and intelligent software thereby catering to all customer segments.

D-Link at present has a host of High definition IP Surveillance cameras that include Full HD Indoor dome cameras, Full HD Indoor Box cameras, HD Vandal Proof cameras and HD Consumer cameras.

With an eye for future, D-Link has introduced D-ViewCam Mobile App for iOS and Android, thereby bringing surveillance literally into the palm of the hand. This free app is a powerful yet easy-to-use tool for managing a D-ViewCam Server installation or D-Link network video recorder and IP surveillance cameras from your iPhone, iPad, or Android device. It works over 3G, LTE, and Wi-Fi connections, helping you identify intruders, detect shoplifting or other suspicious behavior, or collect information for dispute resolution even when you're off site. D-ViewCam Mobile significantly enhances the value of integrated surveillance solutions from D-Link.” He explains.

As **Khwaja Saifuddin from WD** puts it, some of the key trends that exist and are prolifically emerging in the surveillance space are:

- There is a shift towards IP-based surveillance due to declining cost of IP cameras and IP wireless cameras. However, high-resolution IP cameras need massive hard drive space to store video.
- Network video recorder (NVR) surveillance systems are driving NAS (network attached storage)-based installations
- Homes, small offices, SMEs, hotels, government, municipalities are increasingly deploying surveillance equipment for greater security and safety
- Storage products are becoming more and more application specific and compatible with the kind of surveillance environment in which they are used. Even within surveillance storage, there is an array of products to choose from.

“We currently categorize our surveillance offerings into three broad categories:

- WD Purple range of drives are good for home

and small offices, support up to 8 bays and 32 cameras, and are available in capacities varying from 1 TB to 6 TB.

- WD Purple NV is ideal for Network Video Recorder (NVR) surveillance systems used in small and medium enterprises, municipalities etc., support up to 64 surveillance cameras, can be used in systems with more than 8 bays, and are available in 4 TB and 6 TB capacities.

- WD Re is best suited for medium to large business and enterprise surveillance systems that employ mission-critical applications and use unlimited cameras. These are available in capacities up to 6 TB.” He adds on.

According to **Subhasish Gupta from Allied Telesis** “Working with complimentary vendors and the channel we are able to provide our customers with a single converged or unified network to support all applications throughout their environment regardless of whether they are a large government organization, an enterprise business or operating in another vertical such as education, healthcare or hospitality,” he explains.

Sudhindra Holla from Axis Communications says that Video surveillance technology is evolving faster than ever and with the access to advanced technologies, it has created few revolutionary trends like the following:

“Video analytics is an evolving technology and an integral part of the surveillance set-up, which is moving beyond mere surveillance and is enabling companies to address strategic needs. Video motion detection is the foundation for a large number of more advanced video analytics, such as people counting, digital fences, and object tracking. Similarly, thermal network cameras’ can detect people and animals with high accuracy in places they are not supposed to be, which makes the technology an ideal combination with analytics. Audio Analytics detects noise such as the breaking of a window or voices – and uses this as a trigger to transmit and record video, or to alert operators of suspicious activities. Zipstream technology reduces the bandwidth and storage requirements and also provides high image quality. In Low light and No light technology the quality of images are good and also provides better resolution in low-light and no light conditions.” He explains.

Yogesh B Dutta from CP PLUS India says that in the last few years, technological advancement in video surveillance has helped in shaping the industry. Consistent with the on-going demand from heightened security needs, the video security market continues to experience a technology transition from relatively passive analogue CCTV video systems to more sophisticated network-based IP video solutions that include integrated analytics.

“With implementation of new encoding standards like H.265 and growth of high speed broadband has encouraged the trend of reaching to new limits in HD for surveillance needs. Ultra HD or 4K standards are finding their us for common video surveillance uses. In sync with global market trends, we foresee that IP technology, integrated solutions, and cloud storage may drive the future markets driven by continuous technological enhancements, such as Storage Area Network (IP SAN) for storage, scalability, video analytics, face recognition and so on. Our tagline also emphasizes the company's motto of bringing world-class, reliable and durable security solutions that offer true value for money. It positions the brand as cutting through the jargon and myths associated with surveillance to make it a people-friendly concept. This is what that offers us to position uniquely in Indian security surveillance market.” he explains.

Jayesh Kotak from Digisol says that the company works with key focused partners, their margin is the company's key focus area. “We offer affordable products keeping Indian consumers in mind & work with each channel & have program to get connected, train & motivate them to suggest DIGISOL products to their customers. Our strategies rotate around customer education on benefits of Surveillance and also training the IT Partners on these products and solutions. This should boil down to a lot of Road Shows, Seminars, exhibitions and alliances,” he adds on.

