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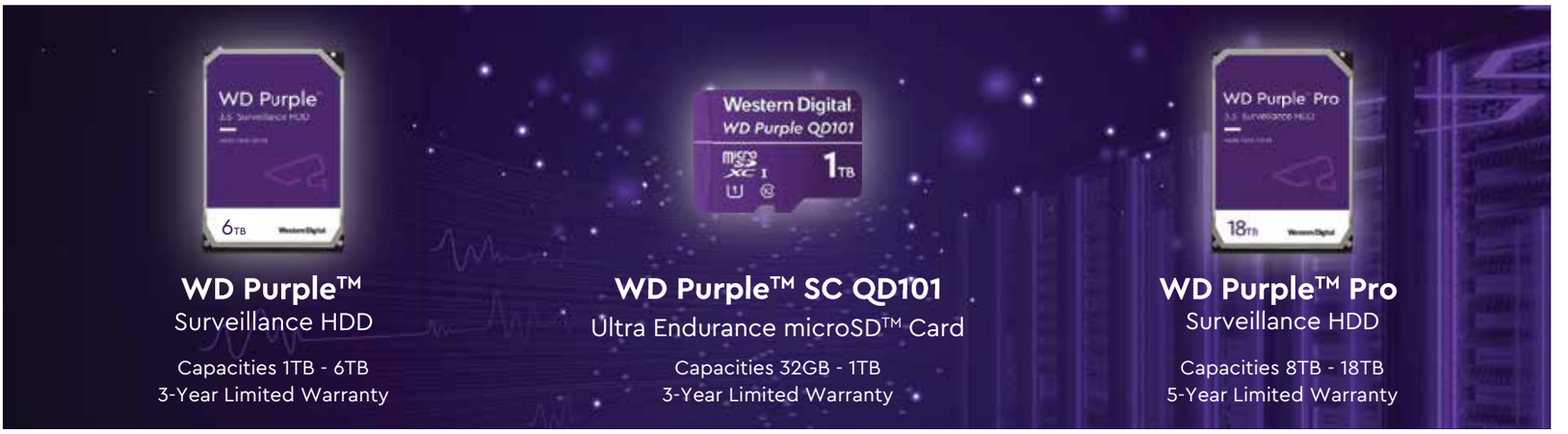

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India Smartwatch Market Records Highest Ever Shipments in Q3 2021; Local Brands Take 75% Share

India's smartwatch market registered its highest ever shipments in Q3 2021 to have a record QoQ growth of 159%, according to the latest research from Counterpoint's IoT service. In YoY terms, the growth was 293%. The top three brands contributed to almost two-thirds of the total market. The growth can be attributed to promotions across various platforms along with new launches, which contributed to around 28% of the total market in terms of shipments.

Commenting on the market growth, Senior Research Analyst Anshika Jain said, "Q3 is crucial for the smartwatch players as this is the time when they witness the highest growth. To meet the anticipated surge in demand during the festive sale, the brands push increased shipments into the channel. Besides, they come up with multiple launches and big discount schemes throughout the quarter. The market remained competitive in Q3 2021 with Noise and Boat together capturing almost 50% of it. Fire-Boltt, Apple and realme emerged as the fastest growing brands during the quarter."

On the growth of local brands, Jain said, "Domestic brands have grown rapidly. They captured around 75% of the Indian smartwatch market in Q3 2021, compared to 38% in Q3 2020. This is the highest contribution from the Indian players so far. The strategy of celebrity endorsements, introductory pricing schemes, discount offers, affordable and feature-rich devices and increasing the frequency of new launches has worked well for the Indian brands."

Commenting on pricing, Research Associate Harshit Rastogi said, "We are seeing a steep decline in the average selling price of a smartwatch. It has almost halved from the level a year back. More than 90% of the market now falls under INR 10,000 with INR 2,500-INR 3,000 being the most competitive segment and contributing to around 40% of the overall market. With new launches coming at even lower prices, the market under INR 2,000 is expected to witness higher growth in the coming months."

Market Summary:

- Noise grew 231% YoY and 141% QoQ in Q3 2021, capturing 25% of the market. Noise has a well-balanced portfolio with multiple models. Its newly launched devices had a 43% share in its total shipments during the quarter.
- boAt grew 132% QoQ with 24% market share. Its boAt Storm remained the best-selling model in the market and alone had a 17% share in the overall smartwatch market. It led the market in the most competitive price band of INR 2,500-INR 3,000.
- Fire-Boltt had a tremendous quarter with 394% QoQ growth. It was the fastest growing smartwatch player in this quarter. Fire-Boltt had seven new launches in Q3 2021, which helped it gain the third spot in the market with a 17% share. It led the market in the INR 2,000 and below segment. It also roped in cricketer Virat Kohli as its brand ambassador just before the festive sales in October.
- realme made a comeback with the refreshed Watch 2 line-up. The brand registered 267% QoQ growth in Q3 2021, taking the fourth spot in the market with a 7% share. The Watch 2 series contributed to more than 70% of realme's shipments in the quarter.
- Amazfit grew 54% QoQ and more than four times in YoY terms. It topped the market in the INR 5,000-INR 10,000 price segment. Amazfit hosted its Brand Day Sales in September and introduced the premium Zepp Z model in the Indian market. The GTS 2 Mini was its most popular model during the quarter.
- Samsung grew 153% QoQ and 40% YoY in Q3 2021. It introduced the Galaxy Watch 4 series with Wear OS during the quarter. The Galaxy Watch Active 2 remains popular and contributed to more than half of Samsung's shipments in Q3 2021.
- Apple had a great quarter with 289% QoQ growth. Its major contribution came from the SE series launched last year. Even the Series 3 contribution remained high. It led the market in the INR 20,000 and above price band.
- OnePlus remained stable and continued to lead in the INR 10,000-INR 15,000 price band with its OnePlus Watch.
- Dizo entered the smartwatch market during the quarter with three models. The brand had a good start and is close to making a mark in the Top 10 list.

India's #1 smartwatch brand Noise and leading mobility chain Sangeetha join hands

Noise, the Indian connected lifestyle brand has announced its partnership with Sangeetha Mobiles Pvt. Ltd., India's leading multi-brand retail chain. With this partnership, Noise has strengthened its position in India by making its full product line-up available on Sangeetha Mobiles' online and offline platforms in Karnataka and Tamil Nadu. In the coming months, Noise will grow its footprint with additional outlets of Sangeetha across the locations.

Sangeetha Mobiles Pvt. Ltd. is one of the leading multi-brand retailers of products in India. Over the years, it has carved a niche for itself, with a distinguished reputation for providing quality products and innovative retail solutions. With this partnership, Noise intends to intensify its reach to Noisemakers in the southern region and strengthen its presence in India.

Sharing the announcement on the alliance, Gaurav Khatri, Co-founder, Noise, said, "We are excited to announce our partnership with one of the largest retail players in South India – Sangeetha Mobiles. Noise's mission and beliefs resonate with them. We are expanding our presence during the festive time when consumers are the most actively engaged in celebrations. The partnership gives more power to the customers in selecting the best of the Noise's products. We are dedicated to curating items that resonate with the spirit of Indian consumers, and with this cooperation, we have taken another step towards better serving our customers."

Speaking on the association, Subhash Chandra L, MD, Sangeetha Mobiles, said, "Our partnership is promising, as Noise offers a wide variety of fashionable neckbands, truly wireless headphones, and smart wearables that are aimed squarely at the younger population. Noise has always provided high-quality wearables, and their aim to make their technology accessible to all customers coincides perfectly with our commitment to making technology accessible to everyone. We look forward to a long and fruitful relationship with Noise."

