REACH SOUTH INDIA

Wish you



TECHNOLOGY NEWS MAGAZINE

Andhra Pradesh I Telangana I Tamilnadu I Pondicherry I Karnataka I Kerala

Vol-16 Issue-3, Krishna, October - 2021, Pages-16, ₹40/-

Work from Home UPS Solutions.

Stay Connected!



Liebert® ITON™ 1000VA CX

Line-interactive UPS that offers full-featured power protection for your IT demands.

The Liebert® ITON™ 1000VA CX is an economical line-interactive UPS that offers full-featured power protection for home or small office computers and electronic equipment. With it's unique features and extraordinary performance not normally found in similar products in range.









Heavy Duty 2 x 7AH **Batteries**



Connect upto 3 devices



Auto Restart





Scan code

Explore solutions at Vertiv.com/en-in Call Tollfree : 1-800-2096070 E-mail: marketing.india@vertiv.com

US Competitiveness is at Stake for Chip Manufacturing

This year, Manufacturing Day could not come at a more important time for the future of our country. Last week, I was able to experience something extraordinary as a new member of the Intel team



– the groundbreaking for two new semiconductor fabrication facilities (fabs) in Arizona and a firsthand look at how semiconductors are made. Intel fabs are among the world's most technically advanced manufacturing facilities.

Seeing the beginning of these new facilities to build semiconductor chips firsthand emphasized this pivotal moment we face as an industry. A chip shortage is affecting multiple supply chains, just as semiconductors become more foundational to modern digital life. The start of construction in Arizona, where our footprint will grow to six fabs, underscores Intel's commitment to opening its fab doors wide to serve the needs of foundry customers globally and ultimately boost domestic chip manufacturing in the U.S.

As Intel's chief government affairs officer, it is my job to advance our collaboration with governments around the world as we address the soaring global demand for semiconductors. I have joined Intel at an exciting time for the company and the industry. Just this week, the Semiconductor Industry Association (SIA) published its 2021 State of the U.S. Semiconductor Industry report identifying how the semiconductor has supported us through the pandemic and made great technological advances in 2021. But the report also underscored areas where the industry still faces significant challenges.

For example, the SIA report notes that the U.S. share of global semiconductor manufacturing capacity has dwindled from 37% percent in 1990 to just 12% today. In contrast, Asia is home to about 75% of the world's total semiconductor manufacturing capacity. This imbalance exists mostly because foreign governments have invested heavily in chip manufacturing incentives while the U.S. government has not. That disparity highlights the need for the U.S. to consider strategic incentives to support domestic manufacturing.

At Intel, we like to say that we've put our chips on the table and are significantly expanding our U.S. manufacturing operations. Previously announced plans for our Arizona and New Mexico facilities together represent a \$23.5 billion investment that will drive American innovation and increase semiconductor manufacturing. Intel Foundry Services (IFS) will also position Intel to become a major provider of foundry capacity in the U.S. and Europe, serving customers globally.

These efforts are key to strong economic and national security, but more needs to be done to

promote a robust chip manufacturing industry in the U.S. and maintain its technological leadership. Intel CEO Pat Gelsinger recently met with Commerce Secretary Gina Raimondo, White House officials and industry leaders to discuss the global chip shortage and how the public and private sectors can work together to respond to the challenges faced by semiconductor supply chain constraints.

Further, Congress recognizes the importance of strengthening American leadership in semiconductor manufacturing, innovation, and research and development. In June, the Senate passed the bipartisan U.S. Innovation and Competition Act (USICA) with \$52 billion in funding for the CHIPS for America Act. A single, advanced manufacturing facility can cost upwards of \$10 billion to build and operate in the U.S. Fully funding the grant program established in the CHIPS Act will encourage future domestic investment by helping American manufacturing companies compete with heavily subsidized foreign companies. Without government incentives, we cannot make the scale of investment we want and that is required to avoid future chip shortages.

We are encouraged to see the Commerce Department, leaders of both parties in Congress and the Biden Administration recognize the urgency of funding the bipartisan CHIPS Act. Other countries are moving quickly, so must the U.S. Intel looks forward to working with our federal partners to help maintain America's position as the world's top technological innovator.

Samsung in talks with Tesla for manufacturing next-generation self-driving chips



Samsung Electronics is reportedly in talks with electric carmaker Tesla for the next-generation self-driving chips based on the South Korean giant's 7-nanometer (7nm) chip production process, as per the new reports.

The report, coming from Korean Economic Daily, claims that both the companies — Tesla and Samsung, have discussed chip design multiple times and have also exchanged chip prototypes for the upcoming Hardware 4 self-driving system from Tesla.

If Samsung gets the contract from Tesla, then the company is expected to start production using the 7nm process. This is likely to happen as Samsung is already producing Tesla's current-generation Hardware 3 computers.

Samsung is manufacturing 5nm chips but will be using the 7nm process to manufacture chips

for Tesla's Hardware 4 self-driving computer to ensure higher production yields and stable functions of the chip when installed.

While the timeline for the production of the Hardware 4 is not yet known, but we expect it to get started in a couple of months given that Tesla CEO Elon Musk revealed during the Al Day event last month that the new hardware for its self-driving technology for the Cybertruck will be released in about a year or so.

Samsung is currently the second-largest contract chip manufacturer in the world, just behind TSMC. While Samsung holds 17.3 percent of the market share, Taiwan-based TSMC is miles ahead with a massive 52.9 percent market share.

Anra Delivers Medicines From the Skies In India

ANRA Technologies is pleased to announce its participation in the 'Medicine From The Sky' initiative in India, spearheaded by the Emerging Technologies



Wing of the India government Information Technology Electronics and Communi-

cations (ITE&C) department, in partnership with the World Economic Forum (WEF), NITI Aayog, a public policy think tank of the Government of India, and emergency and healthcare management services provider HealthNet Global.

This project integrates drone technology to deliver

medicine over long distances to hard-to-reach rural areas with minimal road infrastructure. With support from the Indian Union Minister for Civil Aviation Jyotiraditya Scindia, the Government of Telangana has launched trials to advance healthcare using this innovative technology.

The COVID-19 pandemic has brought long-term health inequities and inspired consideration of how to deliver high-quality healthcare to all, even in inaccessible areas. With delivery drones emerging as a potential solution, ANRA has partnered with Marut Drones to form a team that will support trials for Beyond Visual Line-of-Sight operations in Telangana.

Using lessons learned from ANRA's recently com-

pleted BVLOS EOI trials, the Medicine from the Sky consortia will deploy with ANRA's delivery and airspace management software connected to the drones, providing an entire ecosystem for ensuring the drones will safely and efficiently deliver medicine. ANRA's delivery software provides a network that enables drone deliveries by managing orders, inventory, and provisioning products - then safely operates the drone within our UTM network. Our delivery software incorporates our airspace management technology to enable safe flight routing for the drone while providing tracking and status updates to the customer on our mobile app. ANRA's solution connects all the necessary stakeholders by providing vital information and data exchanges for compliant and efficient delivery operations.

RP Tech India Delights Its Employees With A Memorable Switzerland Tour – The First Since The Onset Of Pandemic



RP tech India, the fastest-growing B2B technology company, delighted its employees from 20 different cities of India with a memorable Switzerland tour. Probably the first Indian company to organise a group international tour, RP tech rewarded its branch managers, product/business managers and champions who achieved remarkable business success. Organized during 6th – 11th October, the Switzerland tour was packed with lots of fun activities and surprises for employees to offer them much needed leisure after almost two years of the challenging period.

Foreign Trip Scheme (FTS) is a motivational tool to encourage employees to bring out the best in them to achieve set business goals. It also aims at improving the work quality, foster employee loyalty and reduces attrition. RP tech India is the first company in the IT channel industry to commence (FTS) both for employees and chan-

nel partners. As part of its initiative, the company announced the Switzerland trip in 2019. However, as the COVID-19 global pandemic hit, the company postponed the tour for the safety of its employees. RP tech ensured timely vaccination of all eligible employees along with their family members. After carefully analysing the global travel scenario, the company announced fresh dates. The major highlight of this FTS was that employees were allowed to bring their spouses and offered them a romantic holiday at an exotic location.

The tour had lots of fun activities and surprises for employees and their spouses. They visited some of the iconic places in Switzerland like the Swiss National Museum, Old Town, (Alstadt), the Zurich Opera House, Chinese Garden, Bahnhofstrasse and the Fraumunster Church, Interlaken, Schwarzwalduhren Zentrum and Lucerne. RP tech

team ensured seamless execution of the itinerary. All participants appreciated the efforts of the team for giving them a memorable experience of a Switzerland tour.

