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FOCUS ON E-COMMERCE IN THE BUDGET BY THE NEW GOVENRMENT MAY RUIN THE IT CHANNEL BUSINESS

Delivering the first budget from the Modi government, Finance Minister Arun Jaitley presented his first Budget in Parliament on July 10. There are many announcements made by FM in budget which will impact the business segments but very little in specific to the channel partner community.

With the budget announcements to promote manufacturing sector, broadband internet and smart cities, there is no doubt that business finally has to grow in IT. Specially, the government stand to spend on broadband will surely bring the biggest change as the usage of computers/laptops/tabs/Smartphones will definitely grow and finally the business. In one side, If we look into governments decision on promoting manufacturing sector, this will bring more and more companies to manufacture in India rather just depending on the imports which is a good sign. But on other side the increase of the basic duty on imports will immediately increase the prices of most of the products imported from China and other countries which may effect the sales as the products will get costly.

Modi government is also talking about Digital India, this means digitalization in all aspects, the government is bringing all plans to make paperless office. Definitely this will also help our channel community to pull business from the Government side.

People of India have voted decisively for a change, and there is surely a hope that changes will be delivered. The Finance Minister is aiming at 7-8% growth over the next three-four years, lower inflation, less fiscal deficit and a manageable current account deficit.

On the other hand the Finance Minister has also announced its initiative towards inclusive development and economic growth by permitting FDI in the e-commerce sector. As the e-commerce space, is fast becoming like a nemesis for traditional channel business, it is surely likely to dampen the channel spirits.

In addition to this, the Rs 10,000-crore fund, set up to help start ups and SMEs, is definitely a welcome sign. This initiative will surely create more jobs in the country and reinvigorate the overall IT ecosystem. Let's hope for the best.

Dinesh Shyam Sukha - Editor

DEALERS ARRESTED FOR SELLING COUNTERFEIT EPSON CARTRIDGES IN MUMBAI & CHENNAI WAY IN INDIA

In a bold and decisive move aimed at curbing the sale of non genuine/refilled Epson Ink cartridges, police recently raided the premises of M/s. ADS Technologies, Fort Market, and Mumbai as the said shop was found stocking and selling Epson Picture Mate (T5852) refilled cartridges. The shop was raided on 28th June and the owners were arrested in a swift and well-co-ordinated police action. The owners were arrested and charged under the prevailing laws of the land with counterfeiting and violating intellectual property rights and subsequently remanded to judicial custody. Large quantities (202 No.s) of refilled cartridges were seized. In an effort to send a strong message of zero tolerance towards the sale of fake cartridges Mumbai Police has done the raid in the Fort Market in Mumbai which has caused a major deterrent in the visibility and sale of counterfeit/refilled cartridges .

Subsequently on 3rd July in Chennai also the police raided the premises of two shops i.e M/s. Photo Point and M/s. Photo Park/ Info Traders at Chennai as these shops were found stocking and selling Epson PictureMate(T5852) Refilled cartridges. The owners of the said shops were arrested for selling Epson PictureMate (T5852) refilled cartridges. Raid actions were done simultaneously on both the shops by dividing the team of 6 investigators and 8 Police officials into two. The raid proceedings commenced, that lasted for an hour wherein the accused were arrested and 289 Epson PictureMate refilled cartridges were seized in the entire process.

A very strong and effective message has been sent to all considering the fact that two raids have been conducted within a week in two major cities Mumbai & Chennai. A spokesperson at Seiko Epson Corporation said "We applaud the efforts of the Indian police to curb this menace and will whole heartedly assist and support the law enforcement authorities in all such crack downs." He went on to say, "Epson takes great care to observe the law and regulations, and to maintain high standards of corporate ethics while at the same time expecting others to show appropriate respect for its rights. We will continue vigorous enforcement of our intellectual property rights to protect our innovative products against those who use Epson's patented technology, trademarks, and other intellectual property without permission."

Seiko Epson Corporation says it will move swiftly to help enforcement authorities for such raids in future to protect its interests and to protect the business of its authorised dealers.

Channel Pulse

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K7 Partners Relish the beauty of Bali

K7 Computing, a leading global provider of information security solutions, strengthened their partner engagement with its channel partners through an exciting all expenses paid trip to Bali, Indonesia for a period of 4 Nights and 5 Days.

K7 had launched this lucrative offer wherein its India-based channel partners could win a free trip for 4 nights / 5 days to one of the most popular tourist destinations in the world for peace and tranquility. The selection criterion was based on the stipulated volume of business generated over a specific period of time.

The eligible partners, were then treated to five days of fun and excitement between 23rd June and 27th June 2014. Bali is the largest tourist destination in the country and is renowned for its highly developed arts, including traditional and modern dance, sculpture, painting, leather, metalworking, and music. Partners engaged themselves over a period of 4 days visiting the traditional temples, beautiful beaches and got to see the Barong Dance.

Speaking about the trip, Vasudevan Rajendran, VR Computers said, "After hearing positive feedbacks about K7 Computing's trip schemes, I have enrolled myself for the K7 Bali Scheme. The trip to Bali was impressive and executed in nice manner. I got to see many special places and was able to network with IT resellers across the country".

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ANTEC INC. GOES THE BRUTAL WAY IN INDIA

Antec, the global leader in high-performance computer enclosures, power supplies, and mobile accessories announced its tie-up with Team Brutality for promoting its PC Gaming products namely Power Supplies, Cabinets, Cooling and Accessories in the India market.

Team Brutality is one of the top PC gaming teams in India and has participated and won in many national and international PC gaming tournaments. Apart from being a gaming team, Team Brutality is also actively involved in promoting the esports culture in India which is now gaining momentum with many tournaments held across India annually.

With this tie-up, Antec Inc. plans to be more aggressive in India to offer a variety of award winning gaming PSUs, Cabinets & Cooling products to customers in India. Educating the gaming customers about its products offerings and opening up conversations will be some of the key highlights of this tie-up.

Commenting on the tie-up, Mamta Bhatia Fernandes, Marketing Head – India, Antec Inc. said, "We are delighted to tie up with a strong gaming team like Brutality to be the Brand Ambassadors for our PC gaming products. This is our way to encourage the PC gaming as a sport and also create a great platform to engage with the gamers' community in India. Antec along with Team Brutality will be actively involved to stress the importance of good quality PC Components for a great gaming experience. "

D-LINK INVESTS IN STATE-OF-THE-ART SERVICE INFRASTRUCTURE

In its bid to provide world-class customer experience, D-Link has worked towards enhancing its existing support infrastructure PAN India. In one of its recent move D-Link (India) Ltd., has launched D-Link Service Centres across the country, which will be further supported by D-Link Service Partners (DSP) & D-Link Collection Centres (DAC).