Noise, one of India's fastest-growing tech lifestyle firms, has been fulfilling the rising demand for earwear and smart devices for the past three years and has emerged as the market leader in both the audio and smart wearable categories because of its consistent efforts. Noise has been setting a benchmark in the industry with its wide offering.

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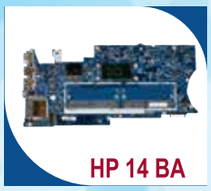
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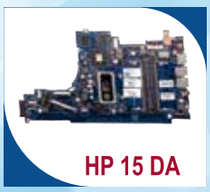
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Top Strategic Technology Trends for 2022

Gartner, Inc. announced the top strategic technology trends that organizations need to explore in 2022. Analysts presented their findings during Gartner IT Symposium/Xpo Americas, which is taking place virtually through Thursday.

"With CEOs and Boards striving to find growth through direct digital connections with customers, CIOs' priorities must reflect the same business imperatives, which run through each of Gartner's top strategic tech trends for 2022," said David Groombridge, research vice president at Gartner.

"CIOs must find the IT force multipliers to enable growth and innovation, and create scalable, resilient technical foundations whose scalability will free cash for digital investments. These imperatives form the three themes of this year's trends: engineering trust, sculpting change and accelerating growth."

The top strategic technology trends for 2022 are:

Generative Artificial Intelligence (AI)

One of the most visible and powerful AI techniques coming to market is generative AI – machine learning methods that learn about content or objects from their data, and use it to generate brand-new, completely original, realistic artifacts.

Generative AI can be used for a range of activities such as creating software code, facilitating drug development and targeted marketing, but also misused for scams, fraud, political disinformation, forged identities and more. By 2025, Gartner expects generative AI to account for 10% of all data produced, up from less than 1% today.

Data Fabric

The number of data and application silos has surged in the last decade, while the number of skilled personnel in data and analytics (D&A) teams has either stayed constant or even dropped. Data fabrics – a flexible, resilient integration of data across platforms and business users – have emerged to simplify an organization's data integration infrastructure and create a scalable architecture that reduces the technical debt seen in most D&A teams due to the rising integration challenges.

A data fabric's real value is its ability to dynamically improve data usage with its inbuilt analytics, cutting data management efforts by up to 70% and accelerating time to value.

Distributed Enterprise

With the rise in remote and hybrid working patterns, traditional office-centric organizations are evolving into distributed enterprises comprised of geographically dispersed workers.

"This requires CIOs to make major technical and service changes to deliver frictionless work experiences, but there is another side to this coin: the impact on business models," said Groombridge. "For every organization, from retail to education, their delivery model has to be reconfigured to embrace distributed services. The world didn't think they'd be trying on clothes in a digital dressing room two years ago."

Gartner expects that by 2023, 75% of organizations that exploit distributed enterprise benefits will realize revenue growth 25% faster than competitors.

Cloud-Native Platforms (CNPs)

To truly deliver digital capabilities anywhere and everywhere, enterprises must turn away from the familiar "lift and shift" migrations and toward CNPs. CNPs use the core capabilities of cloud computing to provide scalable and elastic IT-related capabilities "as a service" to technology creators using internet technologies, delivering faster time to value and reduced costs.

For this reason, Gartner predicts that cloud-native platforms will serve as the foundation for more than 95% of new digital initiatives by 2025 — up from less than 40% in 2021.

Autonomic Systems

As enterprises grow, traditional programming or simple automation will not scale. Autonomic systems are self-managing physical or software systems that learn from their environments. Unlike automated or even autonomous systems, autonomic systems can dynamically modify their own algorithms without an external software update, enabling them to rapidly adapt to new conditions in the field, much like humans can.

"Autonomic behavior has already made itself known through recent deployments in complex security environments, but in the longer term, will become common in physical systems such as robots, drones, manufacturing machines and smart spaces," said Groombridge.

Decision Intelligence (DI)

An organization's decision-making competency can be a significant source of competitive advantage, but it's becoming more demanding.

Decision intelligence is a practical discipline used to improve decision making by explicitly understanding and engineering how decisions are made, and outcomes evaluated, managed and improved by feedback. Gartner predicts that in the next two years, a third of large organizations will be using decision intelligence for structured decision-making, to improve competitive advantage.

Composable Applications

In the continuously changing business context, demand for business adaptability directs organizations toward technology architecture that supports fast, safe and efficient application change. Composable application architecture empowers such adaptability, and those that have adopted a composable approach will outpace competition by 80% in the speed of new feature implementation.

"In turbulent times, composable business principles help organizations master the accelerated change that is essential for business resilience and growth. Without it, modern organizations risk losing their market momentum and customer loyalty," said Groombridge.

Hyperautomation

Hyperautomation enables accelerated growth and business resilience by rapidly identifying, vetting and automating as many processes as possible.

"Gartner research shows that the top-performing hyperautomation teams focus on three key priorities: improving the quality of work, speeding up business processes, and enhancing the agility of decision-making," said Groombridge. "Business technologists supported an average of 4.2 automation initiatives in the past year, too."

Privacy-Enhancing Computation (PEC)

As well as dealing with maturing international privacy and data protection legislation, CIOs must avoid any loss of customer trust resulting from privacy incidents. Therefore, Gartner expects 60% of large organizations to use one or more privacy-enhancing computation techniques by 2025.

PEC techniques – which protect personal and sensitive information at a data, software or hardware level – securely share, pool and analyze data without compromising confidentiality or privacy. Current use cases exist in many verticals as well as with public cloud infrastructures (e.g., trusted execution environments).

Cybersecurity Mesh

"Data is strung throughout many of this year's trends, but it is only useful if enterprises can trust it," said Groombridge. "Today, assets and users can be anywhere, meaning the traditional security perimeter is gone. This requires a cybersecurity mesh architecture (CSMA)."

CSMA helps provide an integrated security structure and posture to secure all assets, regardless of location. By 2024, organizations adopting a CSMA to integrate security tools to work as a cooperative ecosystem will reduce the financial impact of individual security incidents by an average of 90%.

AI Engineering

IT leaders struggle to integrate AI within applications, wasting time and money on AI projects that are never put in production, or struggling to retain value from AI solutions once released. AI engineering is an integrated approach for operationalizing AI models.

"For fusion teams working on AI, the real differentiator for their organizations will lie in their ability to continually enhance value through rapid AI change," said Groombridge. "By 2025, the 10% of enterprises that establish AI engineering best practices will generate at least three times more value from their AI efforts than the 90% of enterprises that do not."

Total Experience (TX)

TX is a business strategy that combines the disciplines of customer experience (CX), employee experience (EX), user experience (UX) and multiexperience (MX). The goal of TX is to drive greater customer and employee confidence, satisfaction, loyalty and advocacy. Organizations will increase revenue and profit by achieving adaptive and resilient TX business outcomes.