Sharing his feedback, Mihir Talekar, Business Manager, said, "Switzerland tour with our Branch managers, some champions & CO team is like a dream come true. Last year when due to the pandemic, we needed to postpone this tour at the last minute. However, once the situation improved and vaccination gave us enough confidence to travel internationally. I am very grateful to our management for giving us this opportunity. These five days were the most enjoyable time with friends after a long time that infused a breath of fresh air in us. Thanks a lot to our management for this wonderful opportunity, the in-house organizing team who ensured our comforts during the whole time and SOTC team for a flawless tour execution."

Prasad Naik, Product Manager, said, "I am falling short of words to describe the out of this world experience in the last few days. Thanks to RP tech management and the hard work put in by all the branches to qualify for this trip."

Biju Thomas, Branch Manager, Trivandrum, said, "I was eagerly waiting for this day. I thank the management for rewarding my performance. I thoroughly enjoyed the tour and also forged new friendships with fellow teammates. The entire tour was well-coordinated and covered most of the popular tourists' destinations. I had a pleasant time."



Lenovo Y540

Lenovo C340

Mob.: 09971617050, 09811553156, Gagan: *893, #301

103, First Floor, Ideal House Building No. 69, Nehru Place, New Delhi-11

Lenovo S540

Lenovo V330

P DELL TOSHIBA lenovo acer SONY CALL

Talent Shortages as Biggest Barrier to Emerging Technologies Adoption

IT executives see the talent shortage as the most significant adoption barrier to 64% of emerging technologies, compared with just 4% in 2020, according to a new survey from Gartner, Inc. A lack of talent availability was cited far more often than



other barriers this year, such as implementation cost (29%) or security risk (7%).

Talent availability is cited as a leading factor inhibiting adoption among all six technology domains included in the survey – compute infrastructure and platform services, network, security, digital workplace, IT automation and storage and database. IT executives cited talent availability as the main adoption risk factor for the majority of IT automation technologies (75%) and nearly half of digital workplace technologies (41%).

"The ongoing push toward remote work and the acceleration of hiring plans in 2021 has exacerbated IT talent scarcity, especially for sourcing skills that enable cloud and edge, automation and continuous delivery," said Yinuo Geng, research vice president at Gartner.

"As one example, of all the IT automation technologies profiled in the survey, only 20% of them have moved ahead in the adoption cycle since 2020. The issue of talent is to blame here."

Emerging Technology Investments and Deploy-

ments Are Accelerating

Despite talent challenges, infrastructure and operations (I&O) and other IT leaders have increased the adoption of emerging technologies to drive innovation as organizations begin to recover from the pandemic.

Across all technology domains, 58% of respondents reported either an increase or a plan to increase emerging technology investment in 2021, compared with 29% in 2020. Furthermore, I&O functions have witnessed a reduction in deployment timelines, with all technologies in deployment expected to reach adoption within the next six to 18 months.

"This indicates that organizations feel more comfortable directly deploying new technologies to accelerate growth, rather than relying on an extended observation period to develop the business case," said Geng.

In addition, a greater number of leaders (both inside and outside of the IT function) are influencing technology investment decisions this year, driving the trend of "democratized delivery." In 2021, 82% of IT leaders either agree or strongly agree that enterprise leaders outside of IT influence emerging technology adoption decisions across all technology domains evaluated.

Cloud and Security Technologies Prioritized Resilience and improving critical IT infrastructure are top priorities among I&O and other IT leaders in 2021, according to the survey. As a result, they are prioritizing cloud deployments and investments in security technologies.

To allow the smooth movement of information between physical and virtual locations, organizations are investing heavily in creating a strong hybrid cloud base, supported by multicloud tech-

EDITORIAL

EDITOR: Dinesh Shyam Sukha CO-ORDINATOR: Siddhi

PRODUCTION & OPERATION: Ramayya POSTAGE & PACKING: L.N.Rao

POSTAGE & PACKING: L.N.Rao ADVERTISING SALES: V.K.Gupta DESIGN: Dikshit

CREATIVE DESIGNER: MKVS

ACCOUNTS: Murthy

MAGAZINE CUSTOMER SERVICE:info@cellit.co.in Ads: press@cellit.co.in

contact@cellit.co.in, 9246402144

NOTE

All products, brands, service names mentioned may be trademarks of their respective owners

nologies. Distributed cloud systems, cloud access security brokers (CASBs) and cloud enterprise resource planning (ERP) are among those reaching the deployment phase in 2021, with respondents stating that resilience is the primary investment driver for 63% of these cloud technologies.

In addition, infrastructure security is a significant priority for organizations as they tackle rising threats, particularly to endpoint devices in hybrid work environments. From 2020 to 2021, the number of security technologies in deployment rose sharply — from 15% to 84% of evaluated technologies. In 2021, 64% of respondents reported that they have either increased or are planning to increase investments in security technologies, up from just 31% in 2020.

"I&O leaders who do not revise their infrastructure security strategy will face challenges due to the continued rise in the ransomware attack surface for enterprises," said Geng.

Evaluating 20 per cent GDP Growth for the First Quarter: CII

The Gross Domestic Product (GDP) numbers printed at 20.1 per cent in the first quarter of April – June 2021-22 (Q1FY22). While in a normal year this would have been considered extremely good, the fiscal year 2021-22 was anything but normal, with the first wave of the pandemic leading to a shutdown of the economy. As a result, GDP declined by 7.3 per cent in the full year and by 24.4 per cent in the first quarter. Naturally, therefore, the GDP was expected to bounce back in FY22, especially in the first quarter, despite the second wave of the pandemic hitting the country during this period.

What must be acknowledged is that economic activity continued without a blanket shutdown as took place during the first wave in 2020. Sectors that did well in the first quarter include agriculture, construction, manufacturing and trade, hotels, transport and communication while financial, real estate & professional services as well as public administration and defence under-performed.

On the demand side, private consumption demand remained subdued given the COVID related restric-

tions. In contrast, exports and investments provided strong support to overall growth, while government consumption spending moderated.

Looking ahead, many indicators project an optimistic outlook for the second quarter. Most encouragingly, the number of virus cases has plateaued without the onset of another wave. Vaccination has gathered pace with increasing numbers of people getting at least one dose. As a result, monthly indicators such as GST collection, digital transactions, E-way bills and railway freight reflect an improvement in the economic momentum.

Of course, contact-based services such as tourism or hospitality remain subdued in view of the fact that continuing COVID cases remain a constraint. As large public gatherings for public festivals or private celebrations continue to be restricted, a full recovery will take some time.

For a sustained recovery, both public and private investments need to make a comeback. The Government may need to frontload some of its committed spending on infrastructure which would have a beneficial impact on private investment.

The objective would be to make industry competitive. Creation of industrial infrastructure such as industrial parks and enabling logistics would lower the cost of doing business, thus encouraging private investments.

The good news is that global demand and trade are on the rise, with many developed countries recovering at a fast pace, given that stimulus measures have been generous and vaccination coverage is increasing. There is, therefore, scope for ambition in increasing India's exports. While the first quarter numbers show encouraging strength in exports, this would need to be sustained.

Finally, the largest component in India's GDP is domestic consumption which has remained weak in the aftermath of the pandemic. Many households have suffered from job losses and income reductions, which may take time to repair. While the upcoming festive season may lead to a bounce in consumption, getting demand back will require greater income generation. Investment in infrastructure, other than facilitating business, can also set off a multiplier effect through the creation of jobs.







Thousands of Gifts and Freebies for our top performers



Scheme is valid for retailers and non-distributing partners only

Rx Infotech P Ltd
Authorised Distributor of Lapcare
sales@rxinfotech.in



© 8800736969

www.facebook.com/lapcareworld
Toll Free : 1800 120 0852

Lapcare India P Limited 1201-1208, 12th Floor, Puri Business HUB, Sector - 81, Faridabad - 121004, Haryana Enquiries at customercare@lapcare.com



Cognizant Joins the United Nations Global Compact India



Cognizant has announced an agreement to join the United Nations Global Compact India (UNGCI), a country-level leadership platform for strengthening sustainable business prac-

The agreement reflects the company's focus on promoting tech and STEM education, climate and environmental responsibility, and working against corruption in all forms.

In 2021, Cognizant crossed several milestones in supporting sustainability. The company joined the United Nations Global Compact (UNGC) in February 2021. It released its 2020 Sustainability report – Living with Purpose – providing a comprehensive overview of the progress made in its environmental, social and governance (ESG) journey. Cognizant also joined World Economic Forum's "Partnering for Racial Justice in Business" initiative to help foster a diverse and inclusive workforce, says, Rajesh Nambiar, Chairman, Cognizant India, and President Digital Business and Technology.

Airtel to invest Rs 5000 crores to scale up its data centre business

Bharti Airtel Limited ("Airtel") unveiled a refreshed brand identity 'Nxtra by Airtel' for its data centre business and outlined investment plans to significantly scale up its data centre network to serve the requirements of India's fast growing digital economy.