Talking about the business prospects, **Ashish Mutneja from Quantum Hi Tech Merchandising** says that IP CAMERAS COMPLETE RANGE OF AHD , PTZ , AND FAMILY SOLUTIONS, we expect to be main stream within 6 months to 1 yr.

“Full HD cameras and Dvrs should also catch up soon, actually a lot is happening too fast in this segment. It's a Race against time. Too many technological developments happening, so difficult to predict what will finally be the winner, but one thing is for sure that end users will soon get much better quality products to choose from and much lower prices very soon. He explains.

Opportunities in Surveillance

Jayesh Kotak from Digisol says that the Surveillance industry is going to emerge as a huge market in the next few Years in wake of rising demands from sectors like hospitality industry, services, Health care, Cooperative Societies, Government Buildings, Manufacturing, Banks & all ATM's, Malls, retail Shops, Schools and transportation. “The ease to inter-connect all monitoring systems, traffic systems, various market places with police stations and defense headquarters in the real time make the Security surveillance a prominent and feasible security solution,” he explains.

As per the views of **Khawaja Saifuddin from WD** “We cannot expect a regular hatchback to win on a Formula 1 track. Similarly, a desktop or some other drive cannot be used for surveillance storage. Furthermore, there are specific applications within surveillance. There is DVR storage, there is NVR storage, and there is enterprise-level RAID-specific storage. We have storage products for different types of surveillance applications. We work closely with surveillance OEMs through our channel partners. We also engage regularly with our channel partners to train them on our offerings. It is our constant effort to equip our channel partners with enough knowledge so they can offer effective solutions for our consumers' specific needs. They are not just traders for us. We also frequently participate in security-related trade shows and forums such as Secutech to increase our interactions with the relevant audience. We are active on social media and have a dedicated page on Facebook through which customers can reach out to us for any queries they may have.” He adds on.

“There definitely are big opportunities in this segment. Surveillance is practically present in all the industries such as Banking & Finance, City Surveillance, Commercial, Critical Infrastructure, Education, Government, Hospitality, Retail, and Transportation.

Some of the driving factors for surveillance are:

- Increasing intuitive protection: safety of citizens, customers and staff, emergency response, and smart infrastructure in smart cities
- Acquiring business intelligence: process automation, operational analysis, and customer experience
- Moving to IP Videos: Image quality, mobility, and Video analytics
- Standards-based Innovation: Scalability, ease

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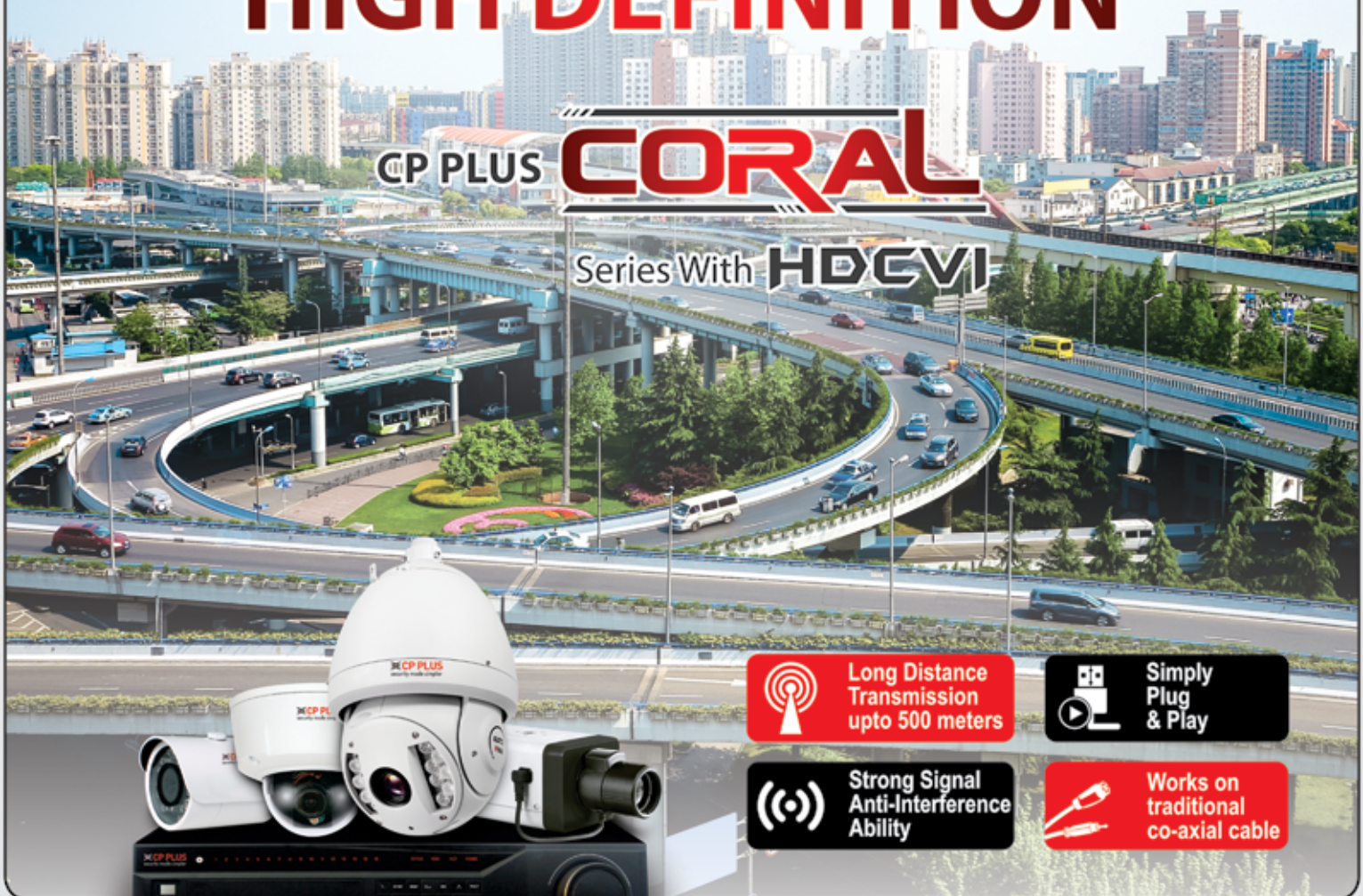
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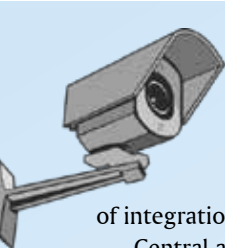
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of integration, wide range of solution partners