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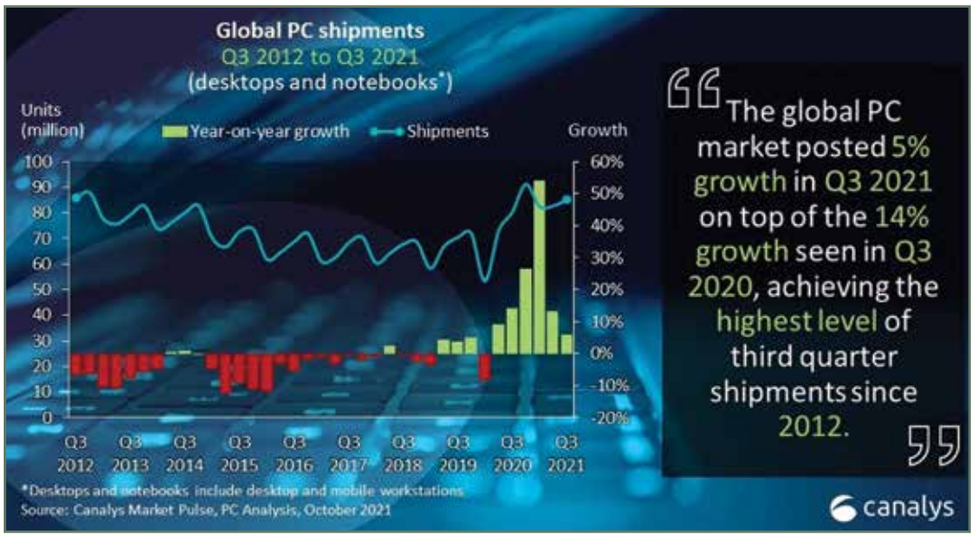
Global PC market grows 5% in Q3 as supply deteriorate: Canalys

Following five quarters of double-digit growth, the global PC market saw annual growth drop to



5% in Q3 2021, with shipments of desktops and notebooks, including workstations settling at 84.1 million units. Despite the reduction in growth, volumes remain at a remarkably high level, given how strong the industry performed in Q3 2020. As a result, the PC market has undergone a two-year CAGR of 9% from Q3 2019. Despite high demand, PC business suffered a series of blows, making it extremely hard to facilitate supply. Vendors and channel partners are still having difficulty fulfilling orders as backlogs persist. Notebooks and mobile workstation shipments grew 3% year-on-year to hit 67.4 million units, while shipments of desktops and desktop workstations rose 12% to 16.6 million units.

"Disruption to the global supply chain and logistics network remains the key inhibitor of higher growth in the PC market," said Ishan Dutt, Senior Analyst at Canalys. "More than a year on from the onset of the pandemic, manufacturing continues to be hindered by lockdowns and other COVID-19 related restrictions, particularly in Asia. This has been compounded by a massive slowdown in global transportation with freight prices and delay times skyrocketing as a number of industries compete to meet unfulfilled demand. The shortfall in supply of PCs is expected to last well into 2022, with the holiday season of this year set to see a significant portion of orders not met. Vendors able to manage this period of operational upheaval by diversifying production and distribution and having better visibility of orders to prioritize device allocation will be equipped to ride out the storm."

Of the top five PC vendors, all but one continued to post-shipment volume growth in Q3 2021. Lenovo led the market with 19.8 million units shipped, for a modest increase of 2.5% year-on-year. HP maintained second position, but underwent a 5.7% decline, with a drop off in Chromebook shipments to the US playing a major role in the downslide. Third-placed Dell was the big winner, posting the highest growth at 26.7% with over 15 million units shipped and a market share gain of over 3% from a year ago. Apple and Acer rounded out the top five with healthy growth of 14.4% and 5.7% respectively, with the former also enjoying a market share gain.

"While there is a marked slowdown from the phenomenal performances in the past quarter in some segments, especially education and consumer, newer opportunities exist," said Rushabh Doshi, Research Director at Canalys. "Hybrid work models will be an important part of the new normal post-COVID-19 and will require PC vendors to enhance product portfolios and go-to-market strategies, as faster processors, better cameras and anytime-anywhere connectivity take centre-stage. SMBs and Enterprises are also likely to focus on ease of procurement, security and device management as they move to sustain these new policies for the long term. Adding to this, PC demand is expected to be robust from SMBs as various industries race to make up for lost time, and consumer spending shifts onto categories that were otherwise restricted during the lockdown, mainly tourism and travel."

Looking at individual regions, LATAM, EMEA and Asia Pacific (excluding Japan) registered strong annual growth in shipments of 17%, 16% and 13% respectively. North America (US and Canada) saw total shipments fall by more than 9% year-on-year. Japan saw the worst decline as PC shipments fell by close to 30%.

"With the supply situation throwing curve-balls one after the other, PC vendors have it harder than anyone, as they manage this intricate and complex problem of supply and demand, where no magic formula exists," added Doshi. "What's worse is that they need to address not two, or twenty, but more than a hundred markets around the world. Being a PC vendor is both enviable and unenviable at the same time."

Vendor (company)	Q3 2021 Shipments	Q3 2021 Market Share	Q3 2020 Shipments	Q3 2020 Market Share	Annual Growth
Lenovo	19,773	23.5%	19,291	24.1%	2.5%
HP	17,597	20.9%	18,660	23.3%	-5.7%
Dell	15,185	18.1%	11,989	15.0%	26.7%
Apple	7,824	9.3%	6,842	8.5%	14.4%
Acer	6,076	7.2%	5,748	7.2%	5.7%
Others	17,627	21.0%	17,634	22.0%	0.0%
Total	84,082	100.0%	80,163	100.0%	4.9%

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Toshiba Posts New Nearline HDD Shipment Record in 3CQ21

Toshiba Electronic Components Taiwan Corporation ("Toshiba") announced a new Nearline HDD shipment record for the quarter ending 30 September 2021. The company shipped 2.83 million Nearline HDDs for the quarter, up nearly 68% Y-Y while Exabytes shipped climbed to 33.33, up 100% from a year ago and outpaced the industry average[1]. The September quarter was the fifth consecutive quarter of growth for Nearline HDD capacity shipped for Toshiba.

"Toshiba's competitive Nearline HDD product portfolio and timely execution is helping the company to reach new heights," said John Chen, Vice President at TRENDFOCUS, Inc. "This is reflected in 3CQ21's results as Toshiba was able to increase total market share by 80 basis points from the prior quarter to 21.6%." The TRENDFOCUS report shows that total Nearline HDD shipments reached a new record of 19.75 million units and 254 exabytes shipped in 3CQ21[2].

"It has been an amazing run for Toshiba, especially given the dynamic supply chain challenges. Since 2019, the company has posted 10 of 11 quarters of positive year-over-year growth of Nearline HDD capacity shipped," stated Yuichi Nanno, Division President, Storage Products Division, Toshiba Electronics Components Taiwan Corporation. "All of the new milestones are the direct result of our growing customer partnerships and dedicated employees across all functional teams, from design to operations. Our company is committed in supporting all of our customers in the various cloud, OEM and channel platforms, as we continue to actively work on new products and scale production capabilities to support growing Exabyte demand conditions."

Seagate starts exceptionally well this fiscal year with solid revenue growth

Seagate Technology Holdings plc (the "Company" or "Seagate") reported financial results for its fiscal first quarter ended October 1, 2021.

"Seagate had an exceptional start to the fiscal year with solid revenue growth, significant profit expansion and higher free cash flow generation in the September quarter. Mass capacity revenue topped the $2 billion mark for the first time, led by ongoing demand from cloud data center customers and strength in the video and image applications markets. Our results demonstrate consistent execution, a sustained healthy demand environment and positive structural change in storage industry dynamics. Collectively these factors led to achieving margin levels consistent with our long-term targets and support our increased revenue growth outlook for fiscal 2022," said Dave Mosley, Seagate's chief executive officer.

"Long-term, secular demand for mass capacity storage underpins our multi-year financial growth targets. Seagate's innovative technology roadmap and operational agility position the company well to capture these growing opportunities and continue generating robust free cash flow to deliver value for customers and shareholders."