Nxtra by Airtel has the largest network of data centres in India. It currently operates 10 large and 120 edge data centres located strategically across India and manages critical submarine landing stations. Coupled with Airtel's global network, it offers secure and scalable integrated solution to global hyperscalers, large Indian enterprises, start-ups, SMEs and governments

With 5G around the corner, a fast growing digital economy, enterprises transitioning to cloud and local data storage regulations, India is witnessing strong demand for reliable data centre solutions. The Indian data centre industry is expected more than double its installed capacity from an approximate 450 MW to 1074 MW by 2023*.

Nxtra by Airtel aims to be at the forefront of this growth and plans to invest Rs 5,000 crores by 2025 to further scale up its industry leading network of hyperscale and edge data centres. This will include new data centre parks in key metro cities. The investment will triple Nxtra by Airtel's installed capacity to over 400 MW to meet the surging demand and consolidate its network leadership.

Ajay Chitkara, Director and CEO, Airtel Business said "Airtel has built the largest data centre network in India and we are now doubling down on this business to scale up our network that will be at the core of 5G and Digital India. Our experience of operating secure data centres, deep brand trust in the enterprise segment and the ability to deliver end-to-end digital transformation solutions positions us well to serve the emerging requirements of India's connected economy. The new brand identity embodies this vision and ambition "

6sense acquires Slintel to provide the most comprehensive B2B buyer intelligence and Al-powered insights available on the market

6sense, the market leading account engagement platform, today announced the acquisition of Slintel, the leading provider of business-driven technographic data, buyer and market insights, and modern business contact data. Following the company's recent acquisition of Fortella and 114% year-over-year revenue growth, the acquisition of Slintel reaffirms 6sense's commitment to leading the RevTech RevolutionTM by providing the foundational data sales and marketing teams need to achieve predictable revenue growth.

Notable quote references:

"The acquisition of Slintel further propels our powerful Al-driven predictive capabilities, giving our customers rocket fuel to accelerate sales velocity and predictable revenue growth," said Jason Zin-



tak, CEO of 6sense. "From posting record-breaking revenue and team growth, the recent acquisition of Fortella, and now bringing Slintel onboard, we continue to deliver on our promise to transform the

B2B buying and selling experience and lead the RevTech Revolution."

"Data has always been an essential component of the 6sense platform, and we continually look for ways to bring more actionable and accurate data into the platform," said Viral Bajaria, CTO and Co-Founder of 6sense. "After evaluating many data providers over the past year, we selected Slintel because of the way they capture data as well as the uniqueness and accuracy of the data provided in their platform, all of which will help 6sense customers outperform their competitors. Additionally, Slintel's growth of 500% YOY is highly remarkable."

"It is estimated that by 2025, 80% of all B2B buying will occur on digital channels. Slintel helps go-to-market teams understand where buyers are in their journey, what their pain points are, their adoption of technology and churn data to get a 360-degree view of the buyer," said Deepak Anchala, CEO of Slintel. "6sense is widely recognized as the leader in go-to-market orchestration, by adding Slintel's powerful buyer insights to this equation, we can deliver an unmatched solution for revenue leaders."1

"The intelligent data and critical insights we tap into through the joint technology of 6sense and Slintel is a game-changer for us," said Jonathan Dale, VP of Marketing of Phenom. "Finding the right buyers who are in-market now and having immediately actionable data for personalized orchestration is a much better way to engage."

Tata Communications and Cisco Systems expand global strategic partnership

Tata Communications, a global digital ecosystem enabler, and Cisco Systems, the worldwide leader in technology that powers the Internet, announced the expansion of their two-decades-long strategic global partnership. This new agreement is between Tata Communications and Cisco Meraki to empower enterprises with simple and easy to deploy, manage, and analyse IT infrastructure for delivering anywhere, anytime access.

Cisco Meraki is onboarded within the Tata Communications ecosystem to offer a world-class suite of next-generation cloud-managed Wi-Fi services based on the latest Wi-Fi 6 technology and SD-WAN (Software-Defined Wide Area Network) services across various industries. The combined expertise ensures smoother lifecycle management and superior user experience to the enterprises' stakeholders with greater security, efficiency, and agility.

"Our recent Leading in a Digital-First World Report, basis a global survey of enterprises, reveals 91% businesses recognise they are not able to provide high-quality digital experiences for their stakeholders. We believe the converging LAN and WAN protocols with better wireless and software-defined technologies is imperative for enterprises' digital transformation journeys,"



said Genius Wong, Chief Technology Officer, Tata Communications. "We are happy to further enhance our offerings to enable enterprises as they manage the growing demand of their business transfor-

mation in the new paradigm."

Vi to expand Network capacity in Andhra Pradesh & Telangana

Leading telecom operator Vi, has planned a network expansion exercise to enhance its GIGAnet 4G capacity in Andhra Pradesh & Telangana circle.

Vi will add about 2000 TDD sites and also increase capacity in existing 900+ TDD sites across key cities in the two states, by the end of December 2021. Deployment of TDD sites in addition to the recent refarming of 3G spectrum to 4G in the circle and supplementing of existing 4G infrastructure with the expansion on 2100 MHz layer, will significantly scale up Vi GIGAnet 4G network strength and capacity.

With this, Vi customers across key cities in Andhra Pradesh & Telangana including Hyderabad, Vijaywada, Visakhapatnam, Tirupati, Warangal and Guntur will be able to experience better indoor voice clarity as well as download and upload speeds.



Arvind Nevatia, Cluster Business Head- Andhra Pradesh & Telangana, Karnataka, Vodafone Idea said "In line with our commitment to continue enhancing customer experience, we are deploying addi-

tional capex and latest technologies for the most efficient spectrum utilisation to enhance network capacities for our current and future requirements.



ASUS Chromebox 4

Energy-Efficient Performance



10th Generation Intel® Processors

Delivers instant boot-up and smooth performance.



Big Screen Entertainment

Truly immersive visuals for multi-display productivity or digital signage systems.



Simplified

Automatically downloads the latest updates and security fixes to stay up-to-date.



Lightweight, space-saving design

VESA Mount features a compact, space-saving design with chassis dimensions.



Powerful networking capabilities

Enjoy faster and more stable wireless connections thanks to dual-band 802.11 ax WiFi 6.

ASUS Representatives:

AP / Telangana: 9652998785 Bangalore: 8123596011 Chennai: 9094003141 Delhi: 9310604085 Gujarat: 9833329721 Kerala: 9745111198 Mumbai: 9833329721 Madhya Pradesh: 9833329721 Rest of Maharashtra: 9890288528 West Bengal: 9836040976

www.asus.in | Toll Free No. 1800-2090-365

For Sales Enquiries: jaiswal_abhishek@asus.com For feedback, email reachus@asus.com or info_india@asus.com

Apple unveils iPhone 13 Pro and iPhone 13 Pro Max — more pro than ever before

Apple introduced iPhone 13 Pro and iPhone 13 Pro Max, pushing the boundaries of what's possible in a smartphone. Redesigned inside and out, both models introduce an all-new Super Retina



XDR display with ProMotion featuring an adaptive refresh rate up to 120Hz, making the touch experience faster and more responsive. The pro camera system gets its biggest advancement ever with new Ultra Wide, Wide, and Telephoto cameras that capture stunning photos and video, powered by the unmatched performance of A15

Bionic, more powerful than the leading competition. These technologies enable impressive new photo capabilities never before possible on iPhone, like macro photography on the new Ultra Wide camera and up to 2.2x improved lowlight performance on the new Wide camera. New computational photography features like Photographic Styles personalise the look of images in the Camera app, and both models now include Night mode on all cameras. Video takes a huge leap forward with Cinematic mode for beautiful depth-of-field transitions, macro video, Timelapse and Slo-mo, and even better low-light performance. Both models also offer end-to-end pro workflows in Dolby Vision, and for the first time, ProRes, only available on iPhone. iPhone 13 Pro and iPhone 13 Pro Max also include 5G with more bands for better coverage, big improvements to battery life for the best battery life ever on iPhone with iPhone 13 Pro Max, new storage capacity of 1TB, and the Ceramic Shield front cover, tougher than any smartphone glass.

iPhone 13 Pro in graphite, gold, silver, and sierra

iPhone 13 Pro and iPhone 13 Pro Max will be available in four stunning finishes including graphite, gold, silver, and sierra blue.

iPhone 13 Pro and iPhone 13 Pro Max will be available in four stunning finishes, including graphite, gold, silver, and the all-new sierra blue. Pre-orders begin Friday, September 17, with availability beginning Friday, September 24.