Talking about this new initiative Mr. Tushar Sighat, CEO – D-Link (India) Ltd. said, "With increasing demand for our networking products & growing market penetration, ensuring complete customer satisfaction is the key. We at D-Link have always laid high prominence on customer engagement & service support. As a result we continue to invest in developing infrastructure & support system that enhances customer experience with D-Link. D-Link Service Center (DSC) is one such step in that direction. Now with the opening of D-Link Service Center customers can definitely expect prompt & unwavering support on D-Link products."

The opening of D-Link Service Center shall lead to prompt & unwavering support on D-Link products. In its first phase D-Link Service Center (DSC) will be functional in Hyderabad, Bengaluru, Cohin, Chennai, Goa, Ahmedabad, Indore, Mumbai, Navi Mumbai, Delhi, Kolkata.

Moving forward D-Link service support infrastructure is slated to get bigger & better. In phase two of the project, more D-Link Service Centres will be launched, with a reach of 100 plus cities. Also more D-Link Service Partner (DSP) tie-ups are likely to happen PAN India and 500 plus courier points will be set up.

ASUS APPOINTS ACCEL FRONTLINE

In a move to further enhance its service efficiency and network, ASUS has announced the appointment of Accel Frontline Ltd. as the authorized service provider for its motherboards. Accel Frontline Ltd. has one of the most efficient, skilled and professional service infrastructure in the country and with their appointment, ASUS will be able to service 99 cities in 150 service points across the country for its motherboard products. Along with Accel Frontline Ltd., ASUS will also continue working with the existing service network of Regenersis (formerly Digicomp) to provide service for its motherboards. Accel Frontline is currently one of the leading post sales service providers in India and covers 80 locations and over 13861 pickup and drop pincode points. With a strong infrastructure setup and highly trained manpower the addition of Accel Frontline Ltd. as ASP will add tremendous value to local service and repair for ASUS motherboards.

LENOVO INDIA AND HCL INFOSYSTEMS FORM STRATEGIC PARTNERSHIP

Lenovo India and HCL Infosystems Ltd., India's Premier Distribution, IT Services and Solutions Company, announced their strategic alliance that would strengthen Lenovo's consumer retail and commercial business by leveraging HCL Infosystems' strong sales, distribution and after-sales support network. Under this partnership, HCL Infosystems will sell and support Lenovo's entire portfolio of PCs and Tablets, as well as enhance their existing cooperation in the distribution of tablets, through its wholly owned subsidiary; Digilife Distribution and Marketing Services (DDMS), the distribution arm of the company with an exhaustive last mile connect and support in rural markets and urban markets across India. The partnership is poised to trigger growth and extend businesses for both companies.

CANON MOVES UP IN INTERBRAND'S BEST GLOBAL GREEN BRANDS RANKING

Canon, world-leader in imaging solutions, has risen to 26th place on the latest Interbrand Best Global Green Brands list, up from 30th place in 2013. The Interbrand report highlights Canon's implementation of sustainable practices in 2012, including reducing CO2 emissions over entire product life cycles by nearly three times the company's target, and collecting 310,000 tons of used toner cartridges globally since 1990, consequently reducing CO2 emissions by approximately 450,000 tons and avoiding the need for 201,000 tons of new resources.

The annual Interbrand Best Global Green Brands report is based on consumer research designed to examine the gap that exists between a brand's environmental performance and consumers' perceptions of that performance. In Canon's case, that perception has improved considerably and the Gap Score has narrowed to +3.8 from +6.56 in 2013.

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MCAFEE RASHAK RETAIL PROGRAM FUELS

McAfee, part of Intel Security, announced the thumping success of its Rakshak Retailer program, which has garnered partners from over 213 cities in India to register and win exciting benefits and rewards. Incepted in 2011, the Rakshak Retailer Program (http://www.mcafeerakshak.com/) is a specially designed partner enablement initiative aimed at promoting collaborative growth with consumer channel partners. The loyalty program provides store-branding & visual merchandising support, business development support, training and engagement programs making it simple and profitable for channel partners to sell McAfee consumer products. Working with retail channel partners in India for over 3 years, the company has an extremely robust and successful partner framework.

ESCAN ANNOUNCES EXCITING OFFERS

eScan, one of the leading Anti-Virus and Content Security Solution providers, has announced attractive offers for its channel partners. These lucrative offers are valid on new purchases within the period of June 01, 2014 till September 30, 2014. Esteemed eScan channel partners pan India can participate in the offer and earn attractive rewards. eScan Monsoon Delight Offer is designed exclusively for SOHO and SMB Channel partners in India. For SOHO channel partners, the offer is valid on new purchase of eScan range of Cloud Security Products. As per the purchase value earned on buying eScan products, partners can win attractive rewards including Bajaj Pulsar, Acer V5-123 Netbook, Sony Xperia Mobile, Micromax Tablet, Canon Inkjet Printer, Philips DVD Player, Logitech Webcam, and much more.

F-SECURE LAUNCHES MOBILE SECURITY APPLICATION

F-secure, a global security leader, announced today the launch of its new mobile security application. F-Secure has made an entry into the foray of mobile technology by launching its first mobile security application for Smartphone and tablet. Users can protect their devices and the personal content on it, against all threats. The application supports Banking protection, browsing protection, and anti-theft, parental control, app scanning and more available which is extremely easy to use.

F-Secure's Mobile security application will provide a complete solution to all protection issues. This application could be availed by all android users which have a paramount percentage when it comes to mobile users. This application entails numerous features which would ensure complete mobile security.

TREND MICRO SPEARHEADS SAFE GAMING ALLIANCE

With the rapid rise of malicious and high-risk mobile apps in today's increasingly connected digital lifestyles, Trend Micro, Inc., a global developer of security software solutions, has come together with mobile game developers from around Asia to set up the Safe Gaming Alliance. This announcement also signifies Trend Micro's new focus on the mobile gaming industry, building upon its deep experience in the mobile and social networking space.

As part of this commitment, Trend Micro is introducing the first-of-its kind Dr. Safety mobile security app, together with the game developers in an effort to create a world safer for mobile gaming. First launched in Taiwan, the app is now available in the rest of Asia Pacific. It features six secure game technologies including a security certified games recommendations feature, to ensure consumers are downloading legitimate gaming apps for the best possible mobile gaming experience.