Lenovo Delivers Record Quarter, as Strategy Continues to Drive Transformation and Sustainable Growth

Lenovo Group announced record quarterly results for the Group, with historic highs for both profit and revenue. The company's operational excellence, innovation, and strong execution underpin the improvements across all key business groups, despite wider industry supply challenges. These, together with the opportunities created by accelerated digitalization, intelligent transformation, and IT upgrades in devices, infrastructure, and applications around the world continue to fuel the Group's long-term and sustainable profitability increases.

Lenovo's performance delivered significant year-on-year improvements, with net income growing 65% year-on-year to US$512 million and net income margin improving by 0.7 points, on track towards the Group's goal of doubling in three years. Pre-tax income was US$742 million, up 58% year-on-year, and Group revenue continued its strong growth trajectory hitting US$17.9 billion, up 23% year-on-year. Operating cashflow doubled year-on-year to US$1.6 billion, and at the same time the Group's R&D expenses for the quarter were up almost 60% owing to increased investments in innovation.

Looking ahead, the strategy to drive sustainable profit improvements and growth will continue to focus on high margin businesses and segments, at the same time doubling investments in R&D over three years as announced last quarter. This focus will support the Group's continued transformation, developing technology focused on the New IT opportunities and the technology architecture of 'Client-Edge-Cloud-Network-Intelligence' brought about by changing customer needs.

IT Services delivers strong revenue growth for the quarter at 8.1% QoQ and 28.8% YoY: Wipro

Wipro Limited announced financial results under International Financial Reporting Standards (IFRS) for the Quarter ended September 30, 2021.

Thierry Delaporte, CEO and Managing Director said, "The Q2 results demonstrate that our business strategy is working well. We grew at over 4.5% organic sequential growth for a second quarter in a row, resulting in a 28% YoY growth in the first half of this financial year. I thank our customers, partners, and colleagues as we surpassed the $10Bn milestone of annualized revenue run rate."

Jatin Dalal, Chief Financial Officer said, "We sustained our operating margins in Q2 in a narrow band even after absorbing the full impact of our recent acquisitions and investing significantly in our business across sales, capabilities and talent. We completed a salary increase covering 80% of our colleagues, making it the second hike in this calendar year. We delivered a robust growth in EPS of 23.8% YoY."

Outlook for the quarter ending December 31, 2021

We expect Revenue from our IT Services business to be in the range of $2,631 million to $2,683 million*. This translates to a sequential growth of 2.0% to 4.0%.

L&T Technology Services reports strong broad-based growth in Q2FY22

L&T Technology Services Limited, India's leading pure-play engineering services company, announced its results for the second quarter ended September 30, 2021.

"We had a strong quarter with 6% sequential growth in constant currency driven by healthy traction in digital engineering across all our five segments. The rising digital adoption across our customer base has led to our revenue from digital & leading-edge technologies increasing to 55% in Q2.

Medical, our youngest segment, crossed $100mn in annualized revenue and is a testament to our differentiated domain expertise and strategic relationships. We are seeing a healthy deal pipeline and good traction in our six big bets – Electric Autonomous & Connected Vehicle (EACV), 5G, Med-tech, AI & Digital Products, Digital Manufacturing and Sustainability.

ur broad-based growth was accompanied by a rise in Operating margin which at 18.4% is the highest we have reported. We will continue the journey of investing in innovation labs and capability building, that has yielded us gains in market share and operating model efficiency", said Amit Chadha, CEO & Managing Director, L&T Technology Services Limited.

ATEN Hosted its 1st Post-Pandemic Top Partners Conclave in Hyderabad

ATEN Advance Pvt Ltd, for the first time in the post-pandemic world, organized an exclusive Regional Meet and Greet Conclave for its partners in Hyderabad.

The theme of the meet was 'Stronger Together' based on developing and nurturing the business relationship between the existing and new partners. The event allowed everyone to know the market scenario and opportunities available in the Hyderabad region. ATEN's top, long-standing and new partners attended the meet that was aimed to help each partner to grow for better and walk out of the event, enabling them to build sustainable and profitable solutions, perfect for the Hyderabad region and its customers. The meet was conducted keeping the Covid SOP in mind, where 100+ partners attended the event and all the social distancing norms were followed.

Vittal Salunke, Business Head at ATEN Advance Pvt Ltd had this to say about the success of the event, "ATEN Advance that focuses on providing innovative solutions to make better connections, efficiently and seamlessly conducted live and static demos specific to AV/IT vertical in this meet. The partners were updated about the product and solution upgrades and the product lifecycles. The meet was also streamed live on social media platforms – LinkedIn, Facebook and YouTube. We are looking into expanding our partner base in Hyderabad and creating a stronger presence for ATEN as we are sure that the bond of trust will grow stronger than ever."

Moov Closes $41M Series A Round Led by Tiger Global to Help Solve the Global Chip Shortage

Moov, a data-fueled marketplace for used manufacturing equipment, announced the close of a $41 million Series A funding round led by Tiger

Global. Other notable investors joining the round are public semiconductor investor Gavin Baker of Atreides Management, Valor Equity Partners, Avenir Growth Fund and existing investors.

The venture capital funding will be used to expand Moov's domestic presence into other semiconductor hubs such as Austin and New York and their global presence in China, Taiwan, South Korea, Japan and Europe. They will also hire executives, invest in research and development, strategically purchase inventory and examine merger and acquisition strategies with other key industry players.

During the ongoing global chip shortage, nearly 170 industries have slowed production because manufacturers cannot find the equipment needed to develop chips quickly enough. Moov has successfully structured and automated a real-time marketplace that connects buyers and sellers around the world along with offering additional services such as logistics, refurbishment, insurance, and asset management software. Beyond the near-term issues around the global chip shortage, Moov has built a marketplace that helps to drastically reduce electronic waste globally.

Fueled by the chip shortage, the semiconductor equipment sales market is growing at levels never seen before and is set to reach $100B in 2022. Moov's data indicates that the value of used equipment has more than doubled over the past year, and these numbers are expected to continue to grow as innovation and technology drive the market, doubling to around $200B per year within the next six to eight years. With close to $1.5 billion in active and available listings, Moov will play a pivotal role in shifting the global equipment purchasing mindset.

BenQ India Organizes Partners Meet in Mumbai

BenQ has organized a partner Meet and Greet event in Mumbai on 20th October at Taj Lands

End, Mumbai. The company celebrated the newly formed association with Preeti Trading Corporation (PTC) as the regional distributor during the event. Among those invited were the premium home AV segment partners of BenQ in the Mumbai region.

Rajeev Singh, Managing Director, BenQ India, said, "The core motive of organizing the Meet and Greet event was to celebrate our new association with Preeti Trading Corporation (PTC) as the regional distributor for BenQ home video projectors and honour our partners for their constant support and trust. Our partners have truly supported us in the period of turbulence and transformation amidst the Covid-19 pandemic. Due to this support we have been able to grow our home video projector business by more than 2 times during last one year and strengthen our position in the market as No. 1 4K projector brand."

To educate and align these partners with BenQ's significant growing projector segment in India, the company also organized dedicated demo sessions for its new product line-up in the 4K home video and portable projector segment. The hero product for the event was V7050i, an ultra-short throw 4K laser projection system, which the company is pitching as a replacement to big-screen TVs.