"iPhone 13 Pro and iPhone 13 Pro Max make up our most pro iPhone lineup ever with the biggest advancement for our camera system, the best battery life ever in an iPhone, and the fastest performance of any smartphone, setting a new standard for iPhone and enabling incredible experiences never before possible," said Greg Joswiak, Apple's senior vice president of Worldwide Marketing. "The new pro camera system offers even more pro photography capabilities like improved telephoto zoom, macro photography, Photographic Styles, Cinematic mode, as well as ProRes and Dolby Vision video. The Super Retina XDR display with ProMotion is our best display ever; it intelligently responds to the content on your screen, offers fantastic graphics performance, and is perfect for any viewing experience."

Budget Friendly OPPO A16 Launched in India

Oppo A16 has been launched with a MediaTek



Helio G35 SoC has been launched in India. The smartphone is a budget-friendly offering and will succeed the Oppo A15 that was launched last year. Oppo A16 comes with a waterdrop-style notch for the selfie camera and the display gets thin bezels with a thick chin. The smartphone is currently up

for purchase on Amazon. Oppo A16 comes with a 5,000mAh battery with Smart Battery Protection features.

It is 3D Sleek Design, Shiny, Metallic and Cool, has a big screen, massive 5000mAh battery1, and a designed-to-shine triple camera setup - streamlined into one piece, ultra-slim, 3D curved-edge body, which is only 190g light and 8.4mm thin. Meet our smart Al Eye-care, it adapts to your lighting environment and remembers preferences - keeping your eyes comfortable all day long.16.55cm screen with HD+ Eye-care Display. A Large Screen, That's Made To Care.

The dual-SIM Oppo A16 runs on Android 11 with ColorOS 11.1 on top. It gets a 6.52-inch HD+ (720×1,600 pixels) LCD display with Eye Care mode. Under the hood, it gets a MediaTek Helio G35 SoC that is paired with 4GB of RAM and 64GB of onboard storage - expandable up to 256GB via a microSD card. For optics, it gets a triple rear camera setup with a 13-megapixel primary sensor, a 2-megapixel bokeh (depth) sensor, and a 2-megapixel macro sensor. It sports an 8-megapixel primary selfie camera.

Samsung Launches Galaxy F42 5G in India with 12 Band-5G Support and 64MP Triple Camera

Samsung, India's most trusted smartphone brand, announced the launch of its first F series



5G smartphone Galaxy F42 5G on Flipkart. With a host of stunning features such as 64MP triple camera night mode, segment-leading 6.6" FHD+ display with 90Hz refresh rate and 12 bands 5G

support, Galaxy

F42 5G has been designed to raise the bar and

take the game a notch higher.

"Galaxy F series debuted last year with the promise of 'Full On' smartphone for our Gen Z and millennial consumers' 'Full on' lifestyle. Continuing with the philosophy of delivering superior & differentiated experiences today and in the future, we are happy to launch the first 5G ready F series smartphone, Galaxy F42 5G – The #FullOnLegend. Galaxy F42 5G comes with segment leading features like 6.6" FHD+ display with 90Hz refresh rate, versatile 64MP triple camera and powerful MediaTek Dimensity 700 processor to deliver a complete package. And with 12 band- 5G support, consumers can be assured that they will be among the first to experience the benefits of 5G," said Aditya Babbar, Senior Director and Head, Mobile Marketing, Samsung India.

Motorola unveils its Edge 20 Pro with Snapdragon 870

Motorola has expanded the Edge 20 series



with the launch of its muchawaited flagship. Motorola Edge 20 Pro with Snapdragon 870 5G chipset and 108MP

camera has finally arrived in India. So without further ado, let's have a look at the key specs and features before the price and availability details of this smartphone.

The Motorola Edge 20 Pro features a 6.7inch Full HD+ OLED panel with support for a 144Hz refresh rate and 576Hz touch sampling rate. The panel also supports 10-bit color, HDR10+, and DCI-P3 wide color gamut, and Gorilla Glass 5 protection on top. The device also has a 32MP punch-hole selfie camera.

Under the hood, the Motorola Edge 20 Pro is powered by the Snapdragon 870 chipset, along with 8GB of LPDDR5 RAM and 128GB of UFS 3.1 storage. The device supports 11 5G bands in India, along with Bluetooth 5.1 and Wi-Fi 6 to round up the connectivity options. You also have a 4,500mAh battery that supports 30W TurboPower fast charging technology onboard.

The Motorola Edge 20 Pro packs a triple camera setup. There is a 108MP primary sensor with a f/1.9 aperture, a 16MP ultra-wide lens with a 119-degree FOV, and an 8MP telephoto sensor. The ultra-wide lens also serves as a macro camera whereas the telephoto camera supports OIS and up to 50x Super zoom. The telephoto camera also has 5x optical zoom support. The triple camera setup here is capable of up to 8K @ 24FPS and 4K @ 60FPS video recording.

Cambium Networks Expands Outdoor Wireless Solutions for Campus and Public Networks with Trailblazing Wi-Fi 6 Performance and Range

Cambium Networks, a leading global provider of wireless networking solutions, announced new



XV2-2T outdoor Wi-Fi 6
access points
capable of covering significantly larger
areas in campus
area networks

and public Wi-Fi hotspot applications compared to competitive solutions. The new access points offer up to 1 km range, enabling a significant reduction in the equipment and cost required to cover a given area. When paired with Cambium Networks' multi-gigabit 60 GHz cnWave solutions for Wi-Fi backhaul, network operators can blan-

ket large areas with blazingly fast speeds.

The XV2-2T outdoor Wi-Fi 6 access point is the latest addition to Cambium Networks' wireless fabric portfolio of solutions composed of multi-gigabit fixed wireless distribution and backhaul, indoor and outdoor high-performance Wi-Fi access, and wireless-optimized switching – all centrally managed through the cnMaestro $^{\text{TM}}$ system.

In field trials, the XV2-2T was recently deployed during an Olympic trials track event at the McKenzie Community Track in Oregon as part of a pop-up network with a PMP 450 CBRS broadband infrastructure to support hundreds of attendees, athletes, and staff onsite, in addition to live streaming video of the event.

Motorola Launches Networking Products in India

Minim, Inc., the creator of intelligent networking products under the globally recognized Motorola



brand, has announced that the Motorola MH7020 Whole Home WiFi Mesh System is now available in India.

With this launch, Indian consumers will also receive a free upgrade to its new mobile app, motosync, powered by Minim.

Together, the Motorola MH7020 mesh system and motosync app create exceptional coverage, network security, performance, and control at the competitive price of ₹7,999.00 (one-pack), ₹13,999.00 (two-pack), or ₹19,999.00 (three-

pack)

"We at Motorola always believe in delivering innovation that matters to consumers," said Prashanth Mani, Executive Director, Motorola Asia Pacific. "India represents over 22 million broadband users and is growing rapidly, while the number of WiFi product offerings are limited. Indian consumers need more choice to improve their home networks, and the Motorola brand, which is trusted for industry leading technology, exceptional product quality and excellent performance is an ideal choice. With class-leading hardware coupled with the motosync app that offers parental controls, data tracking, and advanced management options, we expect Motorola MH7020 to be one of the leading WiFi mesh systems in the India market."

Acer starts manufacturing high-performance Servers and Workstations in India

Acer, the global PC brand announced that it has taken its manufacturing capabilities to the next

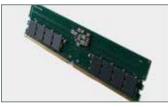


level by producing high-performance servers and workstations in India. The Altos Tower Server

T110F5 and Altos Tower Workstation P130 F5 manufactured in Pondicherry factory are the products that are first of the blocks and there will be more to follow.

The India Server Market is expected to grow at rapid pace due large-scale digital transformation initiatives at enterprise and government levels viz Smart cities Digitization of citizen services and more. Servers and Workstations will form a critical backbone for varied use cases and with manufacturing now done in India Acer will be able to deliver custom solutions to enterprises and governments to fit the demands.

Kingston Technology First Third-Party Supplier to Receive Intel Platform Validation on DDR5 Memory



Kingston Technology, a world leader in memory products and technology solutions, announced its

forthcoming DDR5 UDIMMS have received Intel Platform Validation. This marks the first and arguably most important milestone in validating compatibility between Kingston DDR5 memory solutions and Intel platforms utilizing DDR5.

Kingston's introductory portfolio of DDR5 memory will be the first in a series of high performance, low to high capacity, multiple form factor solutions in support of DDR5 based platforms debuting over the next year. After developing the next generation of DDR memory, Kingston is providing over 10,000 DDR5 UDIMM samples to major motherboard manufacturers and technology partners in support of the platform launch. By supporting partners early, Kingston is doing its part to lay the foundation for a successful product launch.

