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# Only birds in the sky

Kaspersky has launched a new solution designed to help organizations and property owners defend themselves from unauthorized trespassing by civilian drones. Through an exceptional combination of several sensors— including a new approach to drone detection founded by the company using laser scanning – and machine learning technologies, Kaspersky Antidrone can automatically spot, identify and prohibit unmanned aircraft from entering restricted areas. This is all done without damaging the devices.

In 2018, the global drone market was estimated to be worth \$14 billion and is expected to reach \$43 billion by 2024. This growth is driven by the potential opportunities and positive changes that the use of unmanned aerial vehicles can bring – from delivering goods and inspecting proposed mining sites or building constructions, through to fulfilling entertainment interests.

However, the mass adoption of this revolutionary technology could be affected by the negative connotations often associated with drones. In fact a recent study in UK found that only 31%

of respondents admitted having a positive attitude towards them. This perception is largely driven by cases of improper or illegal use of unmanned aircrafts. They can be leveraged for spying purposes, injure people through crashing, cause damage to critical infrastructure including nuclear power stations, or disrupt normal operations of an airport, as was the case when the runway of UK airport London Gatwick was closed because of flying drones.

For these reasons it is important to build and maintain trust in the technology and safeguard its role as a key innovation for businesses and individuals, by ensuring that it does not pose a risk to privacy and safety. To help make the use of unmanned aircraft systems safer, reduce the associated risks and increase operator responsibility, Kaspersky has developed its own anti-drone solution.

Kaspersky Anti-drone software coordinates the work of several hardware modules provided by partners and distinguishes drones from other objects. The primary detection module searches

for drones using video cameras combined with radar, LIDAR, and audio sensors – depending on the customers' needs and environment. Using a laser scanner to determine the position of the drone is unique to Kaspersky's solution, and has not been applied to this field before.

When a moving object is detected in the sky, its coordinates are transmitted to a dedicated server, which then sends them on to a special unit. In accordance with data from the primary detection module, this unit rotates towards the object, tracks it and then the camera zooms in on it. At the same time, a neural network, trained to identify drones among other moving items, analyzes the object on the video. If it is distinguished as a drone, the server sends the command to the dedicated module to jam the communication between the device and its controller. As a result, the drone either flies back to the place it took off from or lands in the location where it lost signal with the controller. This means that the device will not be damaged, as there is no physical contact or attack towards the drone.

## IBM launches Skills Build platform in Collaboration with Ministry of Skill Development & Entrepreneurship

IBM announced the launch of Skills Build platform in collaboration with Directorate General of Training under the aegis of Ministry of Skill Development & Entrepreneurship (MSDE). As part of the programme, a two-year advanced diploma in IT, networking and cloud computing, co-created and designed by IBM, will be offered at the Industrial Training Institutes (ITIs) & National Skill Training Institutes (NSTIs). The platform will also be extended to train ITI & NSTI faculty on AI skills

for future of work. SkillsBuild offers digital learning content from IBM and partners such as CodeDoor, Coopacademy and Skillsoft.

The digital platform will provide a personal assessment for cognitive capabilities and personality via MyInnerGenius to the students. They will then learn foundational knowledge about digital technologies, as well as professional skills such as resume-writing, problem solving and communication. Students will also receive recommenda-

tions on role-based education for specific jobs, that include technical and professional learning. This initiative is part of IBM's global commitment to create a job-ready workforce and to build the next generation of skills needed for new collar careers. The platform is deployed with the support of leading NGOs like Unnati and Edunet Foundation. IBM Volunteers along with the NGOs will offer students personalised coaching and experiential learning opportunities.

## Helping more people with wearables: Google to acquire Fitbit

Google has entered into a definitive agreement to acquire Fitbit, a leading wearables brand. We believe technology is at its best when it can fade into the background, assisting you throughout your day whenever you need it. Wearable devices, like smartwatches and fitness



trackers, do just that—you can easily see where your next meeting is with just a glance of an eye or monitor your daily activity right from your wrist. Over the years, Google has made progress with partners in this space with Wear OS and Google Fit, but we see an opportunity to invest even more in Wear OS as well as introduce Made by Google wearable devices into the market. Fitbit has been

a true pioneer in the industry and has created engaging products, experiences and a vibrant community of users. By working closely with Fitbit's team of experts, and bringing together the best AI, software and hardware, we can help spur innovation in wearables and build products to benefit even more people around the world.



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# Top Predictions for IT Organizations and Users in 2020 and Beyond

"Technology is changing the notion of what it means to be human," said Daryl Plummer, distinguished vice president and Gartner Fellow. "As workers and citizens see technology as an enhancement of their abilities, the human condition changes as well. CIOs in end-user organizations must understand the effects of the change and reset expectations for what technology means."

Augmentations, decisions, emotions and companionship are the four aspects that are forging a new reality for human use of technology. "Beyond offering insights into some of the most critical areas of technology evolution, this year's predictions help us move beyond thinking about mere notions of technology adoption and draw us more deeply into issues surrounding what it means to be human in the digital world," said Mr. Plummer. **By 2023, the number of people with disabilities employed will triple due to AI and emerging technologies, reducing barriers to access.**

"People with disabilities constitute an untapped pool of critically skilled talent," said Mr. Plummer. "Artificial intelligence (AI), augmented reality (AR), virtual reality (VR) and other emerging technologies have made work more accessible for employees with disabilities. For example, select restaurants are starting to pilot AI robotics technology that enables paralyzed employees to control robotic waiters remotely. Organizations that actively employ people with disabilities will not only cultivate goodwill from their communities, but also see 89% higher retention rates, a 72% increase in employee productivity, and a 29% increase in profitability."

**By 2024, AI identification of emotions will influence more than half of the online advertisements you see.**

Artificial emotional intelligence (AEI) is the next frontier for AI development, especially for companies hoping to detect emotions in order to influence buying decisions. Twenty-eight percent of marketers ranked AI and machine learning (ML) among the top three technologies that will drive future marketing impact, and 87% of marketing organizations are currently pursuing some level of personalization, according to Gartner. Computer vision, which allows AI to identify and interpret physical environments, is one of the key technologies used for emotion recognition and has been ranked by Gartner as one of the most important technologies in the next three to five years.

"AEI makes it possible for both digital and physical experiences to become hyper personalized, beyond clicks and browsing history but actually on how customers feel in a specific purchasing moment. With the promise to measure and engage consumers based on something once thought to be intangible, this area of 'empathetic marketing' holds tremendous value for both brands and consumers when used within the proper privacy boundaries," said Mr. Plummer.