Micron Announces Over $150 Billion in Global Manufacturing

Micron Technology, Inc. (Nasdaq: MU), the only U.S.-based manufacturer of memory and one of

the world's largest semiconductor manufacturers, announced that it intends to invest more than $150 billion globally over the next decade in leading-edge memory manufacturing and research and development (R&D), including potential U.S. fab expansion. Micron's investment will address increasing demand for memory that is essential to all computing.

Memory and storage are a growing portion of the global semiconductor industry, and today represent approximately 30% of the semiconductor market. Secular growth drivers like 5G and AI will expand usage of memory and storage across the data center and the intelligent edge, and in areas like automotive and a diversity of user devices.

"Memory is at the leading edge of semiconductor manufacturing and fuels everything from feature-rich 5G smartphones to the AI-enabled cloud," said Micron President and Chief Executive Officer Sanjay Mehrotra. "Micron's leadership in both DRAM and NAND technologies and the strength of our roadmap enable us to invest more than $150 billion with confidence to extend our industry-leading memory innovation into the next decade, and deliver differentiated products to our customers. We look forward to working with governments around the world, including in the U.S. where CHIPS funding and the FABS Act would open the door to new industry investments, as we consider sites to support future expansion."

ASUS Announces Vivobook 13 Slate OLED (T3300)

ASUS has a mission to deliver incredible experiences that enhance the lives of people everywhere, and the newly announced Vivobook 13 Slate OLED does exactly that. This fun-filled 2-in-1Windows 11 marvel — the world's first 13.3-inch Windows detachable laptop1 —rewrites the rules to make it easier to enjoy everything, everywhere. Now, there's no need to carry multiple devices for work and entertainment — this multi-talented personal companion does it all, thanks to its brilliant OLED touchscreen and quad-core Intel® processor.

It's vivaciously styled and amazingly versatile, with a detachable full-size keyboardand a cover standthat has a 170° hinge. There's also a high-precision ASUS Pen 2.0 stylus, neatly stored in a handy magnetic pen holder so it's always to hand. This do-it-all laptop is equally at home in landscape or portrait mode, with or without a keyboard, so writing, typing, or watching at any angle in any environment is effortless.It's the passport to a new world of freedom!

RAPOO Launches GK500 Backlit Mechanical Gaming Keyboard in India

After the great success of its flagship dual-functional wired/wireless BT keyboard V500 Pro, RAPOO gives the gaming world yet another champion input device – the GK500 wired Mechanical Backlit Gaming keyboard. The new keyboard is a mechanical-key-based wired gaming keyboard that features an elegant design along with multi-coloured RGB backlit keys. The keyboard is built for tough gaming occasions, has a spill-resistant feature and also creates a gaming atmosphere to immerse you into the virtual world.

RAPOO's GK500 is out of the ordinary. It features a full-sized 104-key block with each key sporting RAPOO's mechanical key switches and durable keys that are designed with double colour injection molding keycaps. Each key is backlit with mix-colour LEDs for a glow that helps with an additional adrenaline boost to enhance your gaming mood.

AVerMedia and Barco Join Forces to Create Integrated Conferencing Solution

AVerMedia Technologies, Inc., a leader in audio-visual technology, is pleased to announce that it is joining Barco's ClickShare Alliance Partner Program. This partnership ensures that AVerMedia conferencing webcams and speakerphones are fully compatible with Barco's ClickShare Conference. Meeting participants around the globe can now confidently integrate AVerMedia's cutting-edge audio-visual quality with Barco's innovative wireless conferencing solution.

The joint solution by Barco and AVerMedia creates a seamless, wireless conferencing ecosystem for all kinds of small meeting rooms. With just a press of the Barco ClickShare Button or launching the ClickShare App, users can wirelessly connect to the video and audio from AVerMedia peripherals and share content with only one click in any video conference room. Users can bring their own device to meeting rooms and get set up in an instant, with no need for technical support. The solution is also compatible with nearly every popular conferencing platform.

EZVIZ is all set to unveil its neweasy-to-usesmart tech home security camera

Global leader in smart home security EZVIZ, released its best-selling product in India – EZVIZ TY1 2MP Smart Wi-Fi Pan & Tilt Camera. Packed with a 360-degree field view, super-crisp 1080 video recording and smart tracking features, this new camera enables users to keep an eye on their property all through the day and night as well. TheTY1 from EZVIZ is a versatile and compact gadget that delivers long-lasting and reliable protection while providing users the opportunity to effortlessly fulfill all their indoor home security needs.

The last few years have witnessed an accelerated adoption of innovative digital technologies like AI andIoTthat have completely altered the way of life for many. People have realized the benefits of automation and how it can help enhance operations, reduces execution time, and eliminates human error. This has resulted in a spur in adoption of smart home security solutions, predominantly in the developing countries. Advanced security cameras have been popular amongst corporates for a long time; however, the outbreak of COVID-19 has made security a major concern for residential spaces as well, resulting in security cameras gaining immense popularity amongstsmart home beginners.

boAt launches their Next-Generation Smartwatch- 'Vertex'

boAt, the lifestyle consumer tech brand recognized for being the leader in the earwear & wearable segment, introduces yet another revolutionary smartwatch Vertex. The boAt Vertex is not only a smart time machine but a true fitness companion that helps you reach your fitness goals.

Super-excited about the new smartwatch launch, Eshita Anil, Category Head, Smartwatches, boAt said "We are very happy to be launching our new smartwatch- boAt Vertex. Smartwatches as a category is booming and our community has reacted positively to our range of wearables. With our new Crest app, we are looking forward to creating a health-centric ecosystem in the country."

Staying fit and healthy in today's world is a challenge and ensuring you reach that fitness goal is a task on its own. To help you reach that fitness goal, boAt has designed a very stylish, trendy and versatile smartwatch – boAt Vertex.

Apple introduces HomePod mini in new bold and expressive colours

Apple introduced HomePod mini in three bold new colours — yellow, orange, and blue — giving users more ways to express their personality and style in any space. At just 3.3 inches tall, HomePod mini offers a great music-listening experience, the intelligence of Siri, and smart home capabilities,

with privacy and security built in. Its seamless integration across Apple's products and services make HomePod mini the ultimate smart speaker for anyone with an Apple device. HomePod mini will be available in these new colors, along with white and space grey, with colour-matched details throughout, including the tinted touch surface, mesh fabric, volume icons, and woven power cable, starting in November for just INR 9900.

"HomePod mini sounds incredible, and with access to more than 90 million songs in the global Apple Music catalog and deep integration with your Apple devices, it's the must-have smart speaker for iPhone users," said Bob Borchers, Apple's vice president of Worldwide Product Marketing. "With new vibrant colours, HomePod mini fits in even more places and delivers amazing sound, the power of Siri, and simple and secure smart home controls, all while protecting your privacy."

Thought Leadership: Young-seok Min on his role as Head of SK hynix Singapore

Few people would have known the importance of Southeast Asia in the semiconductor industry until the Covid-19 hit the region and stopped factories, causing a disruption in the global supply chain in

recent months.

The region is not only the center of the industry's back-end packaging process, but also has a growing semiconductor market that is forecast to grow to $41.9 billion by 2028, up from $26.9 billion in 2020, according to the Fortune Business Insights.

Min Young-seok, who oversees the region as the head of SK hynix Singapore, sees great potential in the market, which encompasses an area from India to Malaysia to Vietnam, as the ASEAN governments ramp up efforts to foster the industry with diverse incentives and the introduction of new technologies.

SK hynix Singapore provides sales operation support for global account customers' regional offices, works with local customers, and identifies new business opportunities. It also identifies and shares with the headquarters how the global supply chain expands into India and Southeast and Southwest Asia and trends in the supply chain of major ICT parts that have been impacted by COVID-19.

