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Yotta Infrastructure Introduces Launch Offer for Datacenter Services



Committed to offer high quality hyperscale managed data center

services at highly economical prices, Yotta Infrastructure, a Hiranandani Group Company, today announced a limited period launch offer. Priced at INR 99,999 per month plus taxes, the bundled colocation services will help customers save over 40%. The launch offer is valid till 31st March 2020 for the first 25 customers or 1000 server racks, whichever is earlier. Yotta is committed to leveraging its high economies of scale to provide the

highest quality data center services with highest cost optimization with this inaugural offer.

Speaking on the development, Sunil Gupta, Managing Partner and CEO at Yotta Infrastructure said, "Data center transformation is a capital-intensive process, and we are pleased to deliver exactly what we promised during Yotta's launch announcement in July 2019. Besides zero lock-in, customers also get 3-year price protection with this offer. This has been possible by driving innovation in all critical aspects of data center operations such as power, cooling, construction and yet managing to keep costs low. We are confident that this launch offer will be welcomed by enterprise customers."

Adcom India Launches Nationwide Campaign to Tackle e-Waste in India



Electronic waste or e-waste is the disposal of broken or obsolete electronic components and materials.

E-waste material may be valuable and recyclable and created from anything electronic: computers, TVs, monitors, cell phones, PDAs, VCRs, CD players, fax machines, printers, and many other electronic devices. Most electronics are improperly thrown away; these contain various harmful materials such as Beryllium, Cadmium, Mercury, and Lead. When this e-waste is

warmed up, toxic chemicals are released into the air damaging the atmosphere. The damage to the atmosphere is one of the biggest environmental impacts of e-waste. Therefore, there exists a need to recycle e-waste efficiently to keep our safe environment.

Keeping in mind the current situation of the environment, Adcom India known for its tech lifestyle accessories in India in collaboration with 'Karo Sambhav'— India's leading Producer Responsibility Organization (PRO) has initiated their campaign 'Hum E-waste Le Jayenge'. The campaign has been launched with the goal to spread awareness about e-waste while making individuals more informed about the social implications of e-waste and the importance to efficiently manage e-waste in an organized manner.

IBM INDIA UNVEILS AUTOMATION INNOVATION CENTER IN PUNE

IBM announced the inauguration of its Automation Innovation Centre (AIC) in India at its Pune facility. The AIC is a state-of-the-art facility themed around Intelligent Automation and Future of Work, with experiential demonstration centres showcasing IBM's flagship Automation Platform, Digital Worker suite of solutions, Automation Operations Command Centre for monitoring and managing bots, and co-creation zone for quick Design Thinking with visiting clients, all hosted in an agile workplace.

The AIC also showcases industry vertical solutions for Banking, Insurance, Retail, CPG, Telco, Healthcare etc and the intersection of automation solutions on enterprise applications such as Salesforce, SAP and Workday which are a significant part of IBM's services business. The centre will allow clients to experience IBM Cloud Pak for Automation, available on Red Hat OpenShift that helps design, build and run automation applications and services on any cloud, using pre-integrated automation technologies and low-code tools.

ASUS Announces ASUS Exclusive Store launch in Ghaziabad



Technology giant ASUS India announced the launch of its state-of-the-art new store in Ghaziabad. Mr. Jignesh Bhavsar, National Sales Manager, ASUS INDIA and Mr. Tarun Aneja, Owner of the store inaugurated the ASUS Exclusive Store. The store is set to host an extensive range of electronics and computer hardware, including the brand's flagship products such as ZenBook Pro Duo, ZenBook, Zenbook-Flip, VivoBook and Republic of Gamers (ROG) laptops. The ASUS's new Exclusive Store is located at shop no 1122, orange county

Flipkart partners with Govt of India's NULM to empower artisans

Flipkart, India's leading e-commerce marketplace, has partnered with the Deendayal Antyodaya Yojana – National Urban Livelihoods Mission (DAY-NULM) under the Ministry of Housing and Urban Affairs, Government of India, to empower skilled yet underserved sections of society by inducting them into e-commerce.

Under the MoU exchanged between Flipkart and the ministry today, Flipkart will collaborate with State missions under the DAY-NULM to establish the Flipkart Samarth program in 22 states in India to begin with. Flipkart and the State missions will work with self help groups (SHGs), including local artisans, weavers and crafts producers, and producers of raw and organic food items to provide them market access, training and support. Sellers under the program shall receive time-bound incubation support from Flipkart that extends to a host of benefits such as cataloguing support, account management support and more.

This partnership between Flipkart and the Government will increase business and trade opportunities for micro, small and medium enterprises (MSMEs) and provide them training and support to grow their business. It will bring small businesses and SHGs under the DAY-NULM umbrella into the fold of e-commerce, enabling them to access a much larger, pan-India market. Through this initiative, Flipkart aims to support and boost underserved sections of society, especially in urban areas, by providing them the tools to attain economic and financial stability.

Samsung Electronics Australia Donates 1 Million AUD to Support Bushfire Efforts

Samsung Electronics Australia (Samsung) has donated \$1 million (AUD) toward efforts to fight



and prevent bushfires. Mr W.J. Song, President, Samsung, said: "The devastation caused by the Australian bushfires has been felt across Samsung offices globally and our hearts go out to everyone that has been impacted. It has been incredibly humbling to see the Australian community rally together and offer any support they can during this time."

"Samsung has made this \$1 million donation to the New South Wales Rural Fire Service and we are committed to leveraging the power of our technology to address the challenging reality that bushfires present to Australia."

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Budget 2020: FM had a tight rope to walk, and she did well



The Union Budget, presented by finance minister Nirmala Sitharaman came at a time when the economy is projected to grow at an 11-year low of 5%. Loss of consumer demand, falling sales, struggling industries and falling credit growth have been staring in our faces. In light of these developments, the Union Budget 2020 was being seen, a bit unrealistically, as a magic wand that will make all these problems vanish. However, it is safe to say, that the Budget presented on Saturday, is a prudent Budget that attempted to address a host of issues. For one, it puts more money in the hands of people, with a reduction in personal income tax rates for the middle class.

Agriculture

The government announced a 16-point programme aimed at modernising the farming sector and improving farmers' income. This included steps like using barren farmland for harnessing solar energy, viability gap funding for setting up warehouses for stocking agricultural produce, Kisan Rail and Kishi Udaan schemes to improve value realisation in the farming sector, promoting horticulture, among

others. The allocation for 'agriculture and allied activities' went up by a substantial 28.1%, from Rs 1.21 lakh crore in 2019-20 to Rs 1.55 lakh crore in 2020-21.