**Through 2023, 30% of IT organizations will extend BYOD policies with "bring your own enhance-**

**ment" (BYOE) to address augmented humans in the workforce.**

The concept of augmented workers has gained traction in social media conversations in 2019 due to advancements in wearable technology. Wearables are driving workplace productivity and safety across most verticals, including automotive, oil and gas, retail and healthcare. Although wearables are only one example of physical augmentations available today, humans will look to additional physical augmentations that will enhance their personal lives and help do their jobs.

"IT leaders certainly see these technologies as impactful, but it is the consumers' desire to physically enhance themselves that will drive the adoption of these technologies first," said Mr. Plummer. "Enterprises need to balance the control of these devices in their enterprises while also enabling users to use them for the benefit of the organization. This means embracing and exploiting the benefits of physical human augmentation through the implementation of a BYOE strategy."

**By 2025, 50% of people with a smartphone but without a bank account will use a mobile-accessible cryptocurrency account.**

Major online marketplaces and social media platforms will start supporting cryptocurrency payments by the end of next year. At least half the globe's citizens who do not use a bank account will instead use these new mobile-enabled cryptocurrency account services offered by global digital platforms by 2025. This will open trading opportunities for buyers and sellers in growing economies like sub-Saharan Africa and Asia/Pacific.

**By 2023, a self-regulating association for oversight of AI and machine learning designers will be established in at least four of the G7 countries.**

"Regulation of products as complex as AI and ML algorithms is no easy task. Consequences of algorithm failures at scale that occur within major societal functions are becoming more visible. For instance, AI-related failures in autonomous vehicles and aircraft have already killed people and attracted widespread attention in recent months," said Mr. Plummer.

Public demand for protection from the consequences of malfunctioning algorithms will in turn produce pressure to assign legal liability for the harmful consequences of algorithm failure. The immediate impact of regulation of process will be to increase cycle times for AI and ML algorithm development and deployment. Enterprises can also expect to spend more for training and certification for practitioners and documentation of processes, as well as higher salaries for certified personnel.

**By 2023, 40% of professional workers will orchestrate their business application experiences and capabilities like they do their music streaming experience.**

The human desire to have a work environment that is similar to their personal environment continues to rise — one where they can assemble their own applications to meet job and personal

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requirements in a self-service fashion. The consumerization of technology and introduction of new applications have elevated the expectations of employees as to what is possible from their business applications.

"Applications used to define our jobs. Nowadays, we are seeing organizations designing application experiences around the employee. For example, mobile and cloud technologies are freeing many workers from coming into an office and instead supporting a 'work anywhere' environment, outpacing traditional application business models," said Mr. Plummer. "Similar to how humans customize their streaming experience, they can increasingly customize and engage with new application experiences."

**By 2023, up to 30% of world news and video content will be authenticated as real by blockchain countering deep fake technology.**

Fake news represents deliberate disinformation, such as propaganda that is presented to viewers as real news. Its rapid proliferation in recent years can be attributed to bot-controlled accounts on social media, attracting more viewers than authentic news and manipulating human intake of information.

By 2021, at least 10 major news organizations will use blockchain to track and prove the authenticity of their published content to readers and consumers. Likewise, governments, technology giants and other entities are fighting back through industry groups and proposed regulations. "The IT organization must work with content production teams to establish and track the origin of enterprise-generated content using blockchain technology," said Mr. Plummer.

**Through 2021, digital transformation initiatives will take large traditional enterprises on average twice as long and cost twice as much as anticipated.**

Business leaders' expectations for revenue growth are unlikely to be realized from digital optimization strategies, due to the cost of technology modernization and the unanticipated costs of simplifying operational interdependencies. Such operational complexity also impedes the pace of change along with the degree of innovation and



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adaptability required to operate as a digital business.

"In most traditional organizations, the gap between digital ambition and reality is large," said Mr. Plummer. "We expect CIOs' budget allocation for IT modernization to grow 7% year over year through 2021 to try to close that gap."

**By 2023, individual activities will be tracked digitally by an "Internet of Behavior" to influence benefit and service eligibility for 40% of people worldwide.**

Through facial recognition, location tracking and big data, organizations are starting to monitor individual behavior and link that behavior to other digital actions, like buying a train ticket. The Internet of Things (IoT) – where physical things are directed to do a certain thing based on a set of observed operating parameters relative to a desired set of operating parameters — is now being extended to people, known as the Internet

of Behavior (IoB).

"With IoB, value judgements are applied to behavioral events to create a desired state of behavior," said Mr. Plummer. "Within Western countries, the most notable example of a usage-based and behaviorally based business model is in property and casualty insurance. Over the long term, it is likely that almost everyone living in a modern society will be exposed to some form of IoB that melds with cultural and legal norms of our existing pre-digital societies."

**By 2024, the World Health Organization will identify online shopping as an addictive disorder, as millions abuse digital commerce and encounter financial stress.**

Consumer spending via digital commerce platforms will continue to grow over 10% year over year through 2022. The ease of online shopping will cause financial stress for millions of people, as online retailers increasingly use AI and personal-

ization to effectively target consumers and prompt them to spend discretionary income that they do not have. The resulting debt and personal bankruptcies will cause depression and other health concerns caused by stress, which is capturing the attention of the WHO.

"The side effects of technology that promote addictive behavior are not exclusive to consumers. CIOs must also consider the possibility of lost productivity among employees who put work aside for online shopping and other digital distractions. In addition, regulations in support of responsible online retail practices might force companies to provide warnings to prospective customers who are ready to make online purchases, similar to casinos or cigarette companies," said Mr. Plummer. Gartner clients can learn more in the report "Top Strategic Predictions for 2020 and Beyond: Contemplating the Human Condition."

# The Impact "Digital Supremacy" Will Have on Enterprise Transformation and the IT Industry



The impact on enterprises will be enormous: those not able to compete in the digitally-powered portion of the economy will be increasingly unable to compete in their core markets – the portion that is digitally dependent.

"As more than half the global economy turns digital by 2023, a new species of enterprise will be required to compete and thrive. Our 2020 predictions show that enterprises will prepare for the digitized economy by accelerating investments in key technologies and new operating models to become hyperspeed, hyperscaled, and hyperconnected organizations," said Frank Gens, Senior Vice President and Chief Analyst at IDC.

A closer look at IDC's top ten worldwide IT industry predictions reveals the following:

1. Companies hasten to innovation. By 2023, over 50% of all ICT spending will go toward digital transformation and innovation, up from 27% in 2018 and growing at a compound annual rate of 17%. As spending on innovation continues to rise, enterprises will also look for greater efficiency in their traditional ICT budgets by shifting to less labor- and capital-intensive operating models – most notably the cloud.