Central and state governments have started prioritizing surveillance projects in their development agendas to ensure a safer nation. Municipalities, schools, hotels, tourist spots, are likely to have surveillance installations in the coming years." Khwaja Saifuddin from WD explains.

Sudhindra Holla from Axis Communications explains that Axis has been working with partners since the start of the company in 1984 and the partnership concept is the very cornerstone of our approach. Axis forms partnership with system integrators, consultants, software developers, network infrastructure and others.

"Together, we provide customer solutions for industry segments such as retail, transport, government, city surveillance, healthcare, education, manufacturing and banking. Axis products & solutions are sold through our distribution channels across the country and today in India, we have over 2000 partners providing end-to-end solutions to our end customers. Axis is the leading surveillance camera manufacturer worldwide but convergence is not yet complete and in India, where the adoption of IP surveillance is fast growing, - Axis will continue to develop new partnership to broaden our market penetration with education on the benefits of IP surveillance and the unique technologies and products solutions that Axis can offer." He adds on.

Talking about the opportunities in this segment, Sudhindra Holla from Axis Communications says that Video surveillance is garnering prominence and it's much deserved importance due to the increasing safety issues faced by the country. The government is focusing heavily on developing the infrastructure of the country and improving the security for citizens. According to IHS report, the Indian market for city surveillance is pegged at 463 million USD by 2017, out of which approximately 71 million USD will be spent only on cameras; clearly paving out strong inroads in verticals like government, enterprises, infrastructure, education and countless others.

Moreover, with video surveillance going beyond monitoring (heat mapping, smart analytics, thermal imagery, selective motion detection and identification, among various others), we see it opening entirely new avenues in future across verticals. He adds.

Yogesh B Dutta from CP PLUS says that the company's GTM is aimed at reaching the masses, defying the notion of video surveillance for elite society and high-class businesses. We endeavor to deliver on value proposition and world-class performance at reasonable cost.

"Security is the basic need of every human being and enterprise alike. There has been security surveillance demands from virtually all sectors of the Indian economy, including private and Government organization, which mainly drive the Indian Market. We have seen significant demands from Retail, real estate, BFSI, Transportation, Hospitality, Industrial, Airports, education, city surveillance among others. The market offers opportunities at various levels- transition, upgrades, customization, and value addition to an existing system." He adds.

Speaking about the opportunities in the surveillance space, **Ashish Mutneja from Quantum Hi Tech Merchandising** says that opportunities are endless, "Thermal imaging also will be joining main stream soon with much wider range of applications. Our R&D team is already working on this technology. Home segment full security wireless solution we feel will provide big opportunity in near future."

He adds on.

As **Tushar Sighat from D-Link (India)** puts it - IP Surveillance these days has become a key component in a company infrastructure. Some of the recent gruesome incidents have triggered the need for an effective surveillance system. Most large enterprise, corporates, and even education institutes are investing in securing their premises from all kinds of possible external threats.