Industrial sector

For the industrial sector, the proposal of setting up an Investment Clearance Cell will help in pre-investment advisory, information related to land banks and facilitation of clearances at central and state level through a portal. The Budget proposed a scheme for boosting electronics sector. A National Technical Textiles Mission for promoting technical textiles production and export was also announced. NIRVIK (Niryat Rin Vikas Yojana) scheme for insurance of exporters was announced.

Infrastructure

The Budget made increased provisions for industrial and infrastructure development. The allocation for transport infrastructure saw an increase of over Rs 10,000 crore to Rs 1.7 lakh crore. The allocation for IT and telecom has been substantially enhanced from Rs 16,000 crore to over Rs 59,000 crore. The electricity sector will get a boost by extension of the

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15% corporate tax option to the sector. Perhaps the strongest move was the abolition of DDT.

Tax reforms

The announcement of a Taxpayers Charter and the review of business laws for decriminalisation, on the lines of the Company Law, are positive. On the manufacturing front, the government's approach of focusing on developing specific sectors with potential is welcome. We hope to see more of this approach in the coming times, as also recommended by the Economic Survey. The Budget lays emphasis on current and future technologies, so that we don't miss the new technology revolution.

Fiscal deficit

Given the high fiscal deficit of 3.8% of the GDP in FY20 and 3.5% of the GDP budgeted for 2020-21, the minister had a tight rope to walk, while carrying the burden of expectations of over a billion people.

A positive budget overall from the technology focus point of view

Rajiv Kapoor, Vice President, India & SAARC, Cambium Networks



The Union Budget provides a major boost to the interests of broadband services enablers and aligned stakeholders as one of the major takeaways that evidently emerged was the fact of connectivity

being at the core of all key pursuits planned by the government. Towards this, initiatives announced such as providing push to smart metering, setting up five new smart cities, establishing new data centres across the country and more importantly the allocation of Rs.6000 crore towards BharatNet to provide connectivity to 100,000 gram panchayats within this year itself, augers well for the telecom industry.

Deepak Kagliwal, Director & Head, Sales and Marketing at Blazeclan Technologies

There is no doubt that our nation is rapidly moving



from adopting global digital trends to redefining the entire digital landscape of the country. As a public cloud service provider, Blazeclan Technology is encouraged by the government's recognition of the potential of big data and analytics. We align with the Finance minister's analogy of calling "Data as the new oil" as we believe that data lies at the core of ensuring scalability of businesses regardless of the industry they come from. Proposing relevant policies to govern and budget to grow, the government has provided a boost to one of the strongest arms of the Indian Economy.

Dipesh Kaura, General Manager, Kaspersky (South Asia)

Government's growing interest in the use of Advanced technologies such as Artificial intel-

ligence, quantum computing, etc was definitely



seen as the base of the IT budget for 2020 and an interesting move for Digital India.

In budget we saw the government allocating funds to make data centers across India which will also support their upcoming Data Protection Act. However we do hope that this budget will be majorly focused on protecting the stored data especially of sectors like BFSI and large enterprises that consist major quantity of critical data.

As it was rightly said that Data is the new oil, it becomes increasingly important for a country like India to protect and secure their data moving forward and also invest in securing other vulnerabilities that may target India's critical infrastructures, banking, and financial institutions and government bodies against the ever-evolv-

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ing cyberthreat landscape.

Sandeep Bhambure, Vice President and Managing Director, India & SAARC, Veeam Software

The government's announcement of setting up a policy to build data centre parks throughout India for digital connectivity and the allocation of Rs 6,000 crores for BharatNet is a big step towards a successful Digital India initiative. This will increase the adoption of technologies such as IoT, Analytics and AI; leading to an unprecedented amount of data generation. Data management and protection will play a key role to safeguard the citizen's data from cyber-breaches. Additionally, the implementation of intelligent data management platforms will help achieve positive outcomes from the data.

Chandrabhas Panigrahi, CMO and Consumer Business Head, Acer India.

This is positive budget overall from the technology focus point of view. We are pleased that the Government is allocating Rs. 8,000 crore for the National Mission on Quantum Computing and Technology. The government's move on encouraging manufacturing of electronic equipment in India is also a big step as this would provide much needed impetus to technology and manufacturing sector, which has been developing capacities and generating employment opportunities. Also, more focus on technology such as Machine Learning, Robotics, AI will support the industry to grow and establish India as a robust ecosystem for technology and innovation,

Sumit Sood, Managing Director, Asia Pacific (APAC), GlobalLogic India

We welcome the government's commitment to bring policies that will allow private sector to build data centre parks across India, which will further enable the organizations to skillfully incorporate data in their value chains. Also, with the announcement of government's most ambitious BharatNet project to link the entire country through a common optical fibre network and launching Quantum computing scheme with an investment of more than \$1 billion over a period of five years, India will surely showcase its true potential in the technology sector this year. The way technology is sweeping in the common man's day-to-day activities, data has become the new need in today's date. We support the government's decisions and look forward to their aid in transforming the technology sector and the digital economy.

KT Prasad, Country Sales Director, Zendesk India

I believe the Union Budget 2020 will have a positive impact on helping further drive Indian businesses, given the current local and inter-

national market conditions. The startup sector will benefit greatly from the tax breaks, and the



move to tax ESOPs on liquidation will encourage the retention of talent in the sector, poising it for continued growth on the global stage. We are happy to see the push for adopting AI and ML particularly in the healthcare sector, which will help boost access to services as well as quality of care for more people, and further infuse growth in the economy. It is also interesting to see that the government has invested Rs. 8000 crore to the National Mission on Quantum Technologies, which will ensure India remains a key global technology player. This move aligns and propels India into the future with an eye on data, communications, cybersecurity, and technology, and from Zendesk's position as a global SaaS company, this is particularly encouraging.



Ashwin Kumar, Director, Data Centre and Cloud Operations, Linode India
With a focus on technology and innovation, Budget 2020 sets the foundation for India's future. The allocation of INR 3000 crore for skills development will help bridge a sizable technological skills gap in the country and enhance the global competitiveness of small and mid-size businesses throughout the country, which today employ 40 percent of India's total workforce and contribute nearly 30 percent to the India's economy. We welcome all efforts that positively drive the key levers of modern business — innovation, growth and efficiency.