2. Clouds get connected. To compete in the digital-first economy, digital services must be able to run anywhere and anytime. This will demand greater integration of applications, data, and management across all cloud providers and locations. By 2022, 70% of enterprises will integrate

their public and private clouds by deploying unified hybrid/multicloud management technologies, tools, and processes.

3. Building out the edge. The reasons for deploying IT services at the edge are rapidly shifting from meeting customer expectations and convenience to supporting critical edge activities. By 2023, over 50% of new enterprise infrastructure deployed will be at the edge rather than corporate datacenters, up from less than 10% today. And, by 2024, the number of apps at the edge will increase 800%.

4. Digital innovation factories. Operating as a software-driven "digital innovation factory" will be at the core of an enterprise's ability to sustainably differentiate and compete in its own industry. By 2025, nearly two thirds of enterprises will be prolific software producers with code deployed daily, over 90% of apps cloud native, 80% of code externally sourced, and 1.6 times more developers than today.

5. Industry apps explosion. By 2023, over 500 million digital apps and services will be developed and deployed using cloud-native approaches – the same number of apps developed in the last 40 years. Most of these will be targeted at industry-specific digital transformation use cases. This explosion of new digital apps and services will define the new minimum competitive requirements in every industry.

6. AI is inescapable. By 2025, at least 90% of new enterprise apps will embed artificial intelligence. Most of these will be AI-enabled apps, delivering incremental improvements to make applications "smarter" and more dynamic. More disruptive AI-led applications will take longer to develop and achieve mainstream adoption, representing about 10% of total enterprise applications by 2025. By 2024, over 50% of user interface interactions will use AI-enabled computer vision, speech, natural language processing (NLP), and AR/VR.

"It's hard to overstate the importance and the impact that artificial intelligence will have on enterprises' ability to create new products and

services, new customer experiences, and new ways of operating in the coming decades," Gens added. "By 2025, we expect to see enterprises using AI-enabled and AI-led apps to gain competitive advantage from shorter reaction times, greater success with product innovation, and improved customer satisfaction."

7. Trust gets promoted. Getting trust right will be fundamental to competing in the digital economy as customers will require the organizations with whom they do business to demonstrate their digital trustworthiness. By 2023, half of the Global 2000 will name a Chief Trust Officer, who orchestrates trust across security, risk, compliance, privacy and ethical business operations.

8. Every enterprise is a platform. By 2023, 60% of the Global 2000 will have a digital developer ecosystem with thousands of developers. Half of these enterprises will drive 20+% of digital revenue through their digital ecosystem/platform. Enterprises will also need to operate well as a digital services provider in the digital economy. For many, this is an entirely new capability and business model.

9. Cross-Industry mashups. Enterprises must be prepared to form new digital ecosystem partnerships across industries that can enhance their customers' experience. By 2025, 20% of revenue growth will come from "white space" offerings that combine digital services from previously unlinked industries, and one fifth of partners will be from previously unlinked industries.

10. Tech platform wars continue. By 2023, the top 5 public cloud megaplatforms will consolidate at least 75% of IaaS+PaaS market share while the number of SaaS vendors becoming "platforms" will dramatically expand. The top 10 pure-play SaaS vendors will generate an average of nearly 20% revenue from expanding their PaaS services. The latter trend will be particularly important to watch as SaaS providers jockey to become key sources for enterprises' digital innovation factories.



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## Gradeup raises \$7 Million from Times Internet



Gradeup, India's largest exam preparation platform has received \$7 million in Series A funding from Times Internet, India's largest digital products company. This is the second fundraise for Gradeup, which has now raised \$10 million in total. Gradeup will utilise the funds to enhance its tech & product capabilities, diversify offerings and scale the academic team. Gradeup helps more than 15 million exam aspi-

nants prepare effectively for competitive examinations like JEE, NEET, IBPS, SSC, TET, GATE, UPSC amongst others. Gradeup's flagship offering is Gradeup Classroom; providing live courses from some of India's best faculties.

The program offers comprehensive learning experience which engages students through Live classes, interactive quizzes, mock tests, 24x7 mentorship, amongst others. All of this designed & delivered by expert faculty through a structured methodology with a day-wise study plan.

## DIGISOL Appoints Samir Kamat as Head of Systems Engineering India

DIGISOL Systems Ltd, a leading provider of IT networking solutions, appoints Mr. Samir Kamat as Head of Systems Engineering Department wherein he will function as "Technology Evangelist" for DIGISOL 2.0. In his new role, he will be responsible for System Engineering, Product Management, and Technical Training across the



country and will be based out of Mumbai.

Commenting on the new role, Mr. Samir Kamat as Head of Systems Engineering Department said, "I am proud to be associated with a brand for so long that has emerged as one of India's leading IT networking brand with its unwavering commitment to making quality IT networking products. I am very excited to take upon this new role and continue to raise the bar on technical innovation and operational excellence."

## Bhanu Pratap Singh has joined as a Director of Marg Skills Private Limited



Marg Skills Pvt. Ltd., a Group company of Marg ERP Ltd., leading ERP Software solutions provider for MSME, which has presence in 25+ countries worldwide, has appointed Mr. Bhanu Pratap Singh, Ex-Commandant, BSF, as a Direc-

tor of Marg Skills Private Limited. He will drive the business growth of Marg Skills Pvt Ltd and overseeing all geographies where the company has presence.

Speaking on the occasion, Mr. Bhanu Pratap Singh, Director, Marg Skills Pvt. Ltd. said, "I am delighted to join the company as Director to accelerate the growth of the company. My role at Marg Skills is going to be very fulfilling as we are contributing for the development and growth of the country's economy and social development by training graduates and under graduates and make them employable".

## Infosys board is committed to uphold highest standard of corporate governance and protect the interests of all stakeholders

The following statement is attributable to Nandan Nilekani, Chairman of Infosys Limited:



We are providing an update on the steps taken in response to the anonymous whistleblower complaints ("Com-

plaints") that the Company disclosed on October 21st, 2019. One Board member received two anonymous complaints on September 30, 2019 one dated September 20, 2019 titled "Disturbing unethical practices" and the second undated with the title, "Whistleblower Complaint." Pursuant to our whistleblower practice we have placed both Complaints before the Audit Committee on October 10, 2019 and before the non-executive mem-

bers of the Board on October 11, 2019. These Complaints are being dealt with in an objective manner. The undated whistleblower complaint largely deals with allegations relating to the CEO's international travel to the US and Mumbai. Additionally, on October 16, 2019 the Company was made aware of a letter dated October 3, 2019 which was purportedly written to the Office of Whistleblower protection program, Washington D.C. This letter refers to the September 20, 2019 complaint, and to emails and voice recordings in support of the allegations. Although we have not been provided any of the emails or voice recordings, we will ensure that the generalized allegations are investigated to the fullest extent. Additionally, to ensure independence in these investigations the CEO and CFO have been recused from this matter.