"The growth of smartphone users in Southeast Asia and India markets, as well as planned launches of 5G communication services, are prompting forecasts of continued demand momentum for mobile memory," Min said.

Notably, top-tier Indian telecommunications companies are competing fiercely to expand their market share by attracting new subscribers. Such competition typically prompts provision of low-cost or free smartphones, which typically leads to a surge in demand for memory products.

"We see various sales opportunities in the region. The introduction of the Indian government's strong initiatives aimed at fostering the manufacturing sector and acceleration in creation of the component eco system on top of the increasing investments and exports there are all indicating a rise in chip sales."

An employee since January 1992, Min started in the semiconductor production division of SK hynix, formerly known as Hyundai Electronics, as a supervisor in the 6-inch FAB-3 etch area, where he first learned about the entire wafer manufacturing process. He then moved on to the DRAM business unit to help establish mid- to long-term business plans. He worked in the sales division's Graphics Business Department, the marketing team in Taiwan office and the NAND mobile marketing team at headquarters. He then joined the Singapore office in 2018 as the head overseeing the greater region.

"As you can tell from the wide range of our business coverage and diversity of the societies here, we need to deal with customers from various races and countries, so it is necessary to understand and respect the differences of each culture."

While many employees now work from home because of the Covid-19 situation, Min is confident that the office environment designed to promote barrier-free communications between affiliates will bring back SK's inclusive culture should everyone return to the ordinary daily life.

Among a handful of his accomplishments over the years, he recalls an unforgettable memory from 2018 when he turned the risk of failing to meet a sales target in India to a success through a seven-hour negotiation session.

Back then, any failure to meet the initial plan to sell the low-density MCP products for smart feature phones to an ODM customer that manufactures the phones for a major Indian telecommunications company would have resulted in unused raw materials and components, which then would have led to problems of the entire NAND 2D operations at the headquarters. He recalled it being an agonizing moment that his team members overcame with the spirit of persistence.

"I still vividly remember how I breathed a sigh of relief after completing the sales following seven hours of intensity."

As a strong leader, Min identifies four skills or traits that are most important to SK hynix: empathy, communication, relationship, and collaboration. His advice for junior-level employees is that they should change their work every five years. The experience of working in various fields will provide them a variety of career options later in the future, Min said.

"Through various positions, I was able to understand the key roles of important areas necessary for the development of the memory business, from R&D, investment, manufacturing, marketing to sales, and how they are connected and implemented. Individual abilities and work skills are important, but at the end of the day, the sum of individual performance will lead to performance of the entire organization."

A sea change of digitization and the era ahead

Satya Nadella, Chairman and CEO, Microsoft

Looking back there is no question that the past year-and-a-half has been a catalyst for real structural change in every industry, from the adoption

of telehealth in healthcare, digital wallets in financial services, curbside pickup and contactless shopping in retail, and beyond.

The case for digital transformation has never been more urgent. Digital technology is a powerful deflationary force in an inflationary economy. Think about this: Businesses small and large, can improve their productivity as well as the affordability of the products and services by building tech intensity.

How you sell, how you support customers, how you market, how you manufacture, how you connect with your employees – it's all undergoing a sea change. Fundamentally, we're moving from a mobile and cloud era to an era of ubiquitous computing and ambient intelligence, an era which will experience more digitization over the next 10 years than the last 40.

The Microsoft Cloud was built for this new era. The Microsoft Cloud is the most trusted and comprehensive cloud. It powers every organization's digital capability, while ensuring their independence and sovereignty over it. The Microsoft Cloud is built on trust and security. And the Microsoft Cloud is sustainable.

And when we talk about sustainability, it's not just about the carbon footprint of our own datacenters but creating an entirely new business process category to help every organization address this very urgent need. We want to enable you to set and meet your own sustainability goals, providing you with the tools to track your own carbon footprint across your operations. In the years to come, I believe digital capability building around sustainability will be as critical for businesses as CRM for sales and ERP for finance is today.

And finally, the Microsoft Cloud offers the best integration across the entirety of the tech stack while offering openness at every layer. This is so important: the Microsoft Cloud helps orchestrate all of your heterogeneous digital investments across every layer of the tech stack.

At Microsoft Ignite, we're introducing more than 90 new services and updates to help you innovate. But I want to highlight three emerging areas across the Microsoft Cloud.

Large-scale AI models as platforms

Let's start with AI. One thing underlying everything is how large-scale AI models are becoming platforms in their own right, creating ambient intelligence all around us.

Five years ago, we shared with you the world's first hyperscale AI supercomputer, and today we have the most powerful AI supercomputer in the cloud. We've also built the fundamental software capabilities to build and train large scale models. Just a few weeks ago, together with Nvidia, we announced the Megatron-Turing natural language generation model, the largest and most powerful monolithic transformer model trained to date with 530 billion parameters. It offers unmatched accuracy across a broad set of natural language tasks. And we've also trained Z-code, a multilingual model that combines several languages so individual languages can learn from each other with much lower data requirements than ever before.

Lexar Announces New Lexar Professional NM800 M.2 2280 PCIe Gen4x4 NVMe SSD

Lexar, a leading global brand of flash memory solutions, is proud to announce the new Lexar® Professional NM800 M.2 2280 PCIe Gen4x4 NVMe SSD. It is designed for hardcore gamers and creative professionals looking for superior speed in their workstations and gaming consoles.

The Lexar® Professional NM800 M.2 2280 NVMe SSD provides maximum SSD performance that puts you in the computing fast lane with speeds up to 7400MB/s read and 5800MB/s write, which is 12.7x the speed of SATA-based SSDs3. It is also supported by the PCIe Gen4x4 NVMe 1.4 technology standard and backward compatible with PCIe 3.0, adding versatility to your professional workflow.

Developed with the 12nm controller, the Professional NM800 SSD produces low power consumption for longer battery life and a better user experience.

KLEVV Unveils New DDR5 Standard and Gaming Memory

KLEVV, an emerging memory brand introduced by Essencore, announced the latest addition to its lineup of computer memory upgrades with new DDR5 memory series, including DDR5 standard memory and signature DDR5 series of overclocking/gaming RGB memory. KLEVV DDR5 memory offers assurance of QVL testing with major motherboard brands' Z690 platforms that support the latest Intel 12th Generation 'Alder Lake' Core Processors.

KLEVV DDR5 Standard Desktop and Laptop Memory: Outstanding Compatibility

KLEVV DDR5 standard desktop memory (U-DIMM) will adopt SK Hynix chips and will first launch in a 16GB capacity with JEDEC standard frequencies of 4,800MHz CL40-40-40 at a power-efficient 1.1V. KLEVV DDR5 standard desktop memory kits have passed QVL testing with Z690 motherboards from leading partners including ASRock, ASUS, Gigabyte, and MSI, assuring outstanding compatibility for PC builders. Larger capacity 32GB modules and standard memory for laptops (SO-DIMM) will follow soon.

Eurotech Launches BestNet Multi-function Network LAN testers

Eurotech Technologies, a leading provider of fiber connectivity products, announced the launch of BestNet multi-function network LAN tester. The BestNet Ethernet testers are specially designed to test the full range of ever-expanding Ethernet, LAN and cable configurations. The LAN testers are capable of testing unshielded pair and shielded pair (UTP, FTP) of RJ45 port along with RJll port, telephone line (TEL) and coaxial cables (BNC).