Sunil Sharma, managing director - sales, Sophos India & SAARC

The Government's Union Budget 2020 is built on the bedrock of emerging technologies including



Artificial Intelligence (AI), Machine Learning (ML), Internet of Things (IoT) and more. Initiatives such as building data center parks across India aiming to safeguard 'data', the most critical asset of organisations along with the digitisation of 100,000 Gram panchayat through its Bharatnet initiative will strengthen the digital fabric of the country. However, increased digital penetration brings along with it cybersecurity risks. As per a recent report, Indian IT managers detected 39% of threats on servers, 35% on the network, 8% on endpoints and 18% on mobile. Additionally, 90% of IT managers believe cybersecurity awareness and education among employees is a major challenge for organisations. That said, while we welcome the Governments proposed steps in strengthening the MSMEs that provide employment to millions of people, we need more impetus on building skilled cybersecurity professionals in the country. The government's allocation of Rs. 3,000 crore towards skill development is a step in the right direction towards building India's youth and economy.

Leon Yu, Regional Head, India & South Asia, Asus

At Asus, we believe that the Union Budget 2020 announcement has covered several pressing issues faced by the economy and is going to bring growth opportunities. All eyes would be on the manufacturing sector, with the FM proposing a scheme to encourage mobile phones, semiconductor packaging, and electronic equipment. The new scheme, Nirvik, is also going to offer respite for exporters, promising to settle refunds for electricity and VAT previously levied. Furthermore, the provision to bring digital connectivity to all public institutions at Gram Panchayat and allocation of INR 6,000Cr to bring fibre to home through BharatNet linking 100,000 Gram Panchayats in FY21 are also welcomed moves.

With India's rising aspirations reaching the rural locales, internet connectivity will pave the way for connected and smart consumerism. At Asus, we shall be pursuing ways to support the government in enriching India's economy and traversing through rural India to ensure optimum growth and development. We also look forward to the policy on private players setting up data parks and shall be offering full support with our cutting-edge products and services.

Dr. Keshab Panda CEO & MD, L&T Technology Services

From a perspective of the engineering and technology services industry that thrives on innovation, the government's move to re-revitalize the IP filing and protection process is a welcome step. Additionally the thrust on quantum computing as a key focus promises to further consolidate India's position in the global digital transformation landscape. The announcement of proposal to set-up Data Centers is also a step in the right direction in terms of acknowledging the importance of data and data analytics.

Overall, the budget puts the role of technology in limelight spanning across all the three focus areas as announced by the government namely aspirational India, economic development and a caring society.

Rajesh Uttamchandani, Director, Syska

We welcome the steps taken by the Government in the Union Budget towards boosting electronic manufacturing in the country. The electronic industry has huge potential both in terms of manufacturing in India and job creation and will provide a major impetus for growth. This will further enhance the exports of networked products. Another important step taken is the further push provided by the Government for its smart cities mission. It aims to create 100 cities with state-of-the-art infrastructure that includes intelligent lighting, Wi-Fi access points, leading



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to enhancement of the quality of life of every citizen while building efficient living spaces for future generations. As a company, Syska has been striving towards developing technology-driven, energy-efficient and affordable solutions that positively impact the lives of our customers. With India heading towards mass urbanization, we are aligned towards promoting sustainability, enhancing social development and creating new employment opportunities through rapid digital innovations.

Bishan Jain, Director, Goldmedal Electricals

The Union Budget 2020 has provided enormous opportunities for companies looking to set up manufacturing facilities in the country. The steps taken by the Government towards making India a manufacturing hub by providing impetus on electronics manufacturing in India will give a further fillip to the Government's flagship

Make in India initiative. Additionally, the budget also provides emphasis on making every district of the country an export hub, with the Government allocating Rs 27,300 crore for the development and promotion of industry and commerce in 2020-21. This initiative will enable Indian companies to develop the infrastructure and manufacturing capabilities required to build products that can be exported. We also welcome the Government's commitment towards boosting emerging technologies such as internet of things, (IoT), artificial intelligence (AI), machine learning (ML), Analytics and the creation of a sustainable environment to combat climate change. As a company, Goldmedal Electricals has always



been at the forefront of introducing innovative and sustainable solutions that make our planet not only smarter but also sustainable for future generations.

Abhishek Kumar, Regional Director, ONCAM

This year's budget includes a number of positive reforms for the surveillance and security agency. The government has announced the launch of Police Academy and Forensic Sciences, 5 more smart cities, 9,000 KMs of economic corridor, enhancement of tourist attractions, and improved business landscape for MSMEs alongside others. Security and Surveillance infrastructure is a core element of all of these reforms and will give a strong stimulus to the segment.



Fintech Startups to spot raise pre Series A up to \$1M at India FinTech Festival 2020

India FinTech Festival (IFF) 2020, India's first home-grown global platform to drive Fintech innovation in the country has opened applications for its marquee show 'FinD the next Unicorn', giving a chance to Indian consumer fintech startups to spot raise pre Series A up to \$1M.

IFF 2020 is being presented by Mumbai Fintech Hub (Government of Maharashtra), Ministry of Electronics and Information Technology (MeitY), National Payments Corporation of India (NPCI) and Fintech Convergence Council (FCC) on March 4 and 5 at MMRDA grounds, Bandra Kurla Complex. The event is supported by Department of Financial Services, NITI Aayog, Invest India, Digital India, World Bank and UNCDF (United Nations Capital Development Fund). Medici is the program partner for the IFF 2020.

Similar in concept to the popular American TV series Shark Tank, 'FinD the next Unicorn' is a fast-paced, business reality event to showcase India's

top ten early-stage FinTech startups looking to raise funding from a panel of five marquee investors.

The eligibility criteria for the application includes:

- Must be an India-based start-up
- Should be looking for less than or equal to \$1M
- Must have a consumer-facing product
- No ideation stage, must have a product
- Must have some positive revenue generation

A five member jury is to shortlist 20 applicants for a closed door semifinal, slated to be held in mid-February in Mumbai. Of the 20 startups, 10 will be selected to present their idea at the finale to be held at the India Fintech Festival on March 5.

"India has been home to 25 Unicorns and we believe that the zest from the fintech startup ecosystem will help us discover more start-ups that can take the number to 100 by 2025. FinD the next Unicorn is borne out of this zeal to discover such ideas and people and take them to the next

level. In addition to the spot funding commitment, FinD the Next Unicorn will also give a massive exposure to these startups by bringing them to the centre stage of the fintech ecosystem and help them get noticed by more investors who are willing to support them," said Suniti Nanda, Fintech Officer, Mumbai Fintech



Hub, Government of Maharashtra.

During the finale each of the 10 shortlisted startups will get 10 minutes to present their ideas to an audience of 1,500 people and spot pitch to a marquee investor panel of 5 members including the likes of Mr. Amrish Rau, India CEO of PayU and Mr. Sanjay Mehta, Founder and Partner of 100x.vc. An on-the-spot funding commitment of up to \$1M will be made by the panel in the startup whose idea is found to be the most convincing.