## Qualcomm Names Akash Palkhiwala as Chief Financial Officer

Qualcomm Incorporated announced that its Board of Directors has unanimously approved the appointment of Akash Palkhiwala as executive vice president and chief financial officer.



"Akash's deep understanding of our business both operationally and strategically makes him the ideal individual to lead our finance function as we embark on a period that I believe may present the biggest opportunity for growth in Qualcomm's history," said Steve Mollenkopf, CEO of Qualcomm Incorporated. "As the 5G ramp begins, I am thrilled to congratulate Akash on this appointment."

## Vijay Kumar Sharma Joins Optoma India as Country Head

Optoma Corporation Headquarter announced the appointment of Vijay Kumar Sharma as its country head for its operation in India, effective immediately.



Vijay joins Optoma India from BenQ Corporation where he was National Business Manager (Projectors & LFD

Business) for 2015-2019 seasons. Moreover, he was the best Performing Business Head during his tenure at BenQ. He previously spent 3 seasons with TOSHIBA INDIA as Business Manager (Commercial PC Division). He managed their Channel, Enterprise & Govt. verticals.

Vijay said, "Optoma today is undoubtedly the fastest growing projector and large display brand across India. I am extremely honoured and happy to take up this new role and now ready to embark upon this new challenge under Optoma's strong business philosophy."

Post the Board Meeting of October 11, 2019 the Audit Committee began consultation with the independent internal auditors (Ernst & Young) on terms of reference for their prima facie investigation. The Audit Committee has now retained the law firm of Shardul Amarchand Mangaldas & Co. (October 21, 2019), to conduct an independent investigation. The Board, in consultation with the Audit Committee, will take such steps as may be appropriate based on the outcome of the investigation.

Our statutory auditors, Deloitte, India have also been completely updated on this matter post the Board meeting of October 11, 2019.

Because the investigation is ongoing, there will be no further comment so that investigation may be conducted in a thorough and objective manner. At the appropriate time we will provide a summary of the investigations results. The Board is committed to uphold highest standard of corporate governance and protect the interests of all stakeholders.



# Outdoor Surveillance Cameras Will Be Largest Market for 5G Internet of Things Solutions Over Next Three Years

Outdoor surveillance cameras will be the largest market for 5G Internet of Things (IoT) solutions worldwide over the next three years, according to Gartner, Inc. These cameras will represent 70% of the 5G IoT endpoint installed base in 2020, before contracting to 32% by the end of 2023.

5G IoT installed endpoints for outdoor surveillance cameras will reach 2.5 million in 2020, 6.2 million units in 2021 and 11.2 million units in 2022, but will be surpassed by connected cars in 2023. "Cameras deployed by city operators or used to ensure building security and provide intruder detection offer the largest addressable market as they are located outdoors, often across cities, and require cellular connectivity," said Stephanie Baghdassarian, senior research director at Gartner.

Gartner predicts that the 5G IoT endpoint installed base will more than triple between 2020 and 2021, from 3.5 million units in 2020 to 11.3 million units in 2021. By 2023, the 5G IoT endpoint installed base will approach 49 million units (see Table 1).

5G capabilities open up new enterprise market

opportunities, so communications service providers (CSPs) need to assess the many use cases with a view to prioritizing investment in the building of IoT solutions. "Their investments should focus on outdoor surveillance cameras, connected cars, and government and physical security," said Ms. Baghdassarian.

**Connected Cars Will Offer the Biggest Opportunity for 5G IoT in the Long Term**

In 2023, the automotive industry will become the largest market opportunity for 5G IoT solutions. It will represent 53% of the overall 5G IoT endpoint opportunity in that year.

Within the automotive sector, embedded connected-car modules are the major use case for 5G. Embedded endpoints in connected cars for commercial and consumer markets will represent an installed base of 19.1 million units out of a total of 25.9 million 5G endpoints in the automotive sector in 2023.

"The addressable market for embedded 5G connections in connected cars is growing faster than the overall growth in the 5G IoT sector," said Ms.

Baghdassarian. "Commercial and consumer connected-car embedded 5G endpoints will represent 11% of all 5G endpoints installed in 2020, and this figure will reach 39% by the end of 2023." In addition, the share of 5G-connected cars actively connected to a 5G service will grow from 15% in 2020 to 74% in 2023. This figure will reach 94% in 2028, when 5G technology will be used for Cellular V2X communications that enable messages to be sent and received within vehicles and between vehicles, infrastructure, pedestrians, cyclists and more. Ultimately, connected cars actively connected to a 5G service will help keep traffic moving and improve road safety.

"As the automotive industry will be the largest sector for IoT endpoints and 5G IoT use cases in the long term, we recommend that CSPs that want to be relevant in the 5G IoT market put this industry at the forefront of their investments. They should do this in terms of personnel who understand the sector and of partnerships that will move the market forward," said Ms. Baghdassarian.



• LINK TO THE FUTURE •

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# 5 STRATEGIES TO GAIN CONSUMER TRUST IN THE DIGITAL ERA

Interactions and transactions today are becoming digital. This is especially true in India where the Government is aiming at empowering citizens by harnessing digital technologies. Several e-initiatives such as AADHAR, Smart Cities, e-Panchayat



to name a few, under the aegis of infrastructure, services and empowerment, have been launched by the Government of India (GOI), and are seamlessly enabling digitization services across sectors. Proliferation of smartphones,

social media and reduced data tariffs has further transformed India into one of the most digitally active and connected regions in the world.

Over the last few years, we have witnessed a dramatic increase in the breadth and depth of digital services as organizations leverage game-changing technologies, such as cloud and Artificial Intelligence (AI), to digitally transform their business models, products and customer engagement approaches.

## A wide consumer trust chasm in digital services

As consumers' reliance on digital services continues to climb, organizations have unprecedented access to personal data. While this data fuels the growth and evolution of digital services, consumers are also increasingly becoming aware of the risks involved. Their personal data can potentially be used maliciously not only by hackers and criminal organizations, but also abused by organizations holding on to this data.