MediaTek Announces Filogic Connectivity Family with New Filogic 830 and Filogic 630 Wi-Fi 6/6E Chips

MediaTek unveiled its new Filogic connectivity family with the introduction of the Filogic 830



Wi-Fi 6/6E systemon-chip (SoC) and Filogic 630 Wi-Fi 6E network interface card (NIC) solutions. MediaTek's new Filogic series of high-per-

formance Wi-Fi 6/6E chipsets provide reliable connectivity, high computation capabilities and a rich set of features in highly integrated, power-efficient designs.

"The MediaTek Filogic series ushers in a new era of smart Wi-Fi solutions with extreme speeds, low latency and superb power efficiency for seamless, always connected experiences," said Alan Hsu, Corporate Vice President & General Manager, Intelligent Connectivity at MediaTek. "These new chipsets provide best-in-class features with highly integrated designs for the next generation of premium broadband, enterprise and retail Wi-Fi solutions."

Vertiv Introduces New High Efficiency DC Rectifier in India

Vertiv, a global provider of critical digital infrastructure and continuity solutions, introduced



the Vertiv™ eSure™ R48-4300E3A rectifier, a high-efficiency rectifier designed to convert standard AC supply voltages into stable nominal DC voltage that is adjustable to individual application needs. This new offering is available in India now. The Vertiv eSure is an efficient and reliable rectifier that helps reduce power consumption and lower operating costs, while maintaining reliable power quality and performance. It offers the latest patented switchmode technology and uses

digital signalling processor (DSP) functionality to ensure efficient operation. In cases where higher load capacity is required, multiple rectifiers can be connected in parallel to support a variety of telecom applications. And, with many organizations now adopting hybrid models or working entirely from home, rectifier modules can also be managed and controlled remotely, when combined with a Vertiv controller.

Apple unveils new iPad mini with breakthrough performance in stunning new design

Apple introduced the powerful new iPad mini —



with a larger 8.3-inch Liquid Retina display in four gorgeous finishes. Featuring brand new A15 Bionic chip, the new iPad mini

delivers up to 80 percent faster performance than the previous generation, making it the most capable iPad mini ever. A new USB-C port allows faster connectivity, and cellular models with 5G bring more flexible mobile workflows. New advanced cameras, Centre Stage, and support for Apple Pencil (2nd generation) enable new ways for users to capture photos and videos, communicate with

loved ones, and jot down their ideas when creativity strikes. The new iPad mini is available to order beginning today, and will be in stores beginning Friday, September 24.

"With its ultra-portable design and wide range of uses from everyday tasks to creative and enterprise applications, there's nothing else like iPad mini," said Greg Joswiak, Apple's senior vice president of Worldwide Marketing. "With a new all-screen Liquid Retina display, massive boost in performance, new advanced cameras on the front and back, Centre Stage, USB-C, 5G, and support for Apple Pencil, the new iPad mini is a huge leap forward that can be held in the palm of your hand."

With its compact design and breakthrough performance, iPad mini is the ultimate tool users can take anywhere.

Crossbeats launches EPIC, latest ANC true wireless earbuds

Indian audio & wearable brand Crossbeats has



introduced its latest ANC true wireless EPIC, a unique curved design earbuds powered with Active Noise Cancellation. Packed in an exquisite & compact chargeable black case,

Crossbeats EPIC earbuds boasts Hybrid ANC Technology and comes with three noise-cancelling modes. Launched at an introductory price of Rs 4,999, EPIC is currently available exclusively

on Crossbeats website, and will soon be made available on Amazon and other marketplaces.

The two buds with Instant Auto-On technology get paired instantly once taken out from the case while the ergonomically designed EPIC fits comfortably causing no pain in the ears. For flawless two-way communication, the ANC earbuds are equipped with 6 microphones and enhanced 13 mm drivers. Furthermore, Crossbeats EPIC come with touch enabled stem control so that one need not take the mobile phone out every time a call has to be received or playlist has to be shuffled.

Huawei Launches New Flagship Smartwatch, The HUAWEI WATCH GT 2 Pro

HUAWEI Consumer Business Group announced its latest flagship addition to the HUAWEI WATCH GT Series - the HUAWEI WATCH GT 2 Pro. A perfect amalgamation of classic design and sophis-





ticated technology that is chic and opulent, the Huawei Watch GT 2 Pro Moon Phase Collec-

tion marks the defining moment of smartwatch evolution. Boasting over 100 different workout modes, highly advanced health modes, and massive 2-week battery life, the product will be available in two variants - Sports and Classic starting

18th September 2021, exclusively on Flipkart. Commenting on the launch, Rishi Kishor Gupta, Vice President, Consumer Business Group, Huawei India, said, "We are excited to announce the launch of HUAWEI WATCH GT 2 Pro Moon Phase Collection, the latest addition to our widely popular HUAWEI WATCH GT series. Addressing the evolving consumer focus towards well-being, the HUAWEI WATCH GT 2 Pro comes with advanced health and wellness features that will elevate the overall experience of the user. Backed by HUA-WEI's cutting-edge technology, innovative features, and sophisticated craftsmanship, we are confident that the globally successful HUAWEI WATCH GT 2 Pro Moon Phase Collection, will be a huge sensation amongst customers in India"

Apple reveals Apple Watch Series 7, featuring a larger, more advanced display

Apple announced Apple Watch Series 7, featuring a reengineered Always-On Retina display with sig-







nificantly more screen area and thinner borders, making it the largest and most advanced

display ever. The narrower borders allow the display to maximise screen area, while minimally changing the dimensions of the watch itself. The design of Apple Watch Series 7 is refined with softer, more rounded corners, and the display has a unique refractive edge that makes full-screen watch faces and apps appear to seamlessly connect with the curvature of the case. Apple Watch Series 7 also features a user interface optimised for the larger display, offering greater readability and ease of use, plus two unique watch faces — Contour and Modular Duo — designed specifically for the new device. With the improvements to the display, users benefit from the same all-day 18-hour battery life,1 now complemented by 33 percent faster charging.

Apple Watch Series 7 is the most durable Apple Watch ever, with a stronger, more crack-resistant front crystal. It is the first Apple Watch to have an IP6X certification for resistance to dust, and maintains a WR50 water resistance rating.

The newest Apple Watch continues to offer indispensable tools for health and wellness, including an electrical heart sensor and ECG app,3 and a Blood Oxygen sensor and app.4 watchOS 8 helps customers stay healthy, active, and connected through new workout types, the new Mindfulness app, innovative accessibility features, greater access with Apple Wallet, and more capabilities with the Home app, along with enhancements to Messages and the Photos app.

Apple Watch Series 7 introduces five beautiful new aluminium case finishes, along with a range of new band colours and styles. The entire Apple Watch Series 7 lineup will be available later this fall.

"Apple Watch Series 7 delivers significant improvements — from our largest and most advanced display, to enhanced durability and faster charging making the world's best smartwatch better than ever before," said Jeff Williams, Apple's chief operating officer. "Powered by watchOS 8, Apple Watch brings useful new capabilities to help customers stay connected, track activity and workouts, and better understand their overall health and wellness."

Powered by Intel Technology, Robot Helps Retail Customers Find the Right Computer

Can a robot help you buy your next computer?



Intel Mexico introduced a robotic store assistant, powered by Intel® NUC Mini PCs, an Intel® RealSense™ camera and the Intel® Distribution of OpenVINO™ toolkit. Robot wanders the shopping aisles of El Palacio de Hierro1 in Mexico City, one of the biggest high-end Mexican

Nowadays, finding the ideal equipment might not be easy with in-store pandemic restrictions. However, this robotic partner makes the purchase process safe and easy. Using artificial intelligence (AI) and a profiling process, the Robot store assistant will help customers find the perfect PC powered by Intel's processors that match their preferences.

Intel's partnership with Octopy2 — a Mexican system integration company —brought this unique project to life.

Intel Mexico's robotic store assistant works from a design based in the Intel Evo platform. It is engineered to interact with in-store customers and assist with their purchase experiences. The robot is powered by Intel NUC Mini PCs, Intel RealSense camera and the Intel Distribution of OpenVINO toolkit that supports autonomous navigation, artificial intelligence and multimedia visualization. (Credit: Intel Corporation)

ASUS Announces Comprehensive Creator and OLED Solutions with Windows 11

ASUS announced a major expansion of the brand's ecosystem of solutions for empowering creators — including a more comprehensive array of new ProArt solutions, an expansive selec-



tion of Windows 11 laptops and PCs for creative professionals and prosumers, and a complete offering of laptops with OLED displays for all kinds of creators — at the Create the Uncreated

launch event. Featuring new laptops, displays, peripherals, a desktop, a projector and a motherboard, the new lineup enables content creators of all types to thrive with optimal workflows and unique innovations.

"At our core, we are innovators who take pride in bringing our best ideas to life. So today's lineup delivers incredible experiences for creators, by creators — to turn imagination into reality," noted ASUS co-CEO Samson Hu.