"Further the growing awareness & need of surveillance among all sectors like Retail, Government, Banking & Finance, Health care, Hospitality, Airports etc. is accelerating the demand for Surveillance products. Today industry and users both need more than just immediate viewing and storage of images, as customer are looking for intelligent surveillance system. Event search, number plate recording, face recognition etc. are some of the features that are highly desired from the surveillance system. Also an alarm or trigger when violation of any pre-defined parameters is expected. Thus integration with physical security system in order to build a comprehensive security structure is ideally looked for by today's customers. All these feature enhancement demands have triggered the evolution of better Surveillance system." He adds on.

Subhasish Gupta from Allied Telesis, "The big opportunity for business is to consolidate all their applications over a single unified network and then leverage intelligence to reduce the cost of administration of that environment. For the channel, the opportunity is to ensure they have a solid understanding of how networks work. As devices increasingly become connected, the network becomes more important and they need to work with a vendor that will provide them with the training and support they will need to up skill in this space," he explains.

The Road Ahead

Khwaja Saifuddin from WD says that the company is already experiencing remarkable growth coming from this segment which is only going to go up. It is certainly stronger than any other segment such as PC.

"Our percentage share is higher than any other hard drive manufacturer. WD Purple has a combination of excellent reliability and durability and comes out on top in all aspects of the comparative tests done by customers against the competition. WD Purple NV is the latest entrant to our surveillance family. Hopefully, smart cities will further popularize storage. We are a research-driven company and our products undergo rigorous testing and benchmarking with competitive offerings to offer the best to our customers and that has worked very well for us," he adds on.

Yogesh B Dutta from CP PLUS explains that there has been many initiatives in the past by the Government which are all set to take shape now, like recent cabinet approval 100 smart cities across India, approval for budget for infrastructure, introducing ordinances and laws in parliament with an eye on industrial growth, boost to 'Make in India' campaign', expansion of ports and terminals, vision for Home for All till 2020, increase in FDI limit in core sectors, etc., which offer huge potential for security surveillance growth since it goes hand-in-hand with the infrastructure growth.

"These steps are very encouraging for security surveillance industry. We would be enthusiastic and look forward to participate in the initiative. Besides, the government is also talking about e-ways, broadband ways and so on. So if everything goes in the right phase, investments are made and infrastruc-

tures are put on, security and surveillance is poised for a stupendous growth." He adds.

As per the views of **Jayesh Kotak from Digisol** "To make DIGISOL as brand of choice for SI, Channel partners & finally consumer as we are in networking space, we do believe we would have unique advantage over our competition when one would be looking at IP solution since beside camera other infrastructure component could also be on DIGISOL brand which would make total solution as 1 stop, seamlessly working at their site." He adds on.

Ashish Mutneja from Quantum Hi Tech Merchandising says that this Vertical should surely provide double digit growth on top line YOY. "But every opportunity comes with its share of risks and so does this with ever changing technologies, the risk of obsolete technology product inventory is relatively high." he adds on.

Sudhindra Holla from Axis Communications says that according to a recent report by 6Wresearch, India Video Surveillance market is expected to reach \$952.94 million by 2016, with a CAGR of 32.49% from 2011-2016. The report states that the rising infrastructure, government initiatives & funding, rules & regulations, increasing terrorist & criminal activities have spurred the market for video surveillance in the past and we see them driving greater adoption in future as well.

"Another report by 6W research points out that in India IP video surveillance market, government and transportation application has generated majority of the market share and is anticipated to maintain its market leadership over the next six years. Other key growing applications according to the report, include- banking & financial, retail, and commercial offices." He explains.

Talking about the growth prospects in the surveillance market, **Tushar Sighat, from D-Link** says, "The current technology trend in Surveillance space suggest that IP surveillance solution is being widely implemented across the industry, due to factors like lower cost of installation, ease of use, enhanced security etc. Further the demand for surveillance equipment's is on a rise, and Surveillance has become the next growth wave globally & in India as well. With growing incidence of crime & untoward incidence is public; individuals/ organizations are keen on deploying solution that will provide a safe surrounding. Retail, BFSI, Hospitality, Public transport authorities are looking at feasible options to meet the surveillance needs. Corporates have also increased their security budgets in recent times & are investing in securing their premises. This is a clear indicator of the huge potential that IP Surveillance segments hold." He explains.

According to **Subhasish Gupta from Allied Telesis**, "The surveillance industry has been demonstrating double digit growth over recent years and is forecast to continue with double digit growth for years to come. He adds on.