Businesses need to take a lead role in ensuring that our data doesn't fall into the wrong hands

"Data Protection Day should serve as a wakeup call for both consumer and companies on the



realities of keeping data safe in 2020. While everyone has heard the warnings about keeping personal data safe online, millions of people across the globe are parting with copious amounts of personal data every minute of every day, leaving data traces behind in a literal cookie trail. This is despite us being more aware of the value of our data than ever before."

"Sadly, this universal truth is at constant war with our impatient, always-connected brain, which urges us to scroll through terms and conditions as quickly as physically possible so that we can access what's on the other side. Effectively we

are signing away our data ownership in a matter of seconds each time. And once that's gone, you can never get it back. Privacy is a Pandora's Box in that sense. It's easy to say that there should be more education among consumers, but ultimately so much of our data already sits within online services' databases globally, it's already nearly impossible for individuals to take back control of their digital profile.

"On the flip side, businesses which have been collecting this data for so long are also now in a difficult position. The data sprawl that enterprises have created is expansive and the cost of keeping it secure will be significant. Today, businesses need to take a leading role in ensuring that our data doesn't fall into the wrong hands, as the impact has been grave for users and businesses alike. Realistically though, we will need to accept a trade-off between what we can and

can't secure. More manual error-based issues can and will occur, so there needs to be a mitigating framework in place to stop errors wherever possible, but also to handle these breaches when they do occur.

"Yet, in spite of the acres of negative news around data misuse, collecting and using personal data should not be considered a mortal sin. If you look past big business, there are many other use cases for data, such as scientific experiments or health developments which drive new social value. If we cut off the access to all data, we risk losing out on a lot of valuable insights and new discoveries. But this is only the case when data is in the right hands. Businesses who do collect data should have a high degree of responsibility for that data – and that, of course, includes culpability when things go wrong."

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Verizon appoints Robert Le Busque as Verizon Asia-Pacific Managing Director



Robert Le Busque has been appointed as managing director for Verizon's Asia-Pacific (APAC) region taking on overall responsibility for the company's Global Enterprise business, and particularly for support-

ing the company's fast-expanding enterprise customer base.

Robert was previously Verizon Global Enterprise's regional managing director for Australia, New Zealand & India. He joined Verizon in 2002, and has since held a variety of different roles in the company in areas such as strategy and strategic solutions, across the International region.

China-backed dating app Tantan unveils vision 2020 for India



Tantan, the world's 2nd most downloaded dating application, disrupts the Indian dating industry in its second year of operation. Surpassing the existing dating apps at a phenomenal speed, Tantan has planned high investments in the Indian market. This year, it aggressively aims to become the Top 3 from its current position of the 5th most popular in India as per analytics firm App Annie. In the 2 years of its launch, the China-backed

application has established itself through India's crowded online dating market without any massive advertising or marketing blitz. Standing tall in China as the number one, Tantan reached over 300 million users in 88 countries in September 2019.

The Indian online dating market is an arena of fierce competition where apps strive hard to meet the needs of its varied users. In response to the characteristics of the Indian market, the dating app has enhanced the protection of female users, improved the authentication system, and provided users with a more secure dating community. Tantan has also invested in a large manual review team and has recruited auditors from different cultural backgrounds to provide Asian users with the dating app that best meets their cultural needs.

Microsoft appoints Ahmed Mazhari as new President for Asia



Ahmed Mazhari has been appointed Microsoft Asia's new President and Corporate Vice President, Microsoft Corporation, effective February 10, 2020. He takes the reins from Ralph Haupter, who will be the President of Europe, Middle East & Africa (EMEA) region for Microsoft starting April 1, 2020. Haupter and Mazhari will work together to ensure a seamless transition till March 31, 2020.

In his new role, Mazhari will harness his experience in leading and implementing digital transformation and fostering strong collaboration between organizations, to spearhead Microsoft's work in the region. He will report to Jean-Philippe Courtois, Executive Vice-President and President, Global Sales, Marketing & Operations, Microsoft Corporation.

Tenable Appoints Mark Thurmond as Chief Operating Officer



Tenable®, Inc., the Cyber Exposure company, announced it has appointed Mark Thurmond as Chief Operating Officer (COO). In this role, Thurmond will lead Tenable's global field operations, including sales, professional services

and technical support. Thurmond's appointment adds another layer of depth to Tenable's executive bench as the company continues to deliver on its Cyber Exposure vision to help business executives and security teams understand and reduce cybersecurity risk.

"Mark is one of the technology industry's most highly respected go-to-market execu-

tives, with a proven track record of driving revenue growth and operational excellence for notable cloud and cybersecurity companies," said Amit Yoran, Chairman and CEO, Tenable. "Mark shares our passion and vision to help customers understand their Cyber Exposure and risk as we enter our next phase of growth. We're thrilled to have him on board."

MicroWorld Joins the Microsoft Intelligent Security Association



In the quest to redefine the future of digital security, cybersecurity provider's MicroWorld is now part of the Microsoft Intelligent Security Association. In order to provide their customers with security of the highest quality with fewer integration challenges, Microsoft has brought

together an ecosystem of cybersecurity providers to integrate their technology with Microsoft security products. As a Microsoft gold partner, joining the Association strengthens MicroWorld's work with Microsoft.

"We are ecstatic to join the Microsoft Intelligent Security Association. To share our next generation technology with Microsoft is a revered honor. We look forward to helping users across the world to have a safe computing experience," Said Govind Rammurthy, Managing Director & CEO of MicroWorld technologies Inc.

Joining the Microsoft Intelligent Security Association enables MicroWorld to market their eScan family of antimalware products, through Microsoft Azure Marketplace and take advantage of a number of member co-marketing benefits.

MicroWorld will provide products that are rich with breakthrough features like MicroWorld Winsock Layer (MWL), Non-Intrusive Learning Pattern Technologies (NILP), Security Network, Proactive Behavioral Analysis Engine (PBAE an Anti-Ransomware Technology), Safe Web computing and Parental Control to Microsoft customers.

"It has been incredible to see the Microsoft Intelligent Security Association grow since its inception. We are elated to continue that growth by welcoming MicroWorld into our ranks" Ryan McGee, Director of Microsoft Security Marketing at Microsoft Corp said. He added, "MicroWorld's commitment to security aligns with our goal to protect both MicroWorld and Microsoft customers from new and evolving cyber threats."