Many consumers are asking if they can trust the technology companies designing, developing and deploying digital services. Do these companies understand their responsibilities?

In the consumers' eyes, many organizations in Asia Pacific still have room for growth when it comes to consumer trust in the digital service offerings. According to the Microsoft-IDC Study, Understanding Consumer Trust in Digital Services in India, 41 percent consumers in India trust that their personal data will be treated in a trustworthy manner by organizations offering digital services. Trust has become an imperative factor for organizations defining the competitiveness for them, and even nations. Today, people will not transact or interact with an organization digitally or even physically if they don't trust it has a secure digital infrastructure, and it respects consumers' data privacy.

Working with IDC, Microsoft has defined five elements of trust that consumers consider when they

use digital services: privacy, security, reliability, ethics, and compliance. The Study uncovered that the top three priority elements for Trust in India are Security (86 percent), Privacy (85 percent) and Compliance (82 percent).

The business implications for the loss of consumer trust can be dire. More than half (53 percent) of the respondents would switch to another organization if they experienced a breach of trust while using a digital service and 32 percent will stop using the affected type of digital service altogether. These drastic actions can potentially impede the rollout of new digital initiatives and hurt organizations' bottom line.

## Consumer trust is a critical competitive advantage in the digital world

While the consequences of the loss of consumer trust can be severe, the upside of having a trusted digital platform can be significantly rewarding.

The study found that only 7 percent of consumers prefer to transact with an organization that offers a cheaper but less trusted digital platform. This has significant implication for organizations looking to use cost as the primary differentiator for their digital services. And for organizations that are planning to monetize their digital products further or introduce premium services, it is evident that fostering trust needs to be an integral part of their strategy. Additionally, 73 percent of consumers highlighted that they would recommend a trusted digital service to others even if the cost is higher. Word-of-mouth advocacy, especially in today's social media-driven world, can significantly bolster brand equity and provide strong differentiation for an organization's services in the hyper-competitive landscape.

## Building consumer trust in Asia Pacific

Building trusted digital services takes planning, time and commitment for organizations to get it right. It is not an easy feat, but here are five strategies that organizations can consider to ensure that their digital services are firmly rooted in gaining consumer trust:

- 1. Embed trust at the core of digital transformation plans:** The trust-related choices that organizations make as they explore the opportunities and risks of digital innovation will have a lasting impact on their ability to create value and thrive in an increasingly competitive digital world. Organizations should seek to address the policy, regulatory, and ethical issues that these technologies raise while achieving the highest compliance with data protection laws and standards for themselves and their customers.
- 2. Prioritize security and privacy as the two most important trust elements:** Privacy and security go

hand-in-hand and are two sides of the same coin. If either of the two is weak, it directly impacts the other. It is essential for organizations to start their journey of building a trust framework by prioritizing a holistic cyber defense strategy as well as defining what type of data is critical to protect.

## 3. Orchestrate dialogue between governments, technology companies and other industry stakeholders:

The responsibility of building trust should not rest solely on the shoulders of organizations providing digital services. The broader industry, including regulatory institutions as well as technology companies, play a critical part too. The Study showed that consumers in India feel that the technology companies (46 percent) should take the lead in building trust, followed by the government (34 percent). As the development of digital services and the use of technologies such as AI will necessarily involve issues that go beyond the organization, a broader debate that involves the appropriate stakeholders is necessary to bring the right balance of interest between consumers, society at large, businesses and government. This ensures the interest of our society is considered as organizations formulate the right approach to building trust.

## 4. Create an ecosystem of partners that value trust:

An organization cannot function effectively without an ecosystem of partners providing related products and services, from manufacturing supply chain, technology solutions and platforms, to customer delivery channels. Organizations should only work with partners that respect customer's privacy. Technology partners should give customers control over their data and be transparent in their privacy practices, offering meaningful privacy choices and transparency on the processing and storage of data.

## 5. Host digital services on trusted cloud platforms:

As organizations increasingly rely on Cloud Computing for their digital services, they will need to ensure that the public cloud platform that they partner with is built on the five elements of trust: privacy, security, reliability, ethics, and compliance, and has met the highest standards of certifications, while being hyperscale for efficiency and availability. Today, more than ever, organizations' long-term success depends on their ability to build consumer trust in their digital services and the technology they use. If organizations can bridge the vast consumer trust chasm that exists today, the fruits of their labor will be incredible—strong brand differentiation, customer loyalty, incentive to innovate, and greater confidence to accelerate their digital initiatives to capitalize on Asia Pacific's burgeoning digital economy.



# Robots need to become far more skillful before they are ready to help humans with physical tasks in their daily lives



There is much anticipation these days around the field of robotics with its immense potential and promising future applications. However, a large gap exists between public expectations and what is actually deemed technically feasible by scientists and engineers today. Fortunately, Samsung's New York AI Center is buoyed by the presence of a team of highly skilled researchers, led by robotics and AI expert Dr. Daniel D. Lee, who are working to close this gap. Samsung Newsroom spoke with Dr. Lee about the work being done at the center, as well as the facility's ability to foster collaboration in a range of areas and attract top talent.

## Challenges to Overcome

Asked about his center's mandate, Lee explains that the New York AI Center focuses on "fundamental research at the intersection of AI, robotics and neuroscience." The center's objective is to "solve challenging problems" at this intersection, and one good example is the problem of robotic manipulation.

Put simply, robots need to become far more skillful before they are ready to help humans with physical tasks in their daily lives. The first step involves endowing robots with the intelligence to perceive and understand their surroundings. Next, they must be able to make swift decisions in unpredictable situations. Finally, robots should be dexterous and nimble enough to perform the appropriate actions. However, it is impossible for robot designers to anticipate every contingency robots will encounter in real world environments. Thus, robots need to be able to learn from experience just as humans do. At this time, most common machine learning methods are not suitable for teaching robots since enormous amounts of training data are required. Lee explained that there are several challenges that need to be addressed regarding machine learning for robotics.

"Dealing with the physical world is much more difficult for AI than playing video games or Go," he explains, "We are currently developing AI learning methods that can deal with the uncer-

tainty and diversity of the physical world so that robots become more prevalent in homes and workplaces. I would compare the state of robots today to computers in the 1980's during the transformation from mainframes to personal computers."

The New York AI Center is addressing such challenges to provide a richer AI and robotics experience. For instance, the center has recently developed novel AI methods that are able to efficiently teach robots using limited data. One recently-developed method trains a neural network to generate motion trajectories for a robot arm directly from camera images.