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ROLE OF CCTV CAMERAS - PUBLIC, PRIVACY AND PROTECTION

HIGH DEFINITION CCTV CAMERAS - A MUST IN EVERY ESTABLISHMENT/APARTMENT

We should have surveillance cameras in public places because they ensure public safety. Also it's important that all apartments and establishments should take care that they install high definition cameras to track things properly. High definition cameras are the need of the hour because it gives a clear picture and can also be zoomed so that it becomes easy to identify the culprit. Rarely will anyone attempt to harm you when they know their actions are being recorded on camera. Cameras keep you and your personal property safe. The police can identify criminals recorded with cameras. Through surveillance cameras, the police can both prevent crimes from happening and can quickly solve criminal cases with material evidence. In addition, surveillance cameras protect against property theft, and vandalism. It is very difficult to get away with stealing something if there are cameras filming you. Therefore, the thief will often get caught. Surveillance cameras will catch the thief before, or during the process of committing the crime. If no one is aware of the crime until after it has been committed, the surveillance footage is always a crucial piece of evidence during a police investigation. Surveillance cameras have, and will prevent many crimes.

Looking to this, few months before the AP government examined the matter carefully and implemented the Andhra Pradesh Public Safety (Measures) Enforcement Rules, 2014. Accordingly, the following notification was published in the Andhra Pradesh Gazette. These Rules may be called the Andhra Pradesh Public Safety (Measures) Enforcement Rules, 2014.

And it was also ordered that these rules shall extend to the whole areas of Greater Hyderabad Municipal Corporation, Vijayawada Municipal Corporation, Visakhapatnam Municipal Corporation and the Corporations constituted under the Andhra Pradesh Municipal Corporations Act, 1994 and such other areas and places as may be identified and notified by the State Government from time to time. It says every establishment / association shall provide equipment of minimum technical specifications for Access Control and Surveillance Devices (CCTVs) as under:



Syed Ishaq, Zonal Manager (AP & Telangana), Aditya Infotech with M Mahender Reddy, Hyderabad police commissioner at Awareness meet on Public Safety in Hyderabad

Every establishment / association shall provide equipment of minimum technical specifications for Surveillance Devices (CCTVs) as under:

| SURVEILLANCE DEVICES (CCTVS): | | |
|-------------------------------|--|---|
| S.No. | Minimum Technical Specifications | |
| (1) | Resolution | Full HD1920 X1080 or higher |
| (2) | Minimum Illumination | 0.01 Lux or higher |
| (3) | Lens | Focal length 3.6 mm or higher |
| (4) | Distance to be covered | IR LED (In Built IR) – 50 yards higher |
| (5) | Platform Video Format | Open Network Video Video Format Interface Format (ONVIF) Compliant or Equivalent(H.264 Compression) |
| (6) | Required Storage Capacity (N.V.R) | Minimum 30 days |
| (7) | Any other equipment or measure suggested by the Supervisory Committee. | |

(iii) Every establishment / association shall keep one of the employees or a person from outsourcing agency having trained to operate Electronic Devices like CCTV Cameras.

(iv) Every establishment / association shall bear the cost of providing “Public Safety Measures”.

(v) Cameras shall run 24 x 7 even when the establishment is closed.

(vi) The cameras should be in such a way that it should cover the approach areas at the entry and exit points of establishments and also entry and exit points of parking lots of the establishment up to a distance of 50 yards.

(vii) It shall have 30 days storage facility.

(viii) Commissioners of Police in the Commissionerates and Superintendents of Police in the District Police Units shall develop a special wing with personnel who are having knowledge and expertise in the subject of functioning of electronic devices like CCTV Devices.

It's high time that every establishment/association/apartment maintain the minimum specifications of CCTV cameras given as the Government has ordered for strict rules and fine can be imposed as per the situation because it relates to the security of the public. Anyways, high definition is the best choice to go for the perfect solution.

ASHOK MOHANTY AND SHIVSHANKAR JOIN NNR IT SOLUTIONS FOR MAX SECURE ANTIVIRUS SOFTWARE



Ashok Mohanty

Mr. K Shiv Shankar & Mr. Ashok Mohanty have joined Mr. Jagannath Patnaik at NNR IT Solutions to head the sales and get alliances for Max Secure Antivirus. The trio of Jagannath, Shivshankar and Ashok are regarded as very strong team in developing markets

for security products and taking the brands to top position. Mr. Ashok will be handling Mobility products besides overlooking markets of East and North, while Shivshankar will take care of alliances, online and markets of South and West for Max Secure Software's Anti-Virus and Mobile Security range of products.



K Shiv Shankar

ACER APPOINTS CHANDRAHAS PANIGRAHI TO LEAD ITS CONSUMER BUSINESS GROUP



Chandrahas Panigrahi

Acer announced the appointment of a Business Head for its Consumer Business Group in India. Mr. Chandrahas Panigrahi has joined Acer as Senior Director – Consumer Business from 04 May, 2015. As part of his primary responsibilities, Mr. Panigrahi will be heading the Consumer Business Group which includes

the consumer product management team, retail management team, e-Commerce, modern trade and distribution teams. Chandrahas would be reporting directly to Mr. Harish Kohli, Managing Director, Acer India.