ESCAN RATED TOP SECURITY PRODUCT

eScan, one of the leading Anti-Virus and Content Security Solution providers, has bagged the Advanced+ rating by AV-Comparatives for their latest home user product, eScan Internet Security Suite with Cloud Security. AV-Comparatives, an independent not-for-profit organization offers systematic testing to check whether IT security software lives up to its promises. It creates a real-world environment for truly accurate testing by using one of the largest sample collections worldwide. The test framework replicates the scenario of a user in an everyday online environment – the typical situation that most of us experience when using a computer with an Internet connection. eScan Internet Security Suite with Cloud Security performed exceptionally well during the proactive tests conducted on Heuristic and behavioral protection capabilities against new malware as well as in the False Alarms test.

SMALL BUSINESSES TAKING BIG RISKS WITH LACK OF IT STRATEGY FOCUS

According to a Kaspersky Lab survey of businesses worldwide, very small businesses (VSBs) with fewer than 25 employees are the least likely to view "IT Strategy" as a top strategic concern. Only 19% of VSBs worldwide reported IT Strategy as one of their top-two strategic concerns, compared to 30% of businesses with more than 100 employees, and 35% of enterprises with 5,000 employees or more. Alarmingly, this often-neglected business category includes internet and data security policies.

These survey results, found in Kaspersky Lab's 2014 IT Security Risks summary report, illustrate a key challenge for VSBs. An effective IT strategy is a vital component of any successful business, and if managed properly, can enable a small business to accomplish big things. But the reality is that VSBs, which are often startups struggling to establish themselves, most often don't have the money or IT expertise to properly implement vital IT components like security software. A new business owner will most likely pour all their resources into growing the sales of their core product or service, since investments in business infrastructure are meaningless if the business itself fails. But at what point should a VSB begin building an IT and security plan for the future, and what are the potential consequences if they wait too long?

QUICK HEAL WINS THE CRN CHANNEL CHAMPION

Quick Heal Technologies Pvt. Ltd., a leading IT security solution provider, has won the Channel Champion crown for customer security in Enterprise class for the second consecutive year. Far ahead of competitors, Quick Heal remained the most-preferred Enterprise solution provider this year again.

Earlier this year, Quick Heal Technologies received 6th consecutive CRN Channel Champion Award for the Retail and SOHO consumers. The company made some major changes to its channel policies last year which was well accepted by its corporate partner community. It has also driven enterprise product innovations on an on-going basis. It was in the list of top vendors for the past few years however, it has consolidated as a leading player. This is Quick Heal's second consecutive win in the Enterprise Segment.

Mr. Kailash Katkar, Founder and Chief Executive Officer, Quick Heal said, " We are honored to receive these awards for the Retail and Enterprise consumers year on year from CRN, it reflects and recognizes our efforts to bring the best for the channel partners. We have made a commitment to ensure that we provide partners with quality products, support and incentives to help them maximize their revenue and stand out from the competition. It also reflects the strength of our solution portfolio and demonstrates success when our partners achieve their business objectives."

SYMANTEC OPENS PUBLIC BETA TO GET EARLY INPUT ON CHANGES COMING TO ITS CONSUMER SECURITY PRODUCTS

Symantec released a sneak peek at upcoming offerings Norton Security and Norton Security with Backup. As cybercriminals become more devious and the attacks they launch become more sophisticated, Symantec is overhauling its consumer product portfolio to offer faster performance and stronger, defense-in-depth protection for people and their information as they use Android, Windows, Mac and iOS devices. The pre-release software1 is now available for free download from the Norton beta website2.

"Too often consumers believe they must trade speed for security and therefore, they put their information at unnecessary risk," said Fran Rosch, executive vice president, Norton Business Unit, Symantec. "Our research shows one-in-two people don't take basic precautions like using passwords or security software on their mobile devices.3 The changes we're making to Norton are designed to help keep your information safe without sacrificing the performance of your smartphone, tablet or laptop."

CADYCE HAS EXPANDED ITS APPLE MFI ACCESSORIES

Cadyce - CA-ULC1B

Cadyce's CA-ULC1B is the newest USB Lightning Cable (Black), which allows to charge and transfer music or data to/from your iPod, iPhone, iPad and also supports Windows PC or Mac. The unique selling point of USB Lightning Cable CA-ULC1 is, it is Apple MFi certified cable with UL certification and 100% compatible with iPhone 5 / 5C / 5S / iOS 7 and latest models of Apple. The longer 1M length lets you easily reach a USB port on the front or back of most computers or wall adapters.

Cadyce USB Lightning Cable (Black) CA-ULC1B is Apple MFi Certified. Cadyce is procuring genuine hardware connectors and components from Apple that are required to manufacture accessories "made for iPod, iPhone, iPad". It is a Plug and Play cable and compatible with USB 3.0 as well as USB 2.0

PLUG-IN TO GREAT MUSIC!

The newest member in the wide array of sound systems that Portronics already boasts of is Plugs Portable Sound System. Plugs bring together traditional looks and contemporary technology. This speaker is the latest to join the other wonderful line of speakers that Portronics has already introduced in the market.

Plugs supports a sleek design and great adaptability and comes with special features like LCD Display and a stylish keyboard that gives you the freedom to run your sound system as you like.

Plugs give an amazing sound quality and have comfortable yet trendy looks that make it absolutely convenient to carry in your pocket. The size of the portable speaker is 12X6.4X2 cm which makes it a convenient partner to carry around. Don't let its size fool you—this little wonder packs BIG sound and amazing form factor.

ADATA SH14, STYLISH YET TOUGH PORTABLE HARD DRIVE

ADATA Technology, a leading manufacturer of high-performance DRAM modules and NAND Flash application products, announced the launch of ADATA SH14 500GB exclusively on Snapdeal.com, India's largest online marketplace. With this launch, the company aims to target the on-the-go crowd whose active lifestyle calls for shockproof performance.

ADATA SH14 portable hard drive is an upgraded version of the last year's industry-acclaimed pioneering water-resistant & shockproof SH93. The new SH14 offers a new approach with the combination of modern style, super speed USB 3.0 interface, and military grade shockproof and water resistant construction. Users need not worry about data loss from accidental drops or spills, which can cause irreparable damage in conventional storage devices.