Apple Takes Top Spot in Q4 2019 Worldwide Smartphone Market While Huawei Rises to Number 2 Globally for 2019

Worldwide smartphone shipments decreased 1.1% year over year in the fourth quarter of 2019 (4Q19). While the past several years have delivered flat growth, 2019 volumes dropped to levels below annual shipment levels between 2015 and 2018. In total, companies shipped a 368.8 million smartphones during 4Q19, which was up 2.9% from the previous quarter.

The overall decline was partly due to weak shipment growth in China, where consumers are still waiting for cheaper 5G handsets to hit the market alongside increased network coverage and 5G speeds. Large inventories from 3Q19 for Huawei as well as competitive pressure on other domestic players also contributed to a sluggish quarter in China.

"Huawei's performance continued to be strong in China, but while it has been diligently building up a presence as a top tier smartphone player in Western Europe, that's where shipments saw the biggest hit," said Melissa Chau, associate research director with IDC's Worldwide Mobile Device Trackers. "Things will continue to look challenging for Huawei given that the trade war is still not yet resolved while new uncertainty raised around the Wuhan coronavirus could potentially have adverse effects on not just Huawei, but all players reliant on the China smartphone supply chain."

Apple captured the top position globally in 4Q19, boosted by a strong performance in the holiday quarter, similar to 2018. Meanwhile, Samsung managed to maintain the top spot for the full year 2019. Despite Huawei's ongoing challenges outside of China and a notable drop in 4Q19 shipments, it did manage to overtake Apple for the number 2 position overall in 2019.

"The full-year decline in 2019 represents the third consecutive year of falling shipments despite the

launch of 5G devices and new innovative handsets such as foldables," said Anthony Scarsella, research manager with IDC's Worldwide Quarterly Mobile Phone Tracker. "Although the overall market dropped once again in 2019, the fourth quarter proved successful for some of the top players such as Apple, Xiaomi, and OPPO, largely due to new models but also shifting focus away from China. Both Xiaomi and OPPO performed well in India and are starting to gain traction in Western Europe in a similar fashion to Huawei a few years ago. Apple performed well domestically as its market share broke fifty percent in the fourth quarter. Looking forward, 5G handsets – and to be more precise, affordable 5G handsets – will need to be the big catalyst in 2020 to avoid three consecutive years of decline."

Smartphone Company Highlights

Apple shipped 73.8 million iPhones in 4Q19 to grab the top position with year-over-year growth of 7.9%. The iPhone 11 series did well particularly in developed regions like the U.S. and Europe while iPhone XR remained popular globally. According to Apple, the iPhone 11 was the top-selling model every week during December and the three new models were the top three models throughout the quarter. The strong demand for the 11, combined with healthy trade-in promotions and financing plans, made the new device more accessible to a wider variety of consumers than ever before. Looking forward, rumors of a "SE" follow-up device could have Apple earning even more share in emerging markets if the price hits a sweet spot with budget-minded buyers.

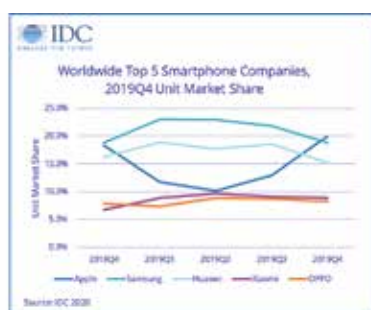
Samsung has tended to peak in the third quarter, so being overtaken by Apple in the fourth quarter was not unexpected. The A series continued to perform well although Samsung's shipment trend slowed with fewer launches and a slowdown in domestic 5G devices, which will take time to pick up internationally. The arrival of the latest Galaxy S series along with a new foldable next month should give the Korean giant a late 1Q20 push. Moreover, IDC expects the more affordable A series to also see some 5G versions at a much lower price point compared to both the S and Note series.

Huawei having filled inventories in the third quar-

ter delivered the expected fourth quarter decline. The company is still facing heavy inventories to clear in China and the pricing of its Mate 30 series has also been a limiting factor. Nevertheless, domestic channel players are still willing to work with Huawei as it could provide a better brand value locally than its key competitors. As a result, Huawei was still able to keep pushing new stock to channels, helped by the financing support incentives to the channel players. Outside of China however, Huawei continued to face challenges. Although Huawei launched the Mate 30 series in some international markets, such as Malaysia and Singapore, the lack of Google Mobile Services still impacted its performance.

Xiaomi's largest market continued to be India for the second quarter in a row as it has shifted some focus away from China. The online shopping festival during the Diwali period helped to support Xiaomi's 4Q19 performance in India. Its Redmi 8/Note 8 series maintained its traction after the shopping festival, which has also helped to support overall shipments. Nevertheless, Xiaomi is facing several challenges, including channel management issues and strong competition from Realme, not just in India but Indonesia as well. Domestically, Xiaomi promoted its CC9 Pro model to showcase the 108MP camera. However, the relatively lower margin and the lack of channel support did not help it gain share against Huawei.

OPPO also slowly shifted focus away from China, with less than 50% of its global volumes being shipped domestically for the first time. It did use its A series to support its 4Q19 performance locally, launched the A11 model with a Quad camera as the key selling point in the low-end segment, and joined the 5G competition in China with the Reno 3 series. However, overall performance was impacted by Huawei and the overall market slowdown. In India, OPPO reinforced its high-end image with heavy promotions around the Reno series, helping OPPO strengthen its position in the US\$400-\$600 segment where OnePlus has a strong market position in India. In Indonesia, OPPO plans to expand its production facilities. Unlike the Indian market, demand for Reno series was sluggish in Indonesia as OPPO's brand is more commonly associated with the mid-range segment.



Top 5 Smartphone Companies, Worldwide Shipments, Market Share, and Year-Over-Year Growth, Q4 2019 (shipments in millions)					
Vendor	2019Q4 Shipment Volumes	2019Q4 Market Share	2018Q4 Shipment Volumes	2018Q4 Market Share	Year-Over-Year Change
Apple	73.8	20.0%	68.4	18.3%	7.9%
Samsung	69.4	18.8%	70.3	18.8%	-1.2%
Huawei	56.2	15.2%	60.5	16.2%	-7.1%
Xiaomi	32.8	8.9%	25.0	6.7%	31.1%
OPPO	30.6	8.3%	29.3	7.9%	4.2%
Others	106.0	28.7%	119.5	32.0%	-11.3%
Total	368.8	100.0%	373.1	100.0%	-1.1%
Source: IDC Quarterly Mobile Phone Tracker, Q4 2019, January 30, 2020					

Strong Growth for the 3D Scanner Market Driven by Greater Affordability and New Use Cases



A new forecast from International Data Corporation (IDC) projects worldwide shipments of three-dimensional (3D) scanners will be more than 635 million units in 2023 with a compound annual growth rate (CAGR) of 21.2% over the 2019-2023 forecast period. The total value of these shipments will be nearly \$3.0 billion in 2023 with a five-year CAGR of 15.8%.