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TL-ER6120

TL-SG3210 & TL-SG3424P Features :

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- GVRP (GARP VLAN Registration Protocol)

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- DSCP QoS
- Rate limit feature

Security Strategies

- IP-MAC-Port-VID Binding
- Access Control List (L2~L4 ACL)
- 802.1x and RADIUS Authentication
- Support DoS defend

Management

- Web-based GUI
- Command Line Interface
- SNMP v1/v2c/v3
- RMON (1,2,3,9 group)

TL-ER6120 Features :

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INDIA'S BEST OCTA CORE SMARTPHONES

We are presenting a list of best Octa Core smartphones, in terms of features. Today it is increasingly getting all about the Smartphones – and if it is Octa-core processor driven smartphone, then it is sure to be packed with big power of computing.

Octa core processor based smartphones are much better placed to handle multitasking as well as high end games this is why they are in great demand today.



Yu Yureka

This is the best octa core smartphone in this price range. Simply because it is the cheapest '4G octa core smartphone' today. The Yu Yureka also looks terrific in other departments as well. To start with it has a 5.5 inch IPS display, with a pixel density of 267 ppi.

With a 64-bit architecture based 1.5 GHz Snapdragon 615 octa core processor and Adreno 405 graphics processor and huge 2 GB DDR3 RAM, the Yureka is one heck of a smartphone and is equally good for high end gamings as well as multitasking.

Xolo Play 8X 1020

Xolo Play 8X 1020 offers a 5 inch display with high definition resolution. This Android 4.4 KitKat operating system based smartphone has 1.4 GHz Mediatek MT6592M CPU, Mali 450 MP4 graphics processor, 1 GB RAM, 8 GB inbuilt storage, and a 64 GB capacity based expandable storage slot. This dual SIM smartphone has the usual WiFi, Bluetooth, and GPS features too. The handset offers a 2500 mAh Li-Ion battery which claims to offer 26 hours of talktime.



Karbonn Titanium Octane Plus

The Karbonn Titanium Octane Plus comes with an impressive specification sheet comprising the latest Android KitKat operating system and the 1.7 GHz octa core processor. The Octane Plus has huge 2 GB RAM and Mali 450 MP4 GPU to support its processor as well.

The Karbonn Titanium Octane Plus comes with full high definition resolution. It has 16 megapixel rear camera and a 8 megapixel front camera. The phone has 16 GB internal storage and 32 GB expandable storage slot.

Intex Aqua Power HD

The Intex Aqua Power HD features a 5-inch HD display and runs on Android 4.4.2 Kitkat operating system. The handset is loaded with a 1.4 GHz octa-core processor and 2 GB RAM. The highlight of Intex Aqua Power is its 4000 mAh battery that claims to offer talk time of up to 20 hours along with a standby time of 500 hours. The Aqua Power HD also acts as a powerbank and thus can also be used for charging other devices by an OTG cable. For the picture conscious, the device comes with a 13 megapixel rear camera and a 5 megapixel front camera that supports clicking self by using volume button/ headset button and Bluetooth.



Alcatel OneTouch Flash

Alcatel OneTouch Flash comes with a 5.5 inch HD IPS display and a 1.5 GHz octa-core processing unit which has got the backing 1 GB RAM. The handset offers 8 GB internal storage which can be expanded up to 32 GB via a microSD card.

This smartphone has a 12 megapixel primary camera with auto-focus, HDR, panorama mode, face tracking, best shot, flash, video recording at 1080p at 30 fps, and it also has an image stabiliser. In the front, the handset has a 5 megapixel selfie taker. The 3200 mAh battery claims to provide up to 19 hours of talk time or 465 hours of standby.

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SRS-X55 boasts of super clear sound with premium design. Sony's S-Master™, DSEE™ (Digital Sound Enhancement Engine) and ClearAudio+™ technologies which when combined together improve the bass, clarity and restore audio quality to deliver rich, refined sounds. SRS-X55 is powered with 2.1 channel system and dual passive radiators that delivers a beat-dropping output power of 30W, enough to crank up tunes for a great party. A truly easy to use speaker, it comes with internal rechargeable battery that lasts for 10 hours¹ offering long hours of great music.

CHARGE YOUR SMARTPHONES AND TABLETS WITH ASUS ZENPOWER



ASUS presents the lightweight and powerful ZenPower, stated to be the World's No.1 Credit Card Size, high capacity, 10050mAh Power Bank. ASUS ZenPower weighs only 215g which is no bigger than a credit card and is a perfect palm fit product that can fully charge any smart device. The built-in 10050mAh battery offers substantial capacity to keep not just one, but multiple devices charged. It supports devices of various brands and batteries of various capacities. A smart phone with a battery capacity of 1500mA, 2000mA, 2500mA and 3000mA can be charged 4 times, 3 times, 2.5 times and 2 times respectively. Besides this, it can also charge tablets with battery capacity of 4000mA, 4500mA and 5000mA for 1.5 times, 1.2 times and 1.1 times.