The multi-function network LAN testers are equipped with simple and easy to use LCD interface, delivering clear test result of wiring diagram at a glance. It is capable of locating cables with 8 far-end passive test ports. The Ethernet LAN tester comes with built-in earphone function that helps prevent interference in noisy environment and a handy spotlight to work in dark areas. The auto-off function preserves battery power.

AMD Unveils Workload-Tailored Innovations and Products at The Accelerated Data Center Premiere

AMD held the virtual Accelerated Data Center Premiere, launching the new AMD Instinct™ MI200 series accelerators, the world's fastest accelerator for high performance computing (HPC) and artificial intelligence (AI) workloads1, and provided a preview of the innovative 3rd Gen AMD EPYC™ processors with AMD 3D V-Cache. AMD also revealed new information about its next generation "Zen 4" processor core and announced the new "Zen 4c" processor core, both of which will power future AMD server processors and are designed to extend the company's leadership products for the data center.

"We are in a high-performance computing megacycle that is driving demand for more compute to power the services and devices that impact every aspect of our daily lives," said Dr. Lisa Su, president and CEO, AMD. "We are building significant momentum in the data center with our leadership product portfolio, including Meta's adoption of AMD EPYC and the buildout of Frontier, the first U.S. exascale supercomputer which will be powered by EPYC and AMD Instinct processors. In addition, today we announced a breadth of new products that build on that momentum in next-generation EPYC processors with new innovations in design, leadership, 3D packaging technology, and 5 nm high-performance manufacturing to further extend our leadership for cloud, enterprise and HPC customers."

Samsung Starts Mass Production of Most Advanced 14nm EUV DDR5 DRAM

Samsung Electronics, the world leader in advanced memory technology, today announced that it has begun mass producing the industry's smallest, 14-nanometer (nm), DRAM based on extreme ultraviolet (EUV) technology. Following the company's shipment of the industry-first

EUV DRAM in March of last year, Samsung has increased the number of EUV layers to five to deliver today's finest, most advanced DRAM process for its DDR5 solutions.

"We have led the DRAM market for nearly three decades by pioneering key patterning technology innovations," said Jooyoung Lee, Senior Vice President and Head of DRAM Product & Technology at Samsung Electronics. "Today, Samsung is setting another technology milestone with multi-layer EUV that has enabled extreme miniaturization at 14nm — a feat not possible with the conventional argon fluoride (ArF) process. Building on this advancement, we will continue to provide the most differentiated memory solutions by fully addressing the need for greater performance and capacity in the data-driven world of 5G, AI and the metaverse."

M1 Pro and M1 Max: the most powerful chips Apple has ever built

Apple announced M1 Pro and M1 Max, the next breakthrough chips for the Mac. Scaling up M1's transformational architecture, M1 Pro offers amazing performance with industry-leading power efficiency, while M1 Max takes these capabilities to new heights. The CPU in M1 Pro and M1 Max delivers up to 70 percent faster CPU performance than M1, so tasks like compiling projects in Xcode are faster than ever. The GPU in M1 Pro is up to 2x faster than M1, while M1 Max is up to an astonishing 4x faster than M1, allowing pro users to fly through the most demanding graphics workflows.

M1 Pro and M1 Max introduce a system-on-a-chip (SoC) architecture to pro systems for the first time. The chips feature fast unified memory, industry-leading performance per watt, and incredible power efficiency, along with increased memory bandwidth and capacity. M1 Pro offers up to 200GB/s of memory bandwidth with support for up to 32GB of unified memory. M1 Max delivers up to 400GB/s of memory bandwidth — 2x that of M1 Pro and nearly 6x that of M1 — and support for up to 64GB of unified memory.

Centre to resume biometric attendance for all employees

The Union Government will resume biometric attendance for all employees starting November 8.

The Personnel Ministry said it shall be the responsibility of heads of department to ensure that sanitisers are mandatorily placed beside biometric machines and all employees sanitize their hands before and after marking the attendance.

All employees will be required to wear masks and maintain social distancing, including while waiting to mark their attendance, it said.

"Physical distance of six feet must be maintained by all employees while marking their attendance. If required, additional biometric attendance machines may be installed to avoid overcrowding," the Personnel Ministry said in an order to all Central Government Ministries and departments. The employees were previously exempted from biometric attendance due to the outbreak of the coronavirus pandemic.

All officers and staff shall strictly follow Covid-appropriate behaviour at all times in offices, the DoPT said. In March 2020, DoPT had exempted employees from using the machine earlier till March 31 last year and asked the employees to mark their attendance in the attendance register. "Meetings, as far as possible, shall continue to be conducted on video conferencing and personal meetings with visitors, unless necessary in public interest, are to be avoided," the order stated.

AP Cabinet allots 130 acres of land in Vizag for Adani group's data centre park

The Andhra Pradesh State Government approved the allotment of 130 acres of land to Adani Enterprises for setting up a data centre park in Visakhapatnam. In this regard, the state government said in a release that the Cabinet has sanctioned 130 acres of land to Adani Enterprises at Madhurawada in the city for setting up a 200 MV data centre park, business park, skill university, and recreation centre. With an estimated investment of Rs 14,634 crore the proposed project is expected to create 24,990 jobs.

It may be recalled that earlier in April Adani Enterprises, the flagship company of the Adani Group, had inked a joint venture agreement with US-based EdgeConneX to develop data centres in India. The 50:50 joint venture (JV) of Adani Group, named AdaniConneX, will operate data centre in Visakhapatnam. These hyperscale centres will be set up in the Chennai, Navi Mumbai, Noida, and Hyderabad markets as well.

The partnership is expected to leverage Adani's expertise in full-stack energy management, renewable power, and real estate development, as well as its expertise in building and managing large infrastructure projects. In addition to full-scale data centers, AdaniConneX will also develop a portfolio of Edge data centers strategically located throughout the country that will support the need for more proximate capacity. These Edge sites are designed and planned to easily scale with demand and become full-scale data center campuses. This pan-Indian platform of hyperscale and hyperlocal data centers will largely be powered by renewable energy.

Friendly policies of Karnataka to become India's startup hub

Karnataka has become the startup capital of India because the state government has done "something different" to encourage and fund new ideas, Dr E.V. Raman Reddy, IAS, Additional Chief Secretary, Government of Karnataka, said .

The state has funded about Rs15 million, and 489 startups have benefited by this, official says.

India start-ups will be coming out with solutions that will benefit not just the country, but the whole world. Dr Ashwath Narayan, Minister of Higher Education, Karnataka, and other officials and corporate heads at a panel discussion in Dubai. Speaking at a panel discussion at the India Pavilion about the state's rise as the startup hub, the official said Karnataka "is the only state in India" that has started funding startups through a unique programme called Elevate.

Dr Reddy said that among the start-ups that have received government funding, 30 per cent are run by women entrepreneurs, and more than 35 are away from Bangalore, in the rural areas.

Dr Reddy further said that, we are rated as a top performer in the startup sector in the country. Oxford Economics in a recent study said that in the next 15 years, that is, till 2035, Bangalore will be the fastest growing city in the world. So, this is what Bangalore is. In the global startup ecosystem report also, we are the only Indian state which is ranked in the top 25. We must be doing something different.

Intel Launches Intel Unnati Program to Advance Emerging Technology Skills in India

Intel announced the launch of the Intel® Unnati Program to help equip engineering students in India with industry-relevant data-centric skills.

Through a network of system integrators, 100 Intel® Unnati Data-Centric Labs in emerging technologies will be set up over the next year across universities and engineering institutes in India. The initiative will provide the country's higher educational institutions with long-term capabilities in technology and lab infrastructure, enabling a greater focus on research and innovation.