One of the most important factors contributing to this growth is the continued migration of professional-level features into more affordable scanners. This has enabled entry-level products to become more suitable for some professional uses and brought scanners in the middle price tier (\$5,000-\$50,000) closer to industrial-level capability. Greater affordability has helped 3D scanners to grow in popularity for traditional use

cases, such as part inspection and surveying, and make inroads to new use cases, such as denture creation and heritage conservation work. Other factors contributing to overall market growth include increased ease of use due to improved software and more efficient processes as well as the utilization of 3D scanners as part of smart manufacturing initiatives.

"As the market has expanded, we continue to see a rapidly growing number of applications of 3D scanning technology. More accuracy, a greater number of features, and more efficient processing and workflows are increasing customer interest and experimentation by users," said Max Pepper, research analyst, Imaging, Printing, Document Solutions.

IDC defines a 3D scanner as a metrological device

that can optically identify, analyze, collect, and display geometric shapes or three-dimensional environments within a digital environment using computer-aided modeling. Optical 3D scanners use a variety of technologies, including structured light (both "blue light" and "white light"), laser triangulation, time of flight, phase shift, stereoscopic, infrared laser, and photogrammetry. IDC's definition does not include contact scanners.

The 3D scanner market can be segmented into two sub-markets for handheld and stationary configurations. Handheld 3D scanning devices have a handle and are meant to be physically moved around an object to scan while being held. Stationary 3D scanners are those devices that do not fit the definition of a "handheld" device and includes shoulder- and cart-mounted devices as well as scanners attached to robotic arms.

Stationary scanners accounted for nearly two thirds of all 3D scanner shipments in 2019 and will experience strong growth (26.5% CAGR) throughout the forecast. By 2023, IDC expects stationary scanners will represent three quarters of total market shipments. Higher-priced stationary 3D scanners will also hold a significant share (more than 85%) of overall market value throughout the forecast. Handheld growth will be tempered toward the end of the forecast period as more smartphone models become available with built-in 3D scanners, which will impact growth in the <\$5000 segment.

73% of software developers willing to invest Rs 10,000-20,000 per year for upskilling



With new-age skills gaining preference at the technology firms, Indian IT professionals are gearing up to spend on learning the emerging technologies. TechGig's latest survey reveals that about 87% of survey respondents are looking to learn or adopt a new software development technology in the Year 2020. Of these, about 73% of IT professionals are willing to pay Rs 10,000-20,000 per year for upskilling.

India's largest technology community, TechGig surveyed 1,057 IT professionals to understand their preference for learning new-age software development technologies. Most respondents (57%) of this survey belonged to the 25-34 age group.

"This is a critical finding because it shows the

seriousness of software developers towards staying relevant at work floors," said **Sanjay Goyal, Business Head, TimesJobs&TechGig**. "In today's disruptive work environment, especially in the IT domain, anyone who is serious about his career will consider learning as a long-term approach. As the TechGig survey says that most respondents are ready to spend Rs 10,000-20,000 per year for upskilling, this reveals that people are indeed very focussed on learning new tools to grow in their career," he said.

Python most popular technology that IT professionals want to learn

TechGig's survey asked the respondents to name the technology that they would like to learn for software development. Python emerged as the top choice for learning, with as many as 35% of respondents saying that they would learn the language. This was followed up by Java, as voted by 15% of respondents and C++ as voted by 12% of respondents.

Python preferred for ease of use

In another question, most respondents (26%) said that they already work on Python, in comparison

to other languages as Java (voted by 21%), JavaScript (voted by 13%) and SQL (voted by 11%). When asked the reasons for working on Python, most IT professionals (41%) said that it is 'user-friendly'. This was followed by other practical reasons such as 'technological fit', as stated by 17% of respondents and 'ease of development and maintenance' as voted by 13% of respondents.

Technology news sites most preferred medium to know about IT trends

About 56% of respondents said that they read about new tools and technologies regularly to stay updated about new developments, which hints that most technologists are keen on knowing about the trends that are impacting the IT domain.

Answering another question, the respondents said that technology websites sites like TechGig were their most preferred medium to get updates on the IT domain. About 21% of respondents voted for 'technology sites', followed by options as 'reading tech blogs' voted by 20% of people and 'subscribe to tech Youtube channels' as voted by 15% of respondents.

Technology Trends to Watch in 2020



The consumption of technology is set to go to the next level in the year 2020, voice will take the central stage, smartphones will redefine image capturing and processing and adoption of smart wear-

able devices will be on upswing.

Voice To Get Greater Command

With the growing popularity for voice-based applications, the voice assistant solutions industry is set to get greater command in India. The 2019 Accenture study reveals that virtual digital assistant is the fastest-adopted technology in India with 97 per cent satisfaction rate among Indian consumers. The proliferation of smart devices such as smart speakers, smart TVs etc. and growing preference to voice searches on digital platforms are fueling the demand for voiced based chatbots/ voice bots across the industry verticals.

Organizations, especially service businesses have realized the potential of voiced based applications for better customer experience. Therefore, banking and finance institutions, insurance firms, E-Commerce etc. are rapidly shifting from text chatbots to interactive bots. Some of the companies have gone one step further by building their voice bots to pro-

vide personalized assistance to customers. Goibibo's GIA, ICI's Ipal, ixigo's ixibaba are some of the popular examples of digital vertical assistants.

While the voice-enabled smart assistant market is on steady growth in India, it largely supports English, restricting the possibilities in the regional languages. This is the area where Indian start-ups can play a pivotal role by going multilingual. At present, Google Assistant, Alexa, Cortana and Siri are the prominent players in the Indian market. However, as the demand for regional language support increases, we will see many domestic players introducing user/industry-specific multilingual virtual voice assistant solutions.

Research states that technologies such as AI, automatic speech recognition (ASR), machine learning, natural language processing (NLP) will further boost the industry-wide adoption of voice assistant solutions. This emerging business stream also offers enormous growth prospects to start-ups, smart equipment manufacturers, technology distributors and channel partners in the next 3-5 years.

Smartphones To Become More Powerful

Smartphones will continue to become more powerful with increased compute power and storage. The camera will be the key differentiator for smartphone makers in 2020. The path-breaking innovations in camera meant for professional photography will further make the battle intense among the smartphone

players in India. The high-quality camera smartphones with best audio quality are rapidly replacing the professional video cameras in entertainment and broadcast industries and expected to capture the substantial pie in conventional videography industry. As smartphones are going high end, batteries will also become more powerful with innovations like fast charging, reverse charging, reverse wireless charging and so on. Powerful batteries require energy-efficient cooling systems and thus, smartphone brands will bring battery cooling systems to address the issue of phone heating. Lastly, with the advent of 5G, technologies such as AI, AR, and VR will become more accessible for users resulting boom in the computing power.