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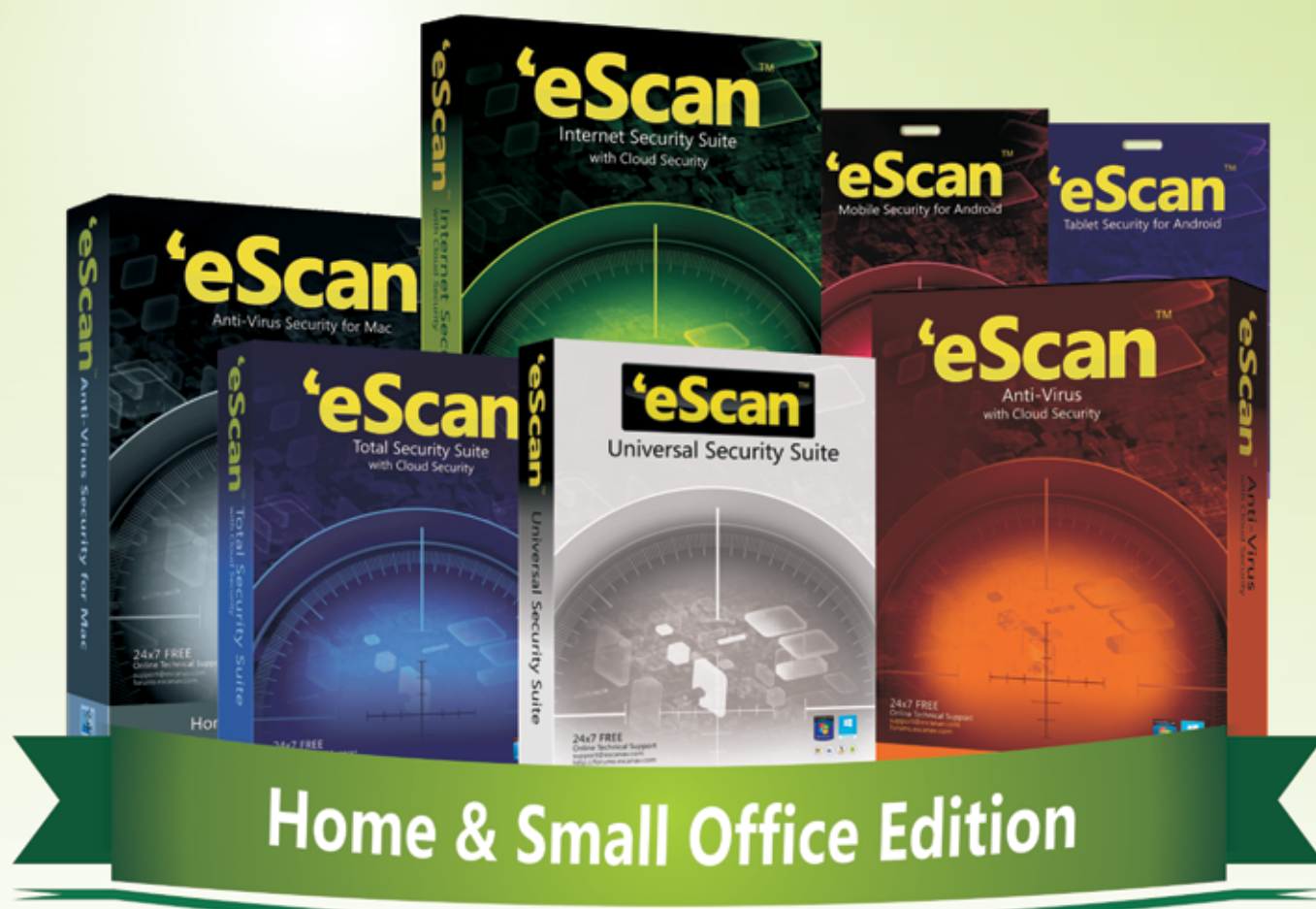


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A NEW BEGINNING OF MAIT-SME



Mr. Rahul Gupta
Chairman, MAIT SME, India

MAIT SME Chapter is an initiative of MAIT, the apex body of the Indian IT Hardware industry, set up in 1982 for purposes of scientific, educational and ICT Industry promotion. The Charter of the MAIT SME Chapter flows from the vision of promotion of Local Manufacturing and import substitution in ICT industry. It is evident that SME can play a very significant role in this mission of MAKE IN INDIA, says, Mr. Rahul Gupta, Chairman, MAIT SME.