DIGILITE LAUNCHES 4TH GENERATION INTEL MOTHERBOARDS SERIES

DIGILITE the motherboard brand of Smartlink Network Systems Ltd. introduced five new models of motherboards supporting Intel 4th generation Haswell CPU supported with H81/H87 chipset. DIGILITE will be targeting channel & value segment with its motherboard DL-H81-M4, performance segment with DL-H81-M1, government segment with DL-H81M-GL and DL-H87M and have introduced DL-Q87M-VPRO for high end segment core i5/i7.

Mr. Rajan Sharma, VP Sales, DIGILITE stated, "DIGILITE has been highly successful in the motherboards product segment. Our products have been very well accepted by the channel and end customers. DIGILITE has been working closely with Intel and launching new models of Intel 4th Generation motherboards with the prime objective giving our customers the next generation motherboards."

RDP XL-700, AN AFFORDABLE POWERFUL MINI PC

RDP XL-700 is an affordable powerful and high performance Mini PC offering the features and functionalities required to address the users increasingly varied d computing needs. It is equipped with latest high Performance Intel Core i3 (3230), 3.30 GHz Processor, Intel® H61 Express Chipset and coupled with 2 GB DDR3 RAM, 500 GB HDD (2.5"). XL-700 Mini PC comes with default Linux OS (Enterprise edition) and even supports latest windows 7 & windows 8. It has eight 2.0 USB ports for peripherals and expansions along with microphone and headphone 3.5mm jacks. It Supports up to 1920 X 1024 resolutions with Gigabit LAN port.

With its Customized technical features, enhanced flexibility, elevated security gives competitive advantage over existing Mini PC's in the global market. Because of its enhanced sleek and slim design can potentially hide the device completely out of the way by mounting back on the monitor. It saves more than 70 -100% of desktop space compare to traditional PC's can effectively operate more number of devices in limited space. Consumes very little amount of power (less than 90 Watts) compare to normal desktop PC (360/450 Watts).

KVM SWITCH DIGISOL DG-KB4208D

DIGISOL DG-KB4208D allows control of up to eight computers from a single set of keyboard, monitor and mouse. The Keyboard and Mouse interfaces can be either PS/2 or USB. Thus, this device reduces the number of devices in the rack and the clutter caused by the connecting cables. This is ideally suited for usage in server room or data center.

Product Features & Compliances:

• 8-port 19" Cascadable Rackmount USB PS/2 KVM switch with OSD • Cascadable up to 8 levels using daisy-chain cable • Scalable up to 120 PCs/Servers • USB and PS/2 interface support on both console and PC side • Support Microsoft IntelliMouse®, IntelliMouse Explorer®, Logitech NetMouse® and other compatibles • Direct channel selection and operation using front-panel push buttons and keyboard hotkeys • Support for DOS, Windows 95/98/SE/ME/2000/XP, Linux, MacOS, etc. • OSD • Hot-plugging PCs for maintenance without powering down the KVM Switch or Pcs • Enhanced PS/2 mouse reset hotkeys for non-PnP OS such as Win NT 4.0 and Linux • Plug-and-Play for PnP OS, no Windows driver software needed • Audible switching indicator • Autoscan mode for quick browsing of all connected computers

GENIUS INTRODUCES NEW MEDIA PRESENTER

Whether you are a corporate executive or a trainer, presentations are an essential part of your life. But isn't it quite annoying and cumbersome when every time you have to walk up to your laptop/desktop, to change a slide, show a full screen display or highlight a particular part? Well now, with Genius's brand new Media Pointer 100, delivering a presentation is easy and literally in your hand.

Featuring an advanced 2.4G wireless technology, the Genius Media Pointer 100 gives you up to 10 meters working distance, without any interference. The presenter packs useful functions like, page up/page down buttons and switching to full screen mode /blank screen, with just a click. Use the laser beam button to highlight any part of your presentation. Additionally the super mini receiver can be stored inside the presenter. Isn't that convenient! A user-friendly design ensures instant point- and- use functionality. The Media Pointer 100 is compatible with Windows 7/Vista/XP and Mac OS 10.2.8 above and comes with 2 AAA batteries.

WIRELESS SOLUTIONS WITH NEW ENHANCED FEATURES

Seagate announced the next evolution in the company's wireless storage category. Seagate® Wireless Plus mobile device storage now consists of a family of capacities at 1TB and 2TB versions to suit every need along with integration with cloud services, such as Dropbox and Google Drive. The Seagate Wireless Plus storage is designed to expand beyond the limitations of mobile devices, such as smart phones and tablets. With capacities that are multiples beyond the highest storage available on these mobile devices, the Seagate Wireless Plus provides an ideal solution to stream your favorite HD video while freeing up precious space on your Android Tablet, iPad, iPhone, Android Smart Phone, Kindle Fire, Windows 8 computers and Windows RT tablets.

OUTSTANDING VIEWSONIC PJD5533W PROJECTOR

A widescreen projector will ensure that what you see on the laptop screen is the same as what is being projected. This widescreen projector will enhance the visual quality of presentations created on a widescreen notebook or monitor. The PJD5533w is specially designed to be compatible with wide-screen format laptops for the needs of business and corporate users. Measuring only 3.3 inches high and weighing only 4.6 pounds, the lightweight design of the PJD5533w makes it an ideal projector for presentations on the road. Multiple video input options and a 2-watt integrated speaker make the projector ideal for multimedia applications, videos, and audio-enabled presentations. Featured 3D Blu-ray ready with HDMI supports 3D Blu-ray® players; the projector is designed to provide an amazing 3D visual experience in various kinds of professional fields, such as creative advertising presentation and architectural design. The new advanced lamp technology and Eco Mode from ViewSonic extends the lamp life up to 10,000 hours and saves you on replacement lamp costs.

KINGSTON OFFERS TWO FAST STORAGE SOLUTIONS

Kingston, the independent world leader in memory products, announced the release of the Data Traveler microDuo 3.0 and Class 10 UHS-I 90R/45W microSDHC/SDXC card. The small form factor combination USB 3.0 and microUSB Flash drive allows consumers to expand the storage of their Android™ tablets and smartphones by transferring files to and from PC. The new Class 10 UHS-I microSDHC/SDXC card offers 90R/45W performance to allow for continuous video and image capture.