Wearable Devices to Grow Multi-fold

The wearable market is a growth spree in India with a descent business of all the major wearable brands. The country became the third largest wearable market with three million wearables shipped in the second quarter of 2019. Traditionally, the wearable market was dominated by wristbands. However, there is a growing popularity for ear-worn wearables, which is emerging as a fastest growing lifestyle tech category. The increased awareness about fitness among Indian millennials is also fueling the demand for health trackers such as smart watches giving growth prospects to wearable manufacturers and retailers with a descent margins.

SAP Joins CEO Carbon Neutral Challenge



Neutral Challenge issued by Gucci President and CEO Marco Bizzarri pledging to support global business in the transition to a low-carbon economy.

"SAP is not only a world-leading innovation and technology company, we are a world-leading sustainability company," said Jennifer Morgan, Co-CEO and Member of the Executive Board, SAP. "Marco Bizzarri's CEO Carbon Neutral Challenge is complementary to our own commitment to helping businesses use innovative technology to achieve their most ambitious climate goals so they can take responsible actions and make a positive difference."

The CEO Carbon Neutral Challenge underscores the need for companies to take urgent action and implement a 360° climate strategy to create positive outcomes. The cornerstone of the challenge to businesses is to take full responsibility and accountability for the total greenhouse gas (GHG) emissions they generate, deliver nature-based climate solutions that mitigate emissions and drive positive change.

"As businesses, we must all own up to the total GHG emissions our activities generate and, at the same time, invest in nature-based solutions to protect our world's critical forests and biodiversity, simultaneously helping to mitigate climate

change," said Gucci President and CEO Marco Bizzarri. "I applaud SAP's commitment to join the CEO Carbon Neutral Challenge. The leadership they are showing by doing so will help create a future in which society can thrive and business can succeed, while nature is restored and protected."

In line with the criteria set forth by the CEO Carbon Neutral Challenge, SAP had already established an approach to helping customers transition to a low-carbon economy and deliver on their climate goals including:

Creating greater efficiency, transparency and accountability of carbon and emissions across the entire supply chain

Innovating new processes and business models

Helping companies engage with industry, government and their consumers

SAP is helping companies track carbon emissions from their upstream supply chains to downstream logistics, including procurement, operations and manufacturing. In the transition to new sustainable business models, SAP has a team of innovation services and solutions professionals focused on enabling customers to embrace disruption and transform their business through innovation using intelligent technologies such as Internet of Things (IoT), machine learning, artificial intelligence (AI), blockchain and advanced data analytics

SAP aims to be a role model for climate action as well. In 2009, SAP set to reduce greenhouse gas emissions back to the levels of 2000 by the year 2020. It achieved that goal more than two years early, despite increasing its employee base four-fold. In 2017, SAP announced a commitment to

making operations carbon neutral by 2025. This target included all direct emissions as well as a selected subset of indirect emissions from supply chains and services.

SAP became a member of the Science Based Targets Initiative in 2017 and was the first in Germany with a science-based carbon reduction target for 2050. SAP was also among the first companies in 2019 to commit to science-based 1.5°C-aligned reduction targets. This corresponds to an 85 per cent reduction in the company's 2016 emissions level by 2050, including energy consumption of SAP products in use by customers.

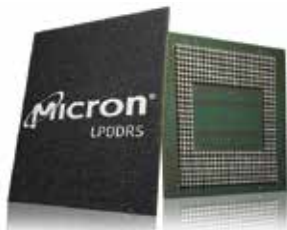
When emissions cannot be avoided or reduced, SAP compensates by investing in CO2 offsets, and in return receives CO2 credits from the sponsored projects. The focus is on high-quality projects, such as Livelihoods funds, which combine reforestation with bettering the livelihoods of rural communities. This fulfills the Gold Standard of the World Wide Fund for Nature (WWF).

SAP's annual integrated report contains a detailed analysis of its emissions and impacts and is considered one of the most progressive in the technology industry. The company is a signatory to the United Nations Global Compact and a member of associations, including CDP, the Value Balancing Alliance and the Ellen MacArthur Foundation. Additionally, SAP is the leading software company in the Dow Jones Sustainability Indices.

SAP joins Gucci, The RealReal and Lavazza Group in the CEO Carbon Neutral Challenge issued by Gucci CEO Marco Bizzarri. Gucci is part of Kering, which has also declared total carbon neutrality.

Micron Delivers World's First Mass-Produced, Low-Power DDR5 DRAM for High-Performance Smartphones

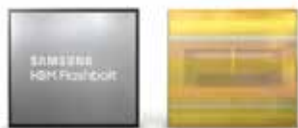
Micron Technology, Inc. announced it has delivered the world's first low-power DDR5 DRAM in mass production to be used in the soon-to-be-released Xiaomi Mi 10 smartphone. As Xiaomi's memory technology partner, Micron provides LPDDR5 DRAM with superior power efficiency



and faster data access speeds to meet growing consumer demand for artificial intelligence (AI) and 5G functionality in smartphones.

"We value Micron's long-standing leadership and innovation in memory," said Chang Cheng, vice president at Xiaomi Group. "Micron's LPDDR5 DRAM market-leading features ensure our Xiaomi Mi 10 smartphone will remain power-efficient while still offering incredible performance and greater stability. We believe LPDDR5 will be the standard configuration for all flagship devices in 2020."

Samsung to Launch of Industry's First 3rd-generation (16GB) HBM2E



Samsung Electronics, the world leader in advanced memory technology,

today announced the market launch of 'Flashbolt', its third-generation High Bandwidth Memory 2E (HBM2E). The new 16-gigabyte (GB) HBM2E is uniquely suited to maximize high performance computing (HPC) systems and help system manufacturers to advance their supercomputers, AI-driven data analytics and state-of-the-art graphics systems in a timely manner.

Ready to deliver twice the capacity of the previous-generation 8GB HBM2 'Aquadbolt', the new Flashbolt also sharply increases performance and power efficiency to significantly improve next-generation computing systems. The 16GB capacity is achieved by vertically stacking eight layers of 10nm-class (1y) 16-gigabit (Gb) DRAM dies on top of a buffer chip. This HBM2E package is then interconnected in a precise arrangement of more than 40,000 'through silicon via' (TSV) microbumps, with each 16Gb die containing over 5,600 of these microscopic holes.