MAIT SME Chapter seeks to work with SMEs who are directly / indirectly contributing to Elec-



Mr. Murali Krishnan
President, MAIT SME, Bangalore

tronics Systems MAKE IN INDIA and form a part of the eco-system, with a view to strengthening them & transforming them into Emerging Corporations, leading to ample employment opportunities in the region and the creation of a holistic IT eco-system with high degree of import substitution through local manufacturing & supply chain opportunities, says Mr. Murali Krishnan, President, MAIT SME, Bangalore.

To achieve this objective, the MAIT SME Chapter shall play the role of an 'enabler' for ICT SMEs in the following areas:-

1. Identify emerging business opportunities

- for SMEs within their operational domains
2. Channelize more investment & funding opportunities to facilitate growth & expansion of SMEs
3. Enhancement of export opportunities
4. Facilitate and further strengthen innovation among SMEs
5. Facilitate growth of SMEs through joint ventures & collaborations
6. Create a conducive environment for SMEs to proactively engage with the Government

Primary reason for the existence of the MAIT SME Chapter:-

MAIT SME Chapter has been established to serve the interests of the ICT SME community and to enable their transformation. MAIT, the parent organization, is recognized by both Govt. and the Industry for its role in the growth & development of the IT Hardware industry in India and has emerged as a strong & effective mouthpiece of the industry in the government corridors.

Charter of MAIT SME Chapter is as given below:-

1. Projection of Indian ICT SMEs for better visibility
2. Facilitation of increased and hassle free funding
3. Facilitation of product collaborations with Indian as well as foreign companies
4. Facilitation of networking & educational sessions
5. Attracting manufacturing to India at various levels of the value chain
6. Ensuring collaborations with Government for better appreciation of SMEs.

OLS CHALLENGE AND ROLE OF ASSOCIATIONS & FEDERATIONS

Ashok R. Tolanavar, the CEO of **Tolas Electronics**, **Hubli**, also EC member of **FiTDAK- Karnataka** a n d Sub-Committee Chair-



man, **KCCI (Karnataka Chamber of Commerce & Industry, Hubli)** expresses his views to **CELLIT** on the current situation what dealer ternity is facing and how the channel can overcome. Also, what could be the role of associations to their members who are in threat?

IT dealers have provided employment for more than 10 Lakhs youths, also they have given employment to many school and college dropouts and most of them have been trained skills for free, this shows that IT dealers have uplifted the economy. But the current situation of channel seems to be truly bad as OLS is becoming the major threat and finally many seem to be closing their shops, where as few are occurring huge losses, which is resulting to job losses. The family dependent on IT dealers will come to roads if same thing continues. The Government is interested in skill development for unemployed youth and also government wants job creation, on the contrary people are losing jobs.

Most of the IT dealers are self-employed and they have played an important role in penetrating

computers and IT knowledge to nook and corner of the country when no OLS existed. They have taken the trouble in physically delivering the products to the door-steps of the clients.

Now, it is time for the government to act and protect the traditional business as the main problem is predatory pricing mechanism adopted by the OLS. It is high time that government should bring a policy in a manner that an ecosystem in business is maintained between all forms of business.

The Role of the Association and Federation

It's said like coming together is a beginning, keeping together is progress, working together is success and we all have understood the importance of coming together. We have been seeing in past few years that the IT dealers have started forming district level, state level associations and are in the verge of creating a national level federation. There is an immediate need for fast track in forming the National federation. There is a greater responsibility on the association/federation, when IT fraternity is facing greater challenges by e-commerce (OLS). IT fraternity always adopted the changing technology and there are many segments which are not able to adopt, also many are only box movers like OLS.

OLS is maintaining low price to create a habit of the consumer to visit for all their needs and especially IT and mobile products are easy to compare with the model numbers and specification of the product with market price and OLS. Most of the IT and Mobile products sold by OLS are under cut prices and they subsidise that by making money in textile and lifestyle products. Even it is said that,

OLS are making crores of rupees loss and if the same thing continues then they cannot sustain for long time.

To address the agony of the partners there is need for short term and long term goals. The association/ federation need to have multipronged approach beyond OLS. Many partners are looking eagerly at the associations/ federation for a solution. There is need to deliver different plans to the partners to engage themselves in an activity for a sustainable business.

Here associations need to play important role by training the partners in different skills like networking, installation of NAS, UTM, Firewall, OFC, etc. Association can short list the products which are fast moving such as laptops and accessories and which are not available on the OLS with a unique offer. If all India requirements are clubbed then it will lead to a better price bargain from the vendor. The products can be routed through such kind of national distributor that only sells to channel partners. With this there will be no comparison between OLS products and channel exclusive products.

The association can release national level large advertisements about the products sold through the channel and also educate the customer on the measures that they have to take while buying products to protect their interest. Also, can host a informative website for the customer. The effort to appeal with state and central government should continue Finally, I believe that always challenges lead to innovation, only thing is one should believe in self strength in meeting the challenges.



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