## Getting a Handle on Robotic Manipulation

In order to allow robots to handle things for people, robots need to learn how to touch, grasp, and move a variety of everyday objects. Lee explains how the problem of dexterous robotic manipulation is an area of focus for the New York AI Center.

Lee comments that "the ability of humans and some animals to manipulate household objects is currently unmatched by machines. That's why we are investigating how AI-based solutions can be applied to make breakthroughs in this area." Extrapolating further, Lee explains that 'dexterous' robotic manipulation "requires the ability to precisely and robustly handle objects exhibiting uncertain material properties."

"Manipulation is relatively easy if the objects and environments are carefully controlled, such as on a factory floor," Lee reports, "But it becomes much more difficult in unknown, cluttered environments when faced with a diverse array of objects."

By way of an example, Lee lays out the capabilities that would be required for a robot to serve a chilled glass of wine in a restaurant. "How heavy is the glass, and how slippery is it due to condensation?" He adds, "It's impossible to completely model all the possible physical characteristics of the glass of wine, so machine learning is critical in training robots to handle the difficult situations."

## Collaborative Innovation

As the AI sector has grown more sophisticated, it has become increasingly clear that collaborative solutions are critical for researchers to overcome the challenges they face. In an area as complex and multi-faceted as robotic manipulation, contributions from and collaborations with "the world's best and brightest" will be instrumental, comments Lee. He highlights the value of working with both other Samsung AI Centers and academic institutions, saying that, "solving fundamental problems in AI to positively impact society requires drawing upon the ability and skills of numerous experts globally."

He added, "The Samsung AI Centers invite collaborations with researchers who can help address these difficult challenges. We currently have a number of faculty from leading academic institutions who are collaborating with us in New York."

## Attracting Talent

Lee highlights just how beneficial being located in New York has been for his team, saying that "certainly, New York City is one of the greatest and most diverse cities in the world. It is a magnet for world-class research and engineering talent."

Attracting the very best in talent is extremely important to remain on the bleeding edge of future AI advancements, and Lee reports that the center has been fortunate in this area, saying, "We have benefited from being able to attract and recruit some outstanding researchers since we started the Center."

"Our team is composed of expert scientists and engineers who are creating innovative theories and algorithms and state-of-the-art technological developments," Lee adds, "It's been great working with them to publish in leading academic conferences and journals as well."

## How Robotics Could Revolutionize Our Lives

Speaking about how he envisions robots will fit into society in the future, Lee points out that, in their infancy, some robots drew attention because they were cute and fun, but that people tended to use them less as the novelty wore off. In order for people to see robots as valuable and relevant, new systems need to have enough intelligence that they become indispensable in our daily lives. "Intelligent robotic systems have the potential to completely revolutionize how people go about their activities in the future," Lee extrapolates, "In the near term, we will see modest improvements on simple tasks in constrained environments. But more complete systems that can handle a variety of chores and complex tasks will require further research breakthroughs. The Samsung AI Centers are helping to generate those new advances."

Asked to outline what he sees as the ultimate vision for AI and robotic intelligence, Lee says, "I grew up reading and watching science fiction stories that envisaged amazing robots helping humans. It would be incredible to see some of those positive visions actually come to life."

# UNDERSTANDING ARTIFICIAL INTELLIGENCE (AI) & MACHINE LEARNING (ML) AND THEIR BUSINESS USE CASE



Artificial Intelligence (AI) and Machine Learning (ML) is an integral part of our daily lives today. From Siri, IBM Watson, Google services like search, maps, photos etc all translate to Artificial Intelligent (AI)-powered products, and services which have made inroads into every aspect of our personal and professional lives.

## Is AI a threat or an opportunity?

Think and answer 'Does your company see AI as a threat or an opportunity or both'? Do you think it's a fair question to ask? It's like asking a manufacturer at the end of the 19th century, impact of electricity on business. Just like any foundation technology be it electricity, internet or Blockchain, AI can be applied in many different ways and it impacts every business differently.

In this digital era where advanced technologies are accelerating transforming businesses, dwelling in the past and being reluctant to embrace the present could cost business big time. Technologies like AI, ML, and data analytics are empowering almost all industries and organizations of all sizes. Every business has a different impact and business value extraction from AI. From start ups to large enterprises – all are in some form consulting AI experts/professionals to be ahead of the game. It's not surprising that Gartner has predicted that AI will be one of the top five investment priorities for more than 30% of CIOs globally by 2020.

Business use cases – AI reshaping IT Operations' Day-to-day

AI has the ability to revolutionize all the industries, especially the ones mentioned below. Businesses have realized that excellent customer ser-

vice is critical to running a successful business.

## Retail improving customer experience

Automated bots are driving powerful and practical ways for retailers, E-commerce players in the retail industry. It helps them to engage the right customers with the right messaging at the right time — creating a lifelike, seamless customer service experience. It also addresses consumer queries based on their purchase history and known preferences.

## BFSI addressing traditional customer service concerns

AI/ML tools in BFSI (financial institutes and banks) are continuing to transform the industry to overcome traditional customer service challenges, adhere to regulatory compliances, reduce risks and increase opportunities to provide greater levels of value to their customers.

## AI revolutionizing Healthcare

To reduce the overall spending, streamline care and improve patient treatment, from small clinics to bigger hospital chains, all are adopting AI/ML and revolutionizing the way Healthcare sector works.

## Real-time recommendations for Manufacturers

AI/ML solutions are making real-time recommendations about which materials to be injected at what time to ensure continuity of the manufacturing processes. Thus helping manufacturing companies to improve efficiency, continuity and customer satisfaction

## Logistics boosting productivity

AI/ML technology has made inroads in logistics and supply chains with contextual intelligence that can be used to reduce the operating costs, manage inventory/warehouse and boost productivity.

With surging momentum of great progress in the field as well as promising business cases, the hype around AI may be warranted. So, for organizations that are getting started with AI & ML, this can be a bit overwhelming to keep pace with the fast innovation cycles, new hybrid IT landscapes, and deployment models. In order to implement and reap the actual benefits of these technologies, companies need to overcome the technological, organizational and cultural challenges.

## Get started with AI-based solutions/ Time to engage with AI confidently

There are still enterprises out there that are rightfully reluctant to explore new technologies. However, it's time to go beyond the traditional approach and the old paradigm. Earlier, the investment in new technologies used to depend on the turnover of the companies, which is not the case anymore. It is time for all the enterprises to start having investment and conversations revolving around the business value creation.