With Enhanced HyperEngine Technology for Superior Smartphone Gaming Experiences

MediaTek, the world's 4th largest global fabless semiconductor company, today unveiled its Helio G70 and G80 mobile gaming-focused chipsets. The newest G Series chipsets feature HyperEngine game technology, advanced multi-camera and unrivalled connectivity for uninterrupted gameplay. The Helio G70 and G80 are aimed at new premium smartphone users and gaming enthusiasts who want high-end features at mid-tier price points. The new chipsets will power major smartphone brands that will first hit the market in India, later



this month.

Along with HyperEngine mobile gaming enhancements, the chipsets offer other unrivalled smartphone experiences like integrated Voice Wakeup (VoW), advanced multi-camera photography and faster overall performance.

"The smartphone gaming market is expanding, and MediaTek's G series chipsets deliver powerful performance and game-play features that let device makers innovate and cater to consumer gaming demands," said Dr. Yenchi Lee, Assistant General Manager of MediaTek's wireless business unit. "The G series chips have an impressive combination of hardware and software to optimize performance, provide superb image quality, smooth game-play and ensure uninterrupted connectivity for dedicated gamers."

RP tech India introduces Ubiquiti®UniFi Protect G3 Video Surveillance Series in India



RP tech India, the country's only value-added distributor, is pleased to introduce Ubiquiti®UniFi™ Protect G3 Video Surveillance series in India. Designed for maximum performance in the smallest form factor, the G3 UniFi Protect Cameras deliver superior video quality at an affordable

price. The Company has launched five models namely UVC-G3-FLEX, UVC-G3-DOME, UVC-G3, UVC-G3-PRO and CK GEN 2 PLUS to, which offers advanced surveillance at users' ease.

The UniFi Video G3 series represents the next generation of cameras designed for use in the UniFi Video surveillance management system. These cameras offer 1080p Full HD resolution for day or night use and are integrated with the UniFi Video software for powerful and flexible, integrated IP video management. It offers scalable plug and play, where users' can add up to 20 cameras to their surveillance system to cover every angle or perimeter.

Synology® Introduces DiskStation DS420j, Your Essential Home Server



Synology Inc. launched DiskStation DS420j, a file syncing and sharing solution that addresses different capacity demands for home users.

"With a vast amount of data generated from mobile devices, laptops and cameras, file syncing and sharing has become a challenge facing personal users. It is inevitable for them to find a reliable way to protect their digital assets," said Kevin Meng, Product Manager at Synology Inc. "DS420j offers a simple and private solution with massive capacity for you and your family to sync and share memories as you grow them."

HYPERX LAUNCHES FURY ULTRA RGB GAMING MOUSE PAD IN INDIA



HyperX, the gaming division of Kingston Technology Company, Inc., today launched its FURY Ultra RGB gaming mouse pad in India.

The FURY Ultra mouse pad features a radiant 360-degree RGB light ring and light bar that is customizable with HyperX NGENUITY software. The gaming surface utilizes a micro-textured hard surface with anti-slip rubber base that offers performance, speed and stability. The new product is now available in leading e-tail and retail stores at an MRP of INR 6,490.

"With the Fury Ultra RGB mousepad been unveiled at CES, HyperX is happy to launch it in India to cater to enthusiast PC gamers," said HyperX. "This mousepad lets the user customize lighting and set up effects for each of the 20 LEDs with the HyperX NGENUITY Software."

LOGITECH INTRODUCES NEW VIDEO STREAMING SOLUTION FOR YOUR HOME STUDIO

Logitech introduced Logitech® StreamCam, a new webcam designed with streamers and content creators in mind. StreamCam features 1080p/60 fps video, USB-C



connectivity, and flexible mounting options. StreamCam is even more powerful when used with Logitech Capture. Capture unlocks features on StreamCam that automate exposure, framing, and stabilization, so creators can focus on making their best content.

"StreamCam is designed for today's creators, making it easier than ever for people to share their passion with the world," said Delphine Donne-Crock, general manager of Creativity and Productivity at Logitech. "Video has become a primary way for people to express themselves, and we're designing products that help people create amazing content."

Intel Builds 10 million QLC 3D NAND Solid-State Drives



Intel's memory and storage group produced Intel® QLC 3D NAND solid-state drive (SSD) number 10 million based upon the QLC NAND die

built in Dalian, China. Production began in late 2018, and this milestone establishes QLC (quadruple-level cell memory) as a mainstream technology for high-capacity drives.

"Many have talked about QLC technology, but Intel has shipped it, and at scale," said Dave Lundell, director of Client SSD Strategic Planning and Product Marketing at Intel. "We have seen strong demand for the cost-effective capacity of our standalone QLC SSD (Intel® SSD 660p) and the performance of our Intel® Optane™ Technology + QLC solution (Intel® Optane™ Memory H10)."

Sennheiser PXC 550-II Wireless, The Smarter Travel Companion, Launched in India

German audio giant Sennheiser announced the launch of its much awaited Sennheiser PXC 550-II,

the successor of its acclaimed PXC 550 Wireless headphones in India. Priced at INR 29,990, the new PXC 550-II Wireless is designed to offer an intuitive

experience for the frequent traveler. It's adaptive noise cancellation seamlessly adjusts to suppress the ambient noise, even in chal-



lenging outdoor environments. The headphone will be available for frequent travelers in India starting from 12th February 2020.

Building on its predecessor's extraordinary comfort and superior sound quality, the PXC 550-II is even more sophisticated and has adaptive noise cancellation for all environments because of its new Anti-Wind ANC setting. The PXC 550-II Wireless comes with Bluetooth 5.0 compatibility and AAC codec support for superior wireless listening, while a new Voice Assistant button provides one-touch access to voice assistants such as Siri, Google Assistant and Amazon Alexa.

Syska launches P0511J pocket fit Power Bank



Syska Accessories, a leading name in mobile accessories, offering innovative products has announced the launch of the latest P0511J Power Bank. The powerbank comes with a steady capacity of 5000mAh and high energy density polymer cell. Syska mobile accessories offer a wide range of top quality products such as wireless speakers, wireless headsets, earphones, car chargers and others.

The power bank market is on a growth trajectory owing to factors such as increasing usage of electronic devices and technological advancements. Power banks work as an inexpensive alternative for most instead of replacing the smartphone battery. In this innovative era, Syska introduces a highly conventional technology that saves time and offers maximum benefits. Built with intelligent multi-protection circuit, the power bank ensures safe charging while protecting itself from overcharge. The metal bodied power bank comes with a Micro USB input and USB output port that allows you to charge your device rapidly.



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