'NEW INTERACTIVE MULTI-TOUCH DISPLAYS'

The LFB70 Series of professional Full HD displays incorporate intuitive touch screen technology, fully interactive whiteboard functionality (up to six touch points), offering superb image quality and wireless connectivity. The Built-in whiteboard software in these models allows one to turn on the display and start work at once without the need of connecting to a PC. Other than this, notes can be made on almost anything, from video and photos to PowerPoint® and PDF documents, and then saved as an image file which is simply brilliant from a usage point of view.

TRANSCEND LAUNCHES 1TB SATA III SSD370

Transcend,a leading manufacturer of storage and multimedia products, introduced the SSD370, the SATA III 6Gb/s 2.5" solid state drive (SSD). The SSD370 features 1TB vast storage capacity and boasts the incredibly fast read and write speeds of up to 570MB and 470MB per second. Best suited to address the huge capacity and high performance needs of the top-tier advanced devices, the SSD370 combines the high speeds and endurance of solid state drives, and additionally supports various useful features such as SATA DevSleep to optimize power management.

SONY BOOSTS "SELFIE" TREND WITH THE LAUNCH OF XPERIA™ C3

Sony Mobile Communications ("Sony Mobile") introduces Xperia™ C3, the ultimate new smartphone for selfies and social sharing thanks to Sony's leading digital imaging technology and interactive camera apps. "Xperia C3 is a unique new smartphone from Sony, created to offer the ultimate social sharing experience with a new powerful 'PROselfie cam'. It also presents a combination of the best of Sony, with leading digital imaging technology and brilliant specs and performance all for a mid-range price" says Calum MacDougall, Director of Xperia Marketing at Sony Mobile Communications.

MERCURY GLITZ 8GB WITH 6-INCH DISPLAY LAUNCHED IN INDIA

Kobian, a leading player in computer peripherals and tablets, announced the nationwide launch of an ultra-sleek 6 inch Smartphone - Mercury Glitz. It operates on Android 4.2 Jelly Bean platform which shall be soon upgradable to the latest Android KitKat 4.4. Glitz delivers a fast processing speed with the 1.3 GHz Dual Core processor. It has an inbuilt memory of 1GB DDR3 and 8GB Storage. The memory is expandable to 32GB. A 5MP Camera is best suited for capturing the precious moments and videos and also a 0.3M Front camera for selfies and video chat. Connectivity is strengthened with 3G/WCDMA Dual SIM, GPS, Bluetooth and Wi-Fi support makes the device an absolute value for money.

APPLE BRINGS VIBRANT COLOURS & ISIGHT CAMERA TO MOST AFFORDABLE IPOD TOUCH MODEL

Apple announced its 16GB iPod touch is now available in vibrant colours and equipped with a 5 megapixel iSight camera. The entire iPod touch line-up features the 5 megapixel iSight camera with 1080p HD video recording, brilliant 4-inch Retina display, Apple's A5 chip and FaceTime camera. iPod touch features an ultra-thin and light anodised aluminium design and is available in pink, yellow, blue, silver, space grey and (PRODUCT) RED*.

AMAZONA SEEKS US NOD TO TEST-FLY DELIVERY DRONES

In a bid to deliver small packages to its customers in less than 30 minutes, the world's largest online retailer Amazon has formally asked the US Federal Aviation Administration (FAA) for permission to test its drone service.

amazon_logo_1In its petition to the FAA, Seattle-based Amazon said its Amazon Prime Air service will be able to deliver two-three kg items to its customers via drones that can travel at 80 km per hour.

"We believe customers will love Amazon Prime Air. We are committed to making Prime Air available to customers world-wide as soon as we are permitted to do so," Paul Misener, Amazon's vice president of global public policy, said in the request to FAA.

"One day, seeing Amazon Prime Air will be as normal as seeing mail trucks on the road today," he added.

The service would cover 86 percent of Amazon products.

The FAA allows the recreational use of drones but prohibits their commercial use without its approval, Wall Street Journal reported.

In its request, Amazon said it would limit its use of drones to "a confined area over isolated Amazon private property".

With a new technology called 'spin current', researchers have accelerated writing speeds on computer hard drives by 1,000 times.

fast_harddisk_1The researchers used spin current to change the magnetisation instead of the 'write head' currently in use.

"The number of bits has been growing rapidly for many years, but the write speed has hardly increased. There is a need for a new data storage technology," said Sjors Schellekens from the Eindhoven University of Technology in the Netherlands.

A hard drive stores bits in the form of tiny magnetic domains. Setting the directions of the magnetic north and south poles of these domains is referred to as magnetisation.

Data is stored by changing the direction of the poles of the associated bits. At present this is done using a write head to create a local magnetic field, which makes a bit change direction.

The stronger the local magnetic field, the faster the switch takes place. But this is subject to a limit which has now almost been reached.

The physicists used ultra-fast laser pulses to generate a flow of electrons. The resulting 'spin current' changed the magnetic properties of the material.

"The change in the magnetisation is of the order of 100 femtoseconds, which is a factor 1,000 times faster than what is possible with today's technology," Schellekens added.

The Google search engine has come to the rescue of would-be moms. According to researchers, more and more first-time mothers are using the internet to seek answers to their queries related to pregnancies.

pregnent_moms_on_google_1"We found that first-time moms were upset that their first prenatal visit did not occur until eight weeks into pregnancy," said Jennifer L. Kraschnewski, an assistant professor of medicine at Penn State University's college of medicine.

"These women reported using Google and other search engines because they had a lot of questions at the beginning of pregnancy, before their first doctor's appointment," she added.

Following the women's first visit to the obstetrician, many of them still turned to the internet to find answers to their questions because they felt the doctor's advise was insufficient and the literature outdated.

The researchers conducted four focus groups, totalling 17 pregnant women – all of whom were over 18 and owned a smartphone.

Most of the mothers-to-be agreed that the structure of prenatal visits are not responsive to their individual needs. So they turned to technology to fill their knowledge gaps.

"We have found that there is a real disconnect between what we're providing in the office and what the patient wants," Kraschnewski noted.

GOOGLE OFFERS UNLIMITED STORAGE FOR BUSINESSES

Global search engine Google is offering unlimited storage, advanced audit reporting and new security controls for businesses through its new Drive service at $10 per month, the company said Thursday.

"As businesses want more control, security and visibility to check how files are shared, our new version of 'Drive for Work' offers unlimited storage for businesses at a nominal subscription," the company's Indian subsidiary said in a statement here.

As a cloud storage service, Google Drive allows users to store documents, photos, videos in one place and access documents to create, share and collaborate from anywhere online.