"Technology has never been more important than it is today and is a critical driver of future growth. It is imperative to ensure young talent in India has access to the right infrastructure and course content to keep pace with the fast-changing needs and expectations of the technology industry. Intel Unnati Data-Centric Labs will enable educational institutions to bridge the widening technology skill gap in the country, build industry-ready emerging technology competencies and provide strategic impetus to India's digital economy transformation."

CERT-In to assess vulnerabilities impacting all products designed, developed and manufactured in India

CERT-In has joined with the Common Vulnerabilities and Exposures (CVE) Program to take a step forward in strengthening confidence in "Make in India" and cultivating responsible vulnerability research in the country. In this regard, the CVE Program has recognised the Indian Computer Emergency Response Team (CERT-In) as a CVE Numbering Authority (CNA) for vulnerabilities affecting any products created, produced, and manufactured in India.

The CVE Program's purpose is to detect, define, and classify publicly disclosed cybersecurity vulnerabilities. It is a global, community-based project that relies on the community to identify vulnerabilities. Organizations from across the world that have worked with the CVE Program detect, assign, and publicise vulnerabilities. CVE Records are published by partners in order to transmit standard descriptions of vulnerabilities.

CVE is an international, community-driven project that relies on the community to identify vulnerabilities. The found vulnerabilities are then assigned and reported to the CVE List. CVE Records are used by information technology and cybersecurity experts to ensure that they are discussing the same issue and to coordinate their efforts to prioritise and resolve vulnerabilities.

A CNA is assigned to each CVE Record added to the list. The CVE Records in the catalogue allow programme stakeholders to quickly find and correlate vulnerability information that may be utilised to defend systems against assaults. Each CNA has a distinct scope of responsibilities for identifying and publicising vulnerabilities.

Magenta BI launches data analytics software for IT Channel Partners

Magenta BI, the Ahmedabad based SaaS platform, has launched a Business Intelligence software for channel community. The company was founded in 2018 by entrepreneurs, Vikas Mundhra, Founder & CEO and Vikalp Somani, Co-founder & CTO.

The company operates the Magenta BI platform that helps SMEs make data driven decisions through Actionable Analytics. Having played leadership role at iBall Brand since 2001, they tried to deploy a lot of analytics to penetrate the market. In 2018, they noticed that not only their company but their distributors as well were struggling with ERP/Excel based reports. And all the generic DIY BI solutions were not effective. Thus the idea of Actionable analytics was born, giving rise to Magenta BI platform.

Speaking on the announcement, Vikas Mundhra (Founder & CEO of Magenta BI) said: "At Magenta BI we are excited about helping channel partners achieve profitable growth through data analytics. During our days at iBall, we tried looking for existing solutions but the only option was to implement a customized Business Intelligence platform which was not only a major expense but also required technical know-how. While possible for a large enterprise, this is not feasible for an SME. This makes it almost impossible for an SME to make data-driven decisions. With the vision of enabling 10K SMEs to scale growth through Actionable Analytics, we started Magenta Bi. Our platform addresses this pain-point;Data-structuring, integrations and set-up happens in a matter of clicks. We are further encouraged by the response and trust our customers have shown in us and are looking forward to help 10k SMEs."

Ketan Doshi, Kolkata remarked: "We are excited to use Magenta BI. It integrates easily with my Tally ERP. Magenta offers ready-to-use dashboards which are customized for distribution business.Also, Magenta BI, is quite different and better because of its focus on channel partners – something that really no other company is doing. The company has developed and offers a robust, easy-to-use and affordable product that not only reduces ourcost but also helps us in making better decisions across Sales, Purchase, Inventory and Payments. With Magenta Bi integrated, I have been able to extract so much power from the ERP that I have been using for about a decade now."

Reinforcing the view, Navdeep Goyal, Owner at Silverline Infocom said:"I am not only able to control my Inventory and Outstanding at a Click but also able to identify gaps in Sales, Purchase, Inventory and Payment. Magenta BI is not a cost but an Investment; an investment into the ability to get a real-time analytics and insights towards Targets, Achievements and Gaps."

Magenta currently offers out-of-box integration with ERPs like Tally, SAP B1, BUSY, Intelligent to name a few. The company also plans to expand it's product offering and is ramping up it's hiring efforts to build a larger team.

In the metaverse, you'll be able to do almost anything you can imagine: Mark Zuckerberg

We are at the beginning of the next chapter for the internet, and it's the next chapter for our company too.

In recent decades, technology has given people

the power to connect and express ourselves more naturally. When I started Facebook, we mostly typed text on websites. When we got phones with cameras, the internet became more visual and mobile. As connections got faster, video became a richer way to share experiences. We've gone from desktop to web to mobile; from text to photos to video. But this isn't the end of the line.

The next platform will be even more immersive — an embodied internet where you're in the experience, not just looking at it. We call this the metaverse, and it will touch every product we build.

The defining quality of the metaverse will be a feeling of presence — like you are right there with another person or in another place. Feeling truly present with another person is the ultimate dream of social technology. That is why we are focused on building this.

In the metaverse, you'll be able to do almost anything you can imagine — get together with friends and family, work, learn, play, shop, create — as well as completely new experiences that don't really fit how we think about computers or phones today. We made a film that explores how you might use the metaverse one day.

In this future, you will be able to teleport instantly as a hologram to be at the office without a commute, at a concert with friends, or in your parents' living room to catch up. This will open up more opportunity no matter where you live. You'll be able to spend more time on what matters to you, cut down time in traffic, and reduce your carbon footprint.

Think about how many physical things you have today that could just be holograms in the future. Your TV, your perfect work setup with multiple monitors, your board games and more — instead of physical things assembled in factories, they'll be holograms designed by creators around the world. You'll move across these experiences on different devices — augmented reality glasses to stay present in the physical world, virtual reality to be fully immersed, and phones and computers to jump in from existing platforms. This isn't about spending more time on screens; it's about making the time we already spend better.

Our Role and Responsibility

The metaverse will not be created by one company. It will be built by creators and developers making new experiences and digital items that are interoperable and unlock a massively larger creative economy than the one constrained by today's platforms and their policies.

Our role in this journey is to accelerate the development of the fundamental technologies, social platforms and creative tools to bring the metaverse to life, and to weave these technologies through our social media apps. We believe the metaverse can enable better social experiences than anything that exists today, and we will dedicate our energy to helping achieve its potential.

As I wrote in our original founder's letter: "we don't build services to make money; we make money to build better services."

This approach has served us well. We've built our business to support very large and long term investments to build better services, and that's what we plan to do here.

The last five years have been humbling for me and our company in many ways. One of the main lessons I've learned is that building products people love isn't enough.

I've gained more appreciation that the internet's story isn't straightforward. Every chapter brings new voices and new ideas, but also new challenges, risks, and disruption of established interests. We'll need to work together, from the beginning, to bring the best possible version of this future to life.

Privacy and safety need to be built into the metaverse from day one. So do open standards and interoperability. This will require not just novel technical work — like supporting crypto and NFT projects in the community — but also new forms of governance. Most of all, we need to help build ecosystems so that more people have a stake in the future and can benefit not just as consumers but as creators.

This period has also been humbling because as big of a company as we are, we've also learned what it's like to build on other platforms. Living under their rules has profoundly shaped my views on the tech industry. I've come to believe that the lack of choice for consumers and high fees for developers are stifling innovation and holding back the internet economy.

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