"The all new ASUS Zenbook, Vivobook, and ProArt Studiobook series will inspire content creators with its power and performance," said Nicole Dezen, Vice President, Device Partner Sales, Microsoft Corp. "Coupled with the ability to upgrade to Windows 11, users will experience new levels of productivity and creativity."

Surface Lineup Features Four Intel Core Designs, Including Intel Evo and Thunderbolt 4

Microsoft announced four new Surface designs, built on deep co-engineering efforts with Intel



and powered by Intel® Core™ processors, to light up the best of Windows 11. The new lineup includes the first consumer lap-

top-to-tablet PC based on the Intel® Evo™ platform and introduces Thunderbolt™ 4 universal cable connectivity on two Surface designs for the first time. "Through great partnership we are excited to have Microsoft Surface join the Intel Evo family. The new Surface Pro 8 delivers on the uncompromised experiences of the Intel Evo platform. Powered by Intel's

11th Gen Core processors, this is also the first Microsoft Surface Pro to offer Thunderbolt 4 for best-in-class connectivity and fast charging over a single wire."

–Josh Newman, Intel vice president of Mobile Innovation

The Intel Evo verification and Thunderbolt 4 port addition in the new Surface design is a key milestone for the Intel and Microsoft partnership. Intel's platform innovation continues to enable ecosystem partners to deliver the best PC experience across a breadth of form factors and price points. With a long history of collaboration across hardware and software, Intel will deliver the broadest range of computing experiences for Windows 11 with Intel Core processors for consumers, businesses, educators, enthusiasts and more.

Western Digital Elements SE External SSD up to 2TB storage launched in India

Western Digital, leaders in portable digital stor-



age solutions, has announced the launch of a new pocket-sized WD Elements SE External SSD for Mac and PC users. It offers capacities up to 2TBs, features a drop resis-

tant design and read speeds up to 400MB/s. The WD Elements SE External SSD has a very compact, squared design, measuring just 64.5mm x 64.5mm x 8.72mm. It is drop resistant

for up to 2 metres, which is great for portable drives. The drive is formatted in ExFAT, which allows plug-and-play connectivity with Windows and MacOS devices. It connects via USB 3.0 and comes in three capacities – 480GB, 1TB, and 2TR

The WD Elements SE SSD is available at Amazon.in, Flipkart, Croma Retail, and retails stores across India, starting at Rs. 6,349 for the 480GB capacity drive, Rs. 9,839 for 1TB and Rs. 19,659 for 2TB storage.

Motorola Launches moto tab g20 in India

Made to be everyone's go-to personal device,



this all-metal compact and sleek tablet raises the game for multimedia entertainment with a stunning 8" IPS LCD display with TDDI technology, that offers

better touch performance, reduced power consumption and greater reliability while enabling a thinner and brighter display for online classes, playing games, enjoying your favorite videos or even connecting with friends via social media. moto tab g20 is packed with 3GB of RAM, the

MediaTek Helio P22T octa-core processor, fast and powerful with up to 2.3 GHz clock speed. The processor enables ultra-responsive performance while navigating the web, streaming movies, playing games or chatting with friends. Thanks to its 32GB of built-in storage, this new tablet has room for all your content while working or playing smoothly day in and day out. Plus, with a 5,100mAh battery the moto tab g20 let's you run all day without having to recharge.

Made to be everyone's go-to personal device, this all-metal compact and sleek tablet raises the game for multimedia entertainment with the Entertainment Space from Google and curated content for kids with Google Kids Space.

Portronics Launches "Dash"-A Bluetooth Speaker with Wireless Karaoke Mic

Portronics brings out another exciting and valu-



able addition to its Bluetooth Speaker Range with the launch of "Dash Speaker" which supports USB and 3.5MM Aux connectivity as well. Dash Speaker comes with a Wireless

Karaoke Mic that has a built-in audio recording feature

Portronics is India's leading consumer electronics maker, committed to bring premium and enhanced audio products into the market. These products fits well with every occasion and turn parties & get together into perfect memories. For music lovers and singers, Dash could be a perfect partner whether it's a backyard BBQ or a karaoke night with friends. With 'Portronics Dash', the musical rhythm will never slow down as it provides up to 5-6 hours of Play-time with 4400 mAh Lithium battery capacity. So, bring up the live music sessions at home and the dance party to life with these Dynamic, Versatile and 40W Powerful Bluetooth speakers.

Provides Seamless Whole-Home WiFi Coverage With AX WiFi Speeds, Ideal for Working and Schooling From Home



Linksys, the connected home division within the Belkin International and Foxconn Interconnect Technology (FIT) (HK: 6088) entity, has announced the India availability of the Linksys Velop AX4200 WiFi 6 Mesh System, the newest addition to the company's growing WiFi 6 portfolio with built-in Linksys Intelligent Mesh™ technology.

Powered by the Qualcomm® Networking Pro 800 platform, a product of Qualcomm Technologies, Inc., the Velop AX4200 system is the newest flagship WiFi 6 mesh system from Linksys, engineered to offer the latest generation of WiFi at an attractive price. It was designed to make whole-home mesh and WiFi 6 accessible to more households as the modern world shifts to normalize distance learning and working from home. The Velop AX4200 system is an ideal solution for households competing for wireless bandwidth between smartphones, tablets, gaming consoles and other devices by providing uninterrupted connectivity and faster speeds, and enhancing productivity when working remote, video chatting, virtual teaching and online learning.

Synology® partners with distributor giant Tech Data in India

Synology® announced the partnership with Tech Data, a TD SYNNEX company, a leading global distributor and solutions aggregator for the IT ecosystem. The partnership fortifies Synology's commitment to boosting local stock levels to meet India's growing storage demands.



"Demand for data storage has spiked as technologies for working remotely, digital transformation is playing a critical role in keeping companies functional in this pandemic scenario." said Danny Wang,

Sales Manager of Synology India. "With Synol-

ogy's comprehensive solutions, businesses could overcome current challenges while optimizing costs and operations, we believe collaborating with Tech Data could really help us expand and explore new opportunities in the Indian market." "We are excited to partner with Synology to take its data management solutions through our channel partners in the Indian marketplace." said Mahesh Bellur, Business Manager, Tech Data India. "The distribution agreement with Synology will not only help us capitalize on the growing demand for data-management solutions but also offer solutions to overcome challenges, such as connecting remote teams and enabling file sharing and collaboration."

Ingram Micro signs distribution agreement with V-Key

Ingram Micro announced the addition of V-Key to its Cloud portfolio in India. V-Key's innovative technology powers ultra-high security solutions on premise and in the Cloud, for app protection,



digital identity authentication, smart token authorization and IoT.

Commenting on the collaboration, Jyotil Mankad, Director & Head of Cloud Business at Ingram Micro India said, "At Ingram

Micro Cloud we are constantly expanding our portfolio and take pride in providing a one stop, comprehensive catalogue of services to help our channel partners be at the forefront of the evolution and adoption of cloud solutions. Our relationship with V-Key aligns well with this strategy,

and we are excited to take their ultra-high grade security offerings to the market.

"Remote working is becoming the new norm with a lot of businesses. The need to secure corporate data from leakage and blocking fraudulent access to the network thus becomes increasing critical," said Joseph Gan, CEO and Co-Founder at V-Key.



"With the V-OS Trusted Identity Services, customers can now be ensured of flexible deployment while optimising cost elements. We want to grow our products beyond Singapore, so a strategic alliance with

Ingram Micro Cloud is ideal to help us achieve this important objective."

Savex Technologies Expands Its Unified Communication Portfolioby Partnering with Poly

Savex Technologies, one of India's largest Information and Communication Technology Distributor, today announced it has been appointed distributor by leading global collaboration player, Poly (earlier Plantronics and Polycom) in India. Savex technologies will provide Poly's full portfolio of collaboration and communication solutions.

The distributorship gives Savex technologies' partner community access to Poly's aesthetically designed and engineered audio and video products backed by software, artificial intelligence, analytics and insights that powers authentic human connection and collaboration. It gives Poly access to Savex's extensive network of over 10,000 reseller partners.



Talking about the partnership, Raunak Jagasia, Director Enterprise Business and Alliance at Savex Technologies Pvt Ltd. said, "We are extremely pleased to collaborate with Poly and leverage its evolving

portfolio. Channel partner ecosystem plays an important role in our business growth strategy and this partnership would help us further deliver our services to new market segments with more focus in mid-market, address the rapidly increasing market opportunities, and accelerate business growth".

ISODA's New Team To Focus On Increasing Membership, New Chapters

The Infotech Software Dealers Association (ISODA) had recently elected their new leadership. The election of two of their leaders hap-



pened after they concluded their 12 th AGM. This was a Second Virtual AGM that happened recently.