"Though a workplace is full of files that capture the best ideas and the most productive collaborations, they (files) are not useful if users are unable to access or share them effectively. The new Drive keeps all users' work safe and makes it easy to share," the statement noted.

CISCO ACHIEVES NEW MILESTONE IN INDIA PAY-TV MARKET

In the rapidly growing pay-TV industry in India, Cisco has established itself as the leading provider of enhanced TV viewing experiences to more than 30 million Indian homes. Using the industry estimated average of five people per household, Cisco is now enabling a rich and advanced TV experience for over 150 million viewers, a milestone that reinforces the company's leadership in the digital pay-TV solution market in India.

Cisco service and solution platforms are in the prime position to address the changing needs of pay-TV operators now and into the future, with more than 10,000 R&D experts in Bangalore. It is because of its continued commitment to research and innovation that the company currently enjoys a leading market share in conditional access and middleware. "Achieving the milestone of over 30 million digital homes in India is a testament to our commitment to India over the last 18 years and our partnerships with some of the most successful cable TV and DTH satellite platforms in the country. The Indian pay-TV industry is one of the fastest-growing and most dynamic in the world, says, ***Jesper Andersen, senior vice president and general manager, Service Provider Video Technology Group, Cisco.***

'ANOTHER TWO YEARS FOR 4G TECHNOLOGY TO TAKE OFF IN INDIA'

It has been quite some time that the Indian telecom industry is talking about the fourth generation (4G) technology but is the market and the subscribers ready for it? Experts feel it will take another couple of years for 4G to gain steam and become a mass product and the ecosystem around it to mature.

So far only Bharti Airtel has launched 4G in India and Reliance Jio Infocomm is planning to launch it commercially in 2015. The technology (4G) is intended to provide wireless internet access at a much higher speed than 3G.

"4G launch is taking time in India. Availability of devices is a major concern. The readiness of eco-system is important, so is customer readiness. Perhaps the larger mass has not yet felt the need for 4G in India. It will take some more time to kick-off in India. Pricing will be an important factor as far as getting the mass market is concerned," Jaideep Ghosh, partner, KPMG Advisory Services, told IANS.

"The recent budget is a great beginning of a long journey. The Budget will definitely give a boost to the Information Technology sector with an agenda for promoting Digital India and good governance initiative. Moreover, the focus on Internet connectivity will improve the quality of technology usage in the Indian market and also improve access to services through IT enabled platforms. With increasing Internet penetration, there will be increase in demand for Internet/PC/mobile security. The special focus on supporting new start-ups to encourage entrepreneurship plus focus on manufacturing sector is a key factor for growth and job creation. Overall, the new Budget will have a steady impact on the Nation's growth."

Altaf Halde
Managing Director,
Kaspersky Lab -South Asia

There were five specific priorities that I was looking for to be addressed in this maiden budget by the new Government - ubiquitous use of technology for inclusive growth, enhancing the education ecosystem, promoting a tax regime that is stable and growth oriented, focus on the start-up ecosystem and greater impetus to the manufacturing sector. It is heartening to note that the budget has provided the right direction on these.

Bhaskar Pramanik
Chairman,
Microsoft India

India's transformation has to be powered by technology - this is well recognized by the Government and has been articulated in the various initiatives in the Budget. I see this budget setting the stage for higher growth on strong fundamentals of manufacturing and infrastructure sectors, built on the backbone of technology.

Overall I would view this budget to have a positive push to industries across the board and augurs well for IT industry as well. This budget focuses clearly on growth, development and job creation with particular focus on infusing growth in manufacturing and infrastructure sectors. From industry perspective, the policies that would have major positive impact on the domestic IT uptake are: 'Digital India' program; "Good Governance"; and "one hundred smart cities" program.

Arup Roy
Research Director,
Gartner India

"We welcome this budget and it has definitely created an overall positive sentiment. It is realistic and growth oriented.

Soon Kwon
MD, LG India

Announcement of investment allowance is a boost for manufacturing sector. The budget should also bring a smile to the consumers with the increased tax exemptions that will leave them with extra disposable income and prospects to invest in white goods. Also government focus to work on a roadmap for GST implementation is a welcome step, considering it will bring transparency in the system and also make it faster and easier in movement of goods from one place to another."

"As expected, the current government has acknowledged the importance of technology and has demonstrated vigour to promote it for socio-economic growth. Earmarking Rs 500 crore for broadband connectivity in villages, exempting all inputs/components used for manufacturing personal computers from 4 percent special additional duty (SAD), proposal to develop 100 smart cities, and more such pro-technology initiatives are likely to boost local manufacturing of technology hardware and software. This is important in bringing economic growth, connectivity, and reducing the existing digital divide."

Subroto Das
Director -
India & South Asia, WD

"Emerson Network Power believes that this has been a pro-industry budget and the proposal to develop 15000kms of new gas pipelines through PPP will spur growth. Additionally, allocation of funds to create solar power projects across states will help in alleviating the power crisis in the country. Understandably, the focus on implementing the Green Energy Corridor Project will help boost power generation from renewable energy sources. The government's commitment of providing electricity 24x7 for all households will provide an impetus on maximizing power utilization with increased efforts on harnessing alternate energy sources and bringing back focus on manufacturing. We are confident that the initiative to enhance broadband connectivity in villages should help in creating more digital infrastructure and this will also benefit small and medium businesses as well as restore confidence in the public with the shift towards e-governance models."

Sunil Khanna
President and Managing Director, Emerson Network Power in India

We welcome the proposed allocation of INR 7,060 crores by the government for the development of 100 smart cities. The government's ambition for modernising mid-sized cities will undoubtedly require precision planning and effective disbursement of budgetary funds, and we believe that technology will play a crucial role in enabling this development. As a visionary in visual computing, NVIDIA believes that India has the chance to leapfrog the use of the right technical and supercomputing technology in planning and executing on the Smart Cities vision.

Vishal Dhupar
Managing Director,
South Asia – NVIDIA

Flawless execution of the Smart Cities vision will require massive computing power to achieve smarter real-time video surveillance, traffic management, emergency response, satellite imagery, seismic modelling, utilities, civic amenities, biometrics and image processing and anti-terror measures. GPU and supercomputing technology can help the Indian government to overcome challenges of cost-effectiveness and energy-efficiencies. And, NVIDIA looks forward to supporting the government in its vision of building 100 smart cities.

It is a good balance budget, there are a direction of growth of the country. High focus on infrastructure, which is very important for an emerging country. We welcome for Government focus on manufacturing. IT exemption and tax limit increase will help to the middle class and lower middle class citizens of India.

V.K.Bhandari
Chairman & Managing Director, Supertron Electronics Pvt Ltd

As far as IT is concern, Government has shown the intention for manufacturing of IT products in India, for that government has removed SAD for IT manufacturers. This is a good step and boost towards the IT manufacturers in India, also focus to e-gov and e-commerce is very healthy step and we all are welcome it.

"We do not expect the budget to impact the consumer prices of mobiles phones. The 3% education cess translates into an additional duty of just 0.18%, which will not impact the prices of imported phones significantly. On the manufacturing front, the reduction in investment allowance limit from Rs. 100 crore to Rs. 25 Crore. will help in encouraging ancillary units.

Ajjay R Agrwal
Chairman and
Managing Director,
Maxx Mobile

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"MAIT welcomes the long pending correction of inverted duty structure from the IT Hardware sector perspective. Also, some telecom products (non-ITA) have been made liable to 10% basic customs duty whereas all goods required for manufacture telecom products would continue to enjoy exemption from BCD. These steps will definitely help boost domestic manufacturing"

Amar Babu
President, Manufacturers Association for Information Technology **(MAIT)**

As I understand the waver of SAD to zero is for components used in PC manufacture only. Desktops manufacture can become cheaper to the extent of 4%. But given the fact that branded desktops are mostly imported , there shouldn't be any reduction in PC prices. Definitely the planning of 100 smart cities will boost consumption of IT products in these cities. Construction of such cities itself will create additional jobs in our sector. Major beneficiaries will be those in structured cabling, wireless networking , optical fiber integration , Ip security etc,

M.A.Sathya Prasad
President,
AIT-Bengaluru

After consecutively two bad budgets, there is really something to cheer about for the people associated with IT related Business in this Budget, the important highlight is the encouragement for local manufacturing which will help bring in latest manufacturing technology to the country, and result in less dependency on import of Hardware in a few years, and maybe we shall start exporting IT hardware along with the software, This will be a deadly combination. Overall the future looking very bright.

More funds for infrastructure development means more spending on IT Hardware and more work for our community. I welcome this budget,. Two things to worry are FDI in online retail, and impractical laws governing IT hardware business, If we can resolve these two with the concerned authorities then we can truly start saying "Achae Din Anewale Hi"

ARUN NAGARAJA
President, Dealers Association of Information Technology-Mysore **(DEAL-iT)**

This budget seems to be a future roadmap for building a infrastructure development for local manufacturing, main mantra of this start-up for local manufacturing. IT import is 100 million today will reach 400 million by 2020, so by changing the courses , we can definitely make a big change and overall the signs look positive.

ManojTalreja
President, Belgaum InformationTechnology Association **(BITA)**

Excise duty on electronic components import increased, thereby pricing of Hard disk, DVD writers etc. would definitely go up. Secondly, Led monitors panel upto 19" excise duty is nil it means below 19" which all the major brand doesn't usually manufacture. Overall the budget on IT is satisfactory and will create developments and more jobs.

M. Veera Swamy
President, Twin Cities Computer Dealers Association **(TCCDA)**, Hyderabad

"Encouraging to see the Government act on its election promise to leverage technology to accelerate development across sectors and drive higher technology adoption across the country. The Rs 500 crore allocation for Digital India initiative would help accelerate broadband connectivity at village level, increasing technology penetration and usage, along with providing a much needed boost to e-governance. Allocation of Rs. 100 crores for setting up virtual classrooms as Communication-Linked Interface for Cultivating Knowledge (CLICK) and online courses is also a good move."

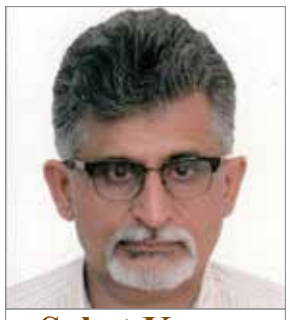
Debjani Ghosh
Vice-President, Manufacturers Association for Information Technology **(MAIT)**

"There are several positive signs in the budget that would go a long way in making India as an investment destination. Increasing FDI limit in defense and insurance sectors are some steps in that direction. We also welcome government's commitment to address retrospective taxes. MAIT had made several other recommendations and hope that they would be addressed in the near future."

Anwar Shirpurwala
Executive Director,
(MAIT)

Sitting through the Union budget speech by the Hon'ble Finance Minister has been modicum of passion since I became an entrepreneur 25 years ago. This is the first budget emphasizing the need of job creation to kick start the wallowing Indian economy. Apropos this realization, budget allocations have been made for the first time to encourage entrepreneurship. Quality education in form of IIT and IIM, Health Care through establishment of AIIMS in 4 States, Setting up 100 Super Cities, improving infrastructure through power, Rail and Road Network is an indicator of "Ache Din Aaanewale Hain".

Manufacturing is taking front seat through reduction of duty to nil for CRT, LCD/LED/ panels and doing away of SAD on IT components. FDI in e-commerce is the next big challenge for the IT channel otherwise plagued by e-tailers. GST and DTC in their new avatars are expected in near future.



Saket Kapur
Secretary, Progressive Channels Association of Information Technology Delhi **(PCAIT)**

In my opinion the I am not seeing any immediate benefit out of the budget but in future the development may happen due to the benefits given in manufacturing side, it also depends how the manufacturing brands will look after this, but this can happen in due course of time, till then we should wait and watch. Government has allocated budget in different sectors which may not show immediate benefits but there are possibilities for future growth.

James Joseph
State President, All Kerala IT Dealers Association **(AKITDA)**

Nothing important given to IT hardware industry especially for computer and its related peripherals dealers. There is slight reduction in basic custom duty on LCD and LED panels below 19 inches which will not give any impact. In total I think IT hardware product pricings will not get cheaper. There seems that more focus of the government will be on manufacturing side and not imports. In general budget was good and to my knowledge IT hardware products prices will not get cheaper due to budget. There is no tax structure framed for online business which is really threatening dealer community, I expect government to come with a policy where online players cannot sell at cheaper price.