## To get started with AI, businesses must keep these points in mind:

**Focus:** Collect your business data from relevant touchpoints

**Identify:** Look for the business challenges that are hindering your business efficiency

**Define:** What should the AI/ML solution you opt for achieve?

**Educate/Train:** Have the resources onboard to raise awareness on new technologies

**Consult:** Get in touch with a trusted IT advisory firm before investing

The march of AI and ML will continue and there is no force that will stop the advancement of these technologies. From the world's largest enterprises to emerging start-ups, businesses are creating new insights, enabling new efficiencies, and making more accurate business predictions. With the help of broadest and deepest set of AI/ML techniques, business leaders will continue to recognize complex patterns and make smart decisions.

With high experience in volume software licensing optimization, digital engineering, and predictive analytics, assisting clients, Crayon is a trusted partner for many organizations in India. The company started engaging with ML/AI professionals in 2016 and has successfully completed over 25 commercial solutions globally so far. With the support of leading vendors, the company is early in building and implementing AI/ML best practices to deliver strong results. As a leading IT advisory firm in software and digital transformation services for decades, Crayon is helping clients' optimize ROI from complex software technology investments.

## LOGMEIN INTRODUCES AI-POWERED BOLD360 HELPDESK FOR IT AND HR FUNCTIONS

LogMeIn announced the launch of Bold360 Helpdesk which is designed to modernize employee support for greater efficiency and fewer road-



blocks. From standard FAQs to complex conversations and ticketing integrations, Bold360 Helpdesk enlists AI-powered chatbots to deliver the answers employees need so they can get back to

work faster. With seamless transitions to human support reps, employees get what they need the first time – every time.

Searching through internal systems to find the right phone number to call or ticket to submit consumes human talent that could be put to better use. Meanwhile, internal IT & HR support teams spend a considerable amount of time managing mundane tasks and answering repetitive questions, which ties up limited resources. Bold360 Helpdesk allows both employees and internal support teams to reclaim productive work hours so that they can focus on more strategic initiatives and higher-value work that help move the business forward.

"Finding your company's guest Wi-Fi password shouldn't be like finding a needle in a haystack,

but the average employee spends nearly a third of their day searching for information via cumbersome, and often outdated, internal systems," said Ryan Lester, Senior Director, Customer Engagement Technologies, LogMeIn. "Employees don't want to work with these difficult systems that lead to old or missing content, more frustration and waning productivity. It can feel like a never-ending cycle; but with Bold360 Helpdesk, we're breaking that cycle to enable employees to work in a way that's convenient for them and makes it easier to find what they need, so they can spend more time focusing on their core work."



# WiFi Solutions from Grandstream

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### GWN7600LR | Long-Range Outdoor WiFi Access Point



- 1.27Gbps wireless throughput
- Dual-band 2x2:2 MIMO technology
- Support for more than 450 WiFi devices
- Up to 300-meter coverage range
- Embedded controller for provisioning & management

### GWN7610 | WiFi Access Point



- 1.75Gbps wireless throughput
- Dual-band 3x3:3 MIMO technology
- Support for more than 250 WiFi devices
- Up to 175-meter coverage range
- Embedded controller for provisioning & management



## WiFi IP Phones

### WP820 | Portable WiFi IP Phone



- 2 lines, 2 SIP accounts
- HD voice with AEC and Noise Shield Technology
- Integrated Bluetooth, panic button, accelerometer and push-to-talk

### GXP1760W | Mid-Range IP Phone with WiFi



- 6 lines, 3 SIP accounts
- 5-way audio conferencing
- 24 digitally programmable BLF keys
- HD voice, PoE, USB and EHS support

### GXV3370 | IP Video Phone



- 8 lines, 16 SIP accounts
- 7 inch touch screen
- HD voice, PoE, HDMI, USB and EHS support
- Runs Android™ 7.0 with access to Android applications



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## LG G8X THINQ WITH LG DUAL SCREEN BEGINS GLOBAL ROLLOUT



LG Electronics (LG) announced the global start of sales of LG G8XThinQ with LG Dual Screen, both unveiled in September at IFA 2019 in Berlin. Together, LG G8XThinQ with LG Dual Screen offer

consumers an entirely new way to interact with a mobile device and usher in new possibilities for mobile gaming, content creation and consumption, productivity and much more. Availability will start in the U.S. on November 1 followed by key markets around the world such as Brazil, Germany, Japan, Mexico, Spain and Turkey over the next several weeks.

LG G8XThinQ Dual Screen lets consumers be as productive as they can be, quickly and easily. Whether texting a friend while watching a video, updating fantasy football while researching stats, sharing and comparing while online shopping, or writing an email while referencing a presentation, consumers can navigate, research, communicate and more across two screens simply and efficiently.

## Xiaomi Unveils Redmi Note 8 Pro with 64MP Quad-camera for INR 14,999

Xiaomi has launched Redmi Note 8 series of smartphones along with MIUI 11. With a multitude of world firsts, including a quad-camera setup, the Redmi Note 8 series looks to disrupt the smartphone segment all over again. With a powerful 64MP quad camera setup paired with an equally capable chipset, Redmi Note 8 Pro is an absolute beast. The camera setup extends to the front with a 20MP selfie shooter. The octa-core Helio G90T mobile platform brings



unprecedented gaming capability to this segment. With a refreshed Aura Design featuring an exquisite Gamma Green colour and dual Corning® Gorilla® Glass 5, Redmi Note 8 Pro is a rare combination of a beautiful, ergonomic design with beastly insides. A full HD+ 16.5 cm (6.53) Dot Notch display with a 19.5:9 aspect ratio headlines the front with thin bezels across all sides. The rear facade of Redmi Note 8 Pro sports 3D curved glass, creating an ergonomic hand feel with a thickness of only 8.8 mm. All-day battery life has been a hallmark of the Note series and this time a 4500mAh battery (18W charger in box) ensures one gets the best of gaming and photography all day long.