After the financials and the last years' minutes were passed, the new Management Committee was elected. Mr. Alok Gupta of Softmart Solutions who was the Vice Chairman in the last term got promoted as Chairman of ISODA. Mr. Jitesh Chauhaan of Rubik Infotech who was the Vice President in the last term gets promoted as the President of ISODA. Pradeep Daga of Suntronix who is our Secretary and Mr. Ravi Jalan of Shakti Enterprise who is their Treasurer will continue on the Board of ISODA for this year too. Elections took place for Vice-Chairman and Vice-President. Gautam Raj founder of E-COM Technology was

elected to the post of Vice-Chairman. Mr. Zakir Hussain Rangwala founder of BD Software Distribution were elected to the Vice-President's position.

The New Management Committee is as follows: Chairman – Alok Gupta, Softmart Solutions Vice Chairman – Gautam Raj, E-Com Technology President – Jitesh Chauhan, Rubik Infotech Vice President – Zakir Hussain Rangwala, BD Software

Secretary – Pradeep Daga, Suntronix Treasurer – Ravi Jalan, Shakti Enterprises The Regional Secretaries for all the designated regions of ISODA remain the same as per Last year.

Regional Secretary – West – Mr. Ajay Bayani – AmbiSure Technologies

Regional Secretary – Gujarat – Mr. Rajendra Warriar – Rachaita Infosoft

Regional Secretary – South – Mr. Ravi Rajaseharan – V4 Technologies

Regional Secretary – East – Mr. Dhirendra Khandelwal – Esquare Systems

Regional Secretary – North East- Mr. Tapan Ghosal – DataCrown Computers

Regional Secretary – North – Mr. Alok Gupta – Cache Infotech

Regional Secretary – Jaipur – Mr. Lalit Choudhary – Aadhar Infotech

On his election, Zakir said, "It feels great to be

elected and serve the partner community. ISODA is an association where we will look to have more SI join and participate/collaborate and grow together. We plan to reach to partners across India to join ISODA."

"As Vice-Chairman, I will do my very best to listen and ensure transparency. In short: Let's get it done. This is the time to deliver. This is the place to commit. And yes there are still many obstacles. But it is up to us to overcome them. And it is doable.", said Gautam on his victory note.

ISODA informs that the number of members is growing day by day and is actively looking at adding new chapters and getting more members on board. ISODA Management Committee intends to create a platform of growth for

all its members by pushing the following initiatives for all.

a) Enable collaboration within members to upsell, cross-sell and grow together.

b) Improve communication with OEMs and Distributors.

c) Focus on doubling the Member count and ensuring identification of new regions.

d) Skills development initiatives for employees of ISODA members to enhance knowledge of relevant solutions.

e) Digital Marketing to be taken to next level by Increasing visibility of ISODA socially.

f) To help tackle Counterfeit software.

ISB join hands with APSSDC and APITA to offer skilling programmes in Andhra Pradesh

The Indian School of Business is joining hands



with two government bodies of A n d h r a P r a d e s h who are extensively

working on Skill Development in the state. ISB signed an MoU with Andhra Pradesh State Skill

Development Corporation (APSSDC) and Andhra Pradesh Information Technology Academy (APITA) to offer skilling programmes for citizens. As part of this initiative, ISB is offering two joint certification courses in Business Literacy and Behavioural Skills through APSSDC and Digital Literacy and Entrepreneurial Literacy through APITA, through which students of Andhra Pradesh could become more employable and industry ready. ISB is offering these programmes

as foundational elective courses in an asynchronous format, keeping in mind the changes coming up through the National Education Policy. The MoU for APSSDC-ISB was inked by Shri N BangaraRaju, MD, APSSDC and the APITA-ISB MoU was inked by Shri T Anil Kumar, CEO, APITA. Professor Deepa Mani, Deputy Dean – Executive Education and Digital Learning at ISB, signed on behalf of the ISB. The MoUs were exchanged in the presence of Shri K Ajay Reddy, Chairman, APSSDC and Professor MadanPillutla, Dean of Indian School of Business.

Over 3 crore Taxpayers Successfully Complete Transactions, 1.5 crore Income Tax Returns Filed: Infosys

Infosys, a global leader in next-generation digital services and consulting, today shared further updates on the progress it is making on the Income Tax E-Filing Portal.

Over the last few weeks, the portal has seen steady increase in usage with taxpayers' concerns



being progressively addressed. Thus far, over 3 crore taxpayers have logged into the portal and successfully completed various transactions.

Even as the portal makes sustained progress with crores of taxpayers successfully performing transactions, the Company acknowledges the difficulties some users continue to experience and is working expeditiously, in collaboration with the Income Tax Department, to further streamline end-user experience.

During the month of September, on average, more than 15 lakh unique taxpayers have logged into the portal, daily, and over 1.5 crore returns have been filed till date. Over 85 percent of taxpayers who have filed their returns have also completed their e-verification, largely through Aadhaar OTP authentication. The portal is facilitating over 2.5 lakh returns filing on a daily basis and ITR 1, 2, 3, 4, 5, and 7 are now available for filing. A majority of the statutory forms have also been made available online. Several critical statutory forms like 15G, 15H, EQ1, 10A, 10E, 10IE, DTVSV, 15CA, 15CB, 35 as well as TDS Returns are being filed in large numbers. More than 11.5 lakh statutory forms and over 8 lakh TDS returns have already been filed. Taxpayer services such as e-proceedings, response to notices and demands, e-PAN services, DSC registrations, and functionality for legal heir, have also been enabled. Over 16.6 lakh e-PANs have been allocated. 4.3 lakh DSC registrations and over 3.44 lakh e-proceeding responses to notices have also been completed.

Even as it makes steady progress, Infosys recognizes the ongoing challenges faced by some users and has engaged with more than 1200 taxpayers directly to better understand their concerns. The Company is focused on rapidly resolving these challenges while working closely with the Chartered Accountant community to ensure that a comprehensive set of user scenarios are supported and thoroughly tested before deployment. Infosys remains committed to making rapid progress and has currently dedicated more than 750 resources to this project to complete significant portions of work, in collaboration with officials from the Income Tax Department. Infosys takes pride in partnering with the Government of India and continues to work closely with various departments to accelerate the digital evolution of the country's technology capabilities.

Singapore Companies To Set Up Data Centres In Uttar Pradesh

The investor-friendly policies of the Yogi government are drawing companies, business groups and individual investors from far off places.

The Information Technology (IT) and other policies of the UP government have got a big thumbs up from big business houses from Singapore and as a result, many Singapore companies have



shown their inclination to invest in the integrated township, electronics, logistics and data centre sectors.

In this sequence, ST Telemedia Global Data Center (STT GDC) India of Singapore has taken the initiative to set up a Greenfield Data Center Campus in Gautam Budh Nagar (Noida). Along with this, big companies of America, Japan and Korea are also expediting their projects related to IT industry in Noida.

American company Microsoft and Japanese company NTT have also procured land to build a data centre in Noida. Several other Indian companies, including the Hiranandani Group, have decided

to set up data centre parks in Noida.

With all the domestic and foreign companies parking data centres in Noida, where local people, as well as people associated with the IT industry of the entire country, will get an opportunity, Noida is set to be known as the data hub of India.

It is a matter of pride for Noida that Singapore companies are interested in setting up data centres in Noida. According to IT and Electronics Department officials, the business relationship between Singapore and India is quite strong. Singapore is the 5th largest trading partner of India. Last month, Singapore High Commissioner Simon Wong met Chief Minister Yogi Adityanath and said that there is a favourable environment for investment in Uttar Pradesh. The master plan here is very good and the logistics points here have been developed in a very systematic manner.

Due to UP being a religious tourism destination for millions, a large number of devotees from all over the country and abroad come here. Singapore investors are willing to invest in setting up of Bundelkhand Defence Corridor, MSME, Logistics, Integrated Township and Data Center in UP. Apart from this, investors want to invest in the area of Skill Center in Varanasi. There is also talk of setting up of data centre in Noida by two Singapore companies and another Singapore company investing in the area of Agro in Kanpur.

According to officials, the Singapore-based com-

pany has proposed to build a data centre campus with an IT capacity of 18 MW with an estimated investment of Rs 600 crore. A Singapore-based company has identified a plot of about three acres in Noida to build a data centre campus.

In the second phase, an IT load data centre of 36 MW capacity will be set up with an additional investment of Rs 500 crore. After the completion of the second phase, the project is expected to attract an investment of about Rs 1100 crore and will provide direct employment to 80 people and indirect employment to about 1000 people.

The proposed data centre campus is intended to serve major cloud companies, data centre operators and large industries. Moving forward in this direction, the UP government has emphasized building a data centre. In the coming times, data storage will accelerate and for this large cloud centres will have to be built. In view of this, the proposed data centre of Noida can play a big role. The proposed data centre campus in Noida will get the benefit of international connectivity due



to its proximity to an industrial hub and Delhi. There will be a special advantage of building a data centre in Noida. Noida is close to the national capital Delhi. There

is going to be an international airport in Jewar very soon.