C.Balakrishnan
Secretary,
CONFED-ITA

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AIT-BENGALURU & FITDAK RAISES CONCERNS ON UNHEALTHY TRADE PRACTISE BY E-COMMERCE WEBSITES

Association of IT Bengaluru and Federation of IT Dealers, Karnataka met the state IT minister Shri S R Patil and gave a memorandum to the minister citing concerns on how the E-Commerce websites promote their business with heavy price cuts and unethical trade practices, also causing a worrisome situation where employment of over one lakh employees will be under threat. The state IT minister Shri S R patil heard the grievances of the state IT hardware industry and assured that he would look into the matter. Shri S R Patil, IT Minister Government of Karnataka assuring the delegation said " I will examine the matter and I ensure that the IT growth in Karnataka will not be hindered. Our ministry will try and find a way out to ensure that interests of all are protected"

The President of Association of IT Bangalore Shri M A Sathya Prasad , while submitting the memorandum said " We have been the backbone of the IT growth story in the state and now we are faced with a situation that major E-Commerce sites are indulging in unhealthy trade practices by offering huge price cuts which is creating an unhealthy trend . While we are not against the customer getting best deals, but the problem is that there are gross violations of Indian tax laws by many of these sites"

The biggest concern that the IT hardware Industry has is that many traditional micro, small and medium enterprises are slowly but surely becoming unviable and several have been forced to close down and many more are under losses. The revenue models of these online Business houses needs to be thoroughly and quickly investigated, and all steps to ensure they fall in line with the relevant rules and laws should be taken up so that a fair and level playing field is provided to all. Adding to the concern is that the IT hardware sector which employs over one lakh employees is facing testing times " Its not just about the unhealthy competition in business, Its about the future of over 1 lakh employees whose careers are at stake" said Mr R Sridhar , Secretary Federation Of IT Dealers Association , Karnataka.

The AIT-Bengaluru and FITDAK also proposed to highlight the matter to the Chief Minister Siddharamaiah who holds the Finance portfolio to apprise him on the matter and seek his intervention. An appeal to this regard will also be sent to the Prime Minister Shri Narendra Modi also.

CONCLAVE OF ALL INDIA ICT CHANNEL ASSOCIATIOTNS

Channel Associations in New Delhi , West Bengal and Odissa and CIITA (Confederation of Indian IT Associations) had a historic meeting in New Delhi on 26 June 2014 at Nehru Place, the hub of IT trading activity in the NCR . All the leaders present agreed that despite differences in opinion and diverse interest groups within channel associations, the time has come for all Associations to stand united in order to safe guard lakhs of jobs and to ensure the survival of business of the members which has taken years of hard work to create and sustain. Leadership of CMDA , ADCTA , PCAIT , COMPASS, ITA), CIITA representing 7 other associations in the EAST agreed to work together towards a common cause of competing with the e-commerce market places which have disrupted the business of the channels. Associations present unanimously agreed that eCommerce cannot be stopped and the channels have to adapt and blend into the same without disrupting lakhs of livelihood. The UNITY of Associations provides immense strength and collective bargaining power to all members in the ICT trade and the best way forward is to create a trusted market place for ourselves and customers which will compete with all other marketplaces in the industry and provide a level playing field for all participants in the eco system.

It was unanimously decided that a conclave of all Associations in the ICT business from all over the country will be organised in New Delhi on August 2, 2014. Representatives from all associations will be engaged in discussing the way forward for which suggestions and recommendations are invited from all associations / members prior to the conclave. The conclave will also take appropriate decisions on the short term and medium term objectives which will be articulated in the next few days in consultation with all associations who proactively participate in coming up with the strategy. It was also decided that all members present will work very closely with their network to ensure that all associations in the country are represented . It was unanimously resolved that this vision will be pursued by the members present to unite all associations despite any past and future differences amongst themselves. Delhi based associations will take the responsibility for organising the venue and a nominal registration charge will be taken from each participant to defray the cost of the venue, food and other expenses.

NASSCOM SHOWCASE MONETIZING OPPORTUNITIES FOR SMBs

National Association Software and Services Companies (NASSCOM) launched 'Indian SMB Market' - Monetizing emerging opportunities in association with Frost & Sullivan. The report was launched in presence of Mr. Madav Lal, Secretary MSME, Govt of India; Mr. R Chandrashekhar, President, NASSCOM and, Ms. Neelam Dhawan, Managing Director-Hewlett Packard and Chair - NASSCOM Domestic Council who discussed the finding of the report with the attendees.

The elements of research, devised jointly by NASSCOM and Frost & Sullivan reveal that the SMB market is estimated to witness a Y-o-Y growth of 15 % (CAGR), which will propel the IT spending in the sector to cross USD 18.5 billion (Rs. 100 crore) by FY18. The report also highlighted that Indian SMBs are rapidly innovating and are adopting technology solutions to enhance competitiveness in the dynamic global and domestic business environment. The IT firms are continuously developing their strategies roadmap for the SMB market with products designed specifically for this segment, having dedicated business units with relevant business metrics and focused go-to-market strategies.

While launching the report Mr. R. Chandrashekhar, President, NASSCOM stated that "Small and Medium Businesses across all verticals, play a critical role in the resurgence of Indian Economy and contribution to GDP and employment generation. SMBs face significant challenges in the volatile business environment and global competition. Technology is an enabler that can pave the way for being competitive. drive growth and integrate with global supply chains. Our Industry members are developing innovative vertical focused solutions leveraging the SMAC stack, to support SMB customer in India. NASSCOM will partner with Government and Industry associations to ensure successful adoption of IT."

Today, India's SMB segment is recognized as one of the critical pillars of the Indian economy. The report highlights that SMBs employ about 40% of India's workforce and contributes more than 17% to national GDP. Despite its size the SMB segment is facing many challenges, like fragmentation, unorganized growth, scalability issues among others. Hence, there is a compelling need to streamline operations, standardise processes, enhance productivity and quality of products & services. It is imperative that these needs are addressed as they will drive investment in IT solutions domain.

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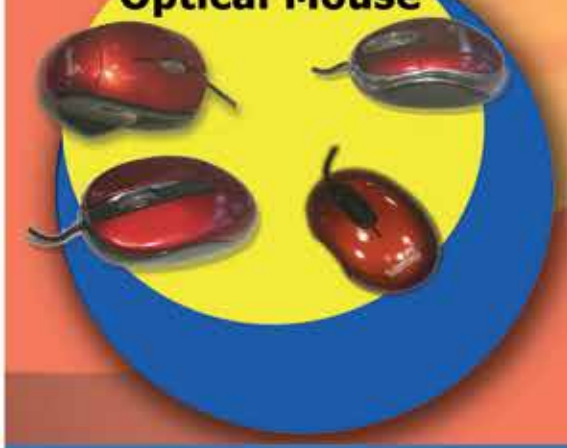

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