## Vivo S1 Power-Packed Performer with Stylish Design



Vivo S1 is powered by a MediaTek Helio P65 SoC | The in-display fingerprint scanner on the Vivo S1 is quick to unlock | The 4500mAh battery helps the Vivo S1 offer decent battery life. Vivo has emerged as a brand that is carrying a lot of loyalty among its customer base and the brand is living up to its expectations by offering unique innovations to its customers. Vivo has recently launched the Vivo S1 in India. This device is a part of the new S series which stands for Style. The Vivo S1 is stylish for sure, and carries a unique design language that can help anyone to stand out in the crowd quite easily. Vivo is known for providing super sleek and well designed smartphones and Vivo S1 is no different. This device is full of style, it sports a 6.38-inch display with a tiny dewdrop-style notch

which is sitting at the top. Vivo has opted for an AMOLED panel, and the Vivo S1 comes with an in-display fingerprint scanner. The Vivo S1 is available in two colors, Diamond Black and Skyline Blue and we had the Skyline Blue unit for this review. Vivo has positioned the power button to the right along with the volume buttons, and we found that these are quite easy to reach and manage while using the device. The Vivo S1 is the first smartphone in India which is powered by the new MediaTek Helio P65 SoC. The Helio P65 comes with a pair of ARM Cortex-A75 cores clocked at 2GHz, and six Cortex-A55 cores clocked at 1.7GHz. It has a Mali-G52 integrated GPU for graphics usage. Vivo has launched three variants of this device in India: the entry-level one with 4GB of RAM and 128GB of storage; another with 6GB of RAM but 64GB of storage; and the top-end one with 6GB of RAM and 128GB of storage. These variants are priced at INR 17,990, INR 18,990 and INR 19,990 respectively.

## Fossil Unveils GEN5 Smartwatches in India

Fossil has announced the latest addition to its impressive range of fashion forward wearables:



the Gen 5 Fossil Touchscreen Smartwatch.

Featuring the latest designs, new speaker functionality, smart battery modes, and double the storage of the previous generation, Gen 5 strikes the right balance

between fashion and technology. Powered by the Qualcomm® Snapdragon Wear™ 3100 platform, this smartwatch offers its users the latest software – Wear OS by Google™.

The newly redesigned and revolutionized Gen 5 Smartwatch features tech that is audible and lasts longer while optimizing performance. Owing to its sleek design and updated technology, Fossil's next generation smartwatch is built to be a best-in-class technology experience for new as well as experienced tech enthusiasts alike.

## XIAOMI LAUNCHES THE INDIA-ONLY MI SMART BAND 3i



Xiaomi, India's number one smartphone and smart TV brand, today announced Mi Smart Band 3i, successor to Mi Band HRX.

Xiaomi remains India's number one wearables company, with a market share of 39% as per Canals Wearable Band Analysis, Aug 2019. With Mi Smart Band 3i, a whole new set of users are expected to enjoy the fitness benefits and convenience that the device offers.

Xiaomi's Mi Smart Band 3i is a device made specifically for Indian consumers. It features a slew of upgrades over its predecessor, Mi Band HRX. The display size goes up from a 1.2cm (0.42) unit to a 1.9cm (0.78) one, with AMOLED technology and touch support. Users can expect the similar battery life they have come to expect from the Mi Band series, with battery capacity bumped up from 70mAh to 110mAh for upto 20 days of usage. Besides tracking steps, sleep and calories, Mi Smart Band 3i also enables viewing notifications directly on the band. It comes with "Find Device" option which enables detection of a paired smartphone directly from the band. Mi Smart Band 3i is water resistant upto 5ATM (50 metres in depth for 10 minutes), making it safe to be used while swimming and in showers.



# ISODA Rajasthan Chapter Reach-out Partners In Maiden Meet



Infotech Software Dealers Association (ISODA), one of the national forum has recently unveiled a regional chapter in Rajasthan for the partners in that region. Following that, the association had recently reached out to select-partners in that region.

Rajasthan largely having a trading partner leaving few as establish System Integration partners. But

the transition is happening IT partners are moving towards complete solutions selling may it be infrastructure, servers, multi-location IT setups, software solutions, ERP solutions. customized software solutions and more. Speaking on the value ISODA can bring in the market, Dhiraj said, "Rajasthan market is emerging as the new hub for IT. ISODA will bring great change and help to

partner in terms of better networking with solution partners, having a wider vision and handled large cases. So spreading knowledge, collaboration networking will definitely help the Rajasthan IT vendors."

According to Dhiraj, ISODA has a specific elite vision and is a quality forum of partners. "We would definitely be looking to extend membership to quality partners who can gel with the community and move ahead with partnership and collaboration together." Any new partner joining the forum should bring two references to become a member of the forum. On the advantages of partners sponsoring the event, he said, the forum will help the OEMs identify right partners in the market beyond visibility, reach and the right network. On a concluding note, Dhiraj said, the participation of local partners in the government-related tenders are not great as most of the government orders are supplied or deployed outside Rajasthan. "ISODA platform will definitely help local partners to have more collaborative business in Rajasthan.", he concluded.

## Document sharing and management software start-up, launches its partner focused solutions



The Association of System Integrators and Retailers in Technology (ASIRT), recently hosted a global document sharing and file management software provider, FileAgo, for its October Techday. The event saw the presence of all three co-founders, who shared a detailed presentation on the unique features and innovations of the software, while also launching a partner focussed business proposition for ASIRT Members. The Techday also marked the beginning of the ASIRT Cricket Premier League (ACPL) 2020, with an enthusiastic player auction that will kick-start the friendly matches and practice sessions.

Mr. Viren Gada, Co-Founder, introduced FileAgo as a secure file management, file sharing, file syncing and collaboration software that offers versatile customisations and can be run on cloud as well as in application servers set up within client's office premises. Focused on data security and ease of collaborative access, FileAgo is an ideal solution for

businesses of all sizes. Apart from sharing, FileAgo also offers vast storage, tracking, and management options. With enterprise grade security, and a prominent global leader as a cloud service partner, FileAgo has already won global recognition within the first year of starting out. Apart from Mr. Viren Gada, FileAgo's co-founders, Mr. Vimal Kumar, Technical architect and Mr. Casper Harnung, Structural Engineer specialising in CAD programming, also addressed the partners and spoke about the unique features that are as per global standards for security and ease of access. Speaking about the choice of ASIRT as a platform to collaborate with partner channels to drive enterprise solutions, Mr. Gada said, "We offer an innovative, secure, and customisable solution to file sharing, storage, and management solutions with granular level of collaboration opportunities, where clients can select multiple sets of permissions for various members in the same group. As an inter-

national company, we are focussed on providing efficient and customised solutions that add value to our clients, irrespective of their scale or nature of business. We have been extremely happy with the response we are receiving so far, with larger reputed clients, including prominent Indian Public sector clients to International brands and MNC's, coming on board to experience the innovations at FileAgo. In terms of expansion plans, we are looking at a robust and reliable channel partner network to reach out to the SME's, MSME's, and larger enterprise businesses. And we could not have found a better platform than ASIRT to launch this for the Indian market. We are extremely glad and excited to present FileAgo to channel partners at ASIRT and look forward to an accelerated business growth journey!" Concluding the presentation, Mr. Gada introduced their dealer partner and also announced a special offer deal for ASIRT partners.

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