The network of the IT industry is spread all over

Noida. In this context, Noida is emerging as the hub of big data centres in the whole of North India. The new campus of the data centre will help further in this. Once the data center campus is built, large cloud companies, hypers calers (who provide cloud computing services) and large enterprise clients can be served.

According to the IT and Electronics Department, the IT policy of the state government is drawing domestic and foreign investors to invest in the state. Under the UP Electronics Manufacturing Policy-2017, the target of investment of Rs 20,000 crore has been achieved in the state in three years by the investments made by about 30 investors in the state and more than three lakh jobs have been created.

All this has been possible due to the IT policy brought by Chief Minister Yogi Adityanath to promote investment in the IT sector and the officers were given the responsibility to remove the problems of the businessmen who want to invest in this sector.

Apart from this, to promote electronics investment in the state, the Noida, Greater Noida and Yamuna Express areas located in the National Capital Region have also been declared as "Electronics Manufacturing Zone". Due to the above decisions of the Chief Minister, many reputed companies of China, Taiwan and Korea came forward to set up their units in UP. An overseas reputed company is now building Electronics Manufacturing Cluster in 100 acres of land in Greater Noida.

Many well-known companies of the city will set up their units. According to the big businessmen of the IT sector and top officials of the IT department, the State's Electronics Manufacturing Policy-2017 has established Noida, Greater Noida and Yamuna Expressway areas as an electronics manufacturing hub in the country.

Ministry of Labour & Employment and Microsoft India collaborate to skill 10 million jobseekers across India

the

Microsoft India announced a partnership with the Ministry of Labour and Employment (MoLE) to launch DigiSaksham – a collaborative digital skills training initiative to empower jobseekers in an



government's ongoing engagement to upskill youth from rural and semi-urban areas.

Through this initiative, Microsoft, and the Ministry of Labour and Employment will provide 10 million active registered jobseekers on the National Career Service (NCS) platform, access to inclusive computing and computer science training, equipping them with the skills required to thrive in a digital economy. Conceptualized and designed by Microsoft India, DigiSaksham will be implemented in the field by Aga Khan Rural Support Programme India (AKRSP-I). The program will impact more than 300,000 job seekers in the first year, training them in subjects like programming languages, data analytics, software development fundamentals and advanced digital productivity. The initiative was launched in New Delhi today in the presence of Bhupender Yadav, Union Cabinet Minister for Environment, Forest & Climate Change and Labour & Employment, Government of India, Rameshwar Teli, Union Minister of State for Petroleum and Natural Gas, Labour and Employment, Government of India, Anant Maheshwari, President, Microsoft India, and Apoorva Oza, Chief Executive Officer, Aga Khan Rural Support Programme-India.

The forum highlighted the importance of skilling in bridging India's digital divide, placing the country on the path to inclusive economic recovery and preparing India's talent to thrive in a digital future.

Inaugurating the initiative, Shri Bhupender Yadav, Union Cabinet Minister for Environment, Forest & Climate Change; and Labour & Employment, Government of India, said, "Under the august leadership of honorable PM Modi, India is accelerating its digital revolution. Today, whether it is the expansion of digital services or digital enablement for opportunities for skilling in different trades, Government of India has led and devel-

oped many pathbreaking initiatives. However, if India has to realize all its ambitions, it is important that our youth are proficient on computer and digital skills. To build their competencies and abilities, Government of India's Ministry of Labour & Employment in partnership with Microsoft India has launched a new program which we have named DigiSaksham. This program is being offered free of cost on Ministry's National Career Services portal. You can enroll and join the program to enhance your digital skills and through DigiSaksham enhance your opportunity for jobs and employment in the digital world. I want to see our youth grow and get better opportunities for employment, and for that I encourage everyone to join this program in large numbers."

Speaking about the partnership, Anant Maheshwari, President, Microsoft India, said, "Ensuring equitable access and opportunity to digital technology and skills will be vital for realizing the Digital India vision. Our collaboration with the Ministry of Labour and Employment reflects our commitment to bridge the digital equity gap and empower the youth of India to succeed in a digital economy. We have a unique opportunity to become an increasingly important tech engine of the world. Providing equal opportunity and access to digital skills for all will be the key to long-term economic and social value creation for India."

Shri Rameshwar Teli, Union Minister of State for Petroleum and Natural Gas, Labour and Employment, Government of India, said, "Ministry of Labour & Employment understands the critical need for training in this digital era. Understanding this, our Ministry provides trade and career guidance to socially underprivileged groups who are keen to get employed, through our network of 25 National Career Service Centres across India. In addition, the Ministry also facilitates diverse education and employability initiatives for these youth. DigiSaksham program is specially focused to provide digital productivity skills to socially and economically backward groups. I believe that trainees from SC/ST groups and Persons with Disabilities will definitely benefit from this program. I hope that all aspirants for employment registered on the National Career Services portal will use DigiSaksham to enhance their skills. I also appreciate the partnership with Microsoft India and our Ministry. I wish success to all the departments and organizations involved in the implementation of DigiSaksham. "

Bihar Govt's IT Department and its PSU BSEDC Ltd. adopt eOffice digital platform



Department of Information Technology, Government of Bihar and its PSU BSEDC Ltd. announced the transition of its working from physical file mode to eOffice digital platform.

Jibesh Kumar, Minister, Department of Information Technology, Government of Bihar addressed the media on the adoption of eOffice by the department. The Secretary, Department of Information Technology, Govt. of Bihar, Santosh Kumar Mall, Special Secretary, Department of Information Technology, Govt. of Bihar, Arvind Kumar Choudhary and other senior officers were also present on the occasion.

Department of Information Technology, Government of Bihar and its PSU Bihar State Electronics Development Corporation (BSEDC Ltd.) have taken a big leap in the field of e-Governance by implementing eOffice and switching over its office working fully to the digital platform.

Announcing this achievement of the department, Jibesh Kumar, Minister, Department of Information Technology, Government of Bihar addressed the media on Friday and dubbed this progress as a remarkable development in the field of future-ready and fast-paced e-Governance. Adding further he shared "The adoption of eOffice will ensure the fulfilment of Gandhian vision of citizen-centric governance and will expedite the inclusive development of the state".

Speaking on the occasion, Santosh Kumar Mall, Secretary, DIT Bihar, highlighted how eOffice fosters paperless culture and that it will not only save operational costs but also promote the novel idea of go-green work-culture. He also expressed his optimism regarding the adoption of the same by other departments.



PANTUM **CP1100 SERIES**

COLOR LASER

SINGLE-FUNCTION PRINTER



CP1100DW









Print Speed:

First Print Out Time:

Resolution:

Maximum Monthly Duty Cycle:

18ppm(A4)/19ppm(Letter)

Mono≤10s, Color≤11s

Max. 1,200*600 dpi

30,000 pages

Development components:



CTL-1100K: 1,000 Pages; CTL-1100C/CTL-1100M/CTL-1100Y: 700 Pages

CTL-1100HK: 2,000 Pages; CTL-1100HC/CTL-1100HM/CTL-1100HY: 1,500 Pages

CTL-1100XK: 3,000 Pages; CTL-1100XC/CTL-1100XM/CTL-1100XY: 2,300 Pages



Silent printing, toner saving printing, poster printing, booklet printing

Auto duplex printing, network and Wi-Fi connection, mobile printing (for CP1100DW)

PANTUM SERVICE TOLL FREE NO.:18004193160 WWW.PANTUM.IN

State	Phone Nos.	State	Phone Nos.
West Bengal & North East	9830228532	Maharashtra & Goa	9880788188
Delhi & Haryana	8383988496	Rajasthan & Madhyapradesh	9929980302
Bihar & Jharkhand	9831849971	Odisha & Chhattisgarh	9831849971
Gujarat	9601281633	Tamil Nadu & Kerala	9080407024
Uttar Pradesh & Uttrakhand	9831849971	Karnataka	9831849971
Telangana & Andhara Pradesh	9985682828	Punjab,Chandigarh,HP,J&k	9878640554

Know more on 🚹 @PantumIndia



SOLVING YOUR ELECTRICAL CHALLENGES, PRECISELY.



| MODULAR SWITCHES | HOME AUTOMATION | AUDIO WORLD | LED LIGHTING | DOORBELLS | MCBS & DBS | WIRES & CABLES | PVC PIPES & FITTINGS | FANS |

Mumbai | Kolkata | Siliguri | Hyderabad | Vijayawada | Hubballi | Ahmedabad | Noida | Jaipur | Kadapa | Jalore | Kochi | Calicut Email: info@goldmedalindia.com | Toll Free No.: + 91 9711 09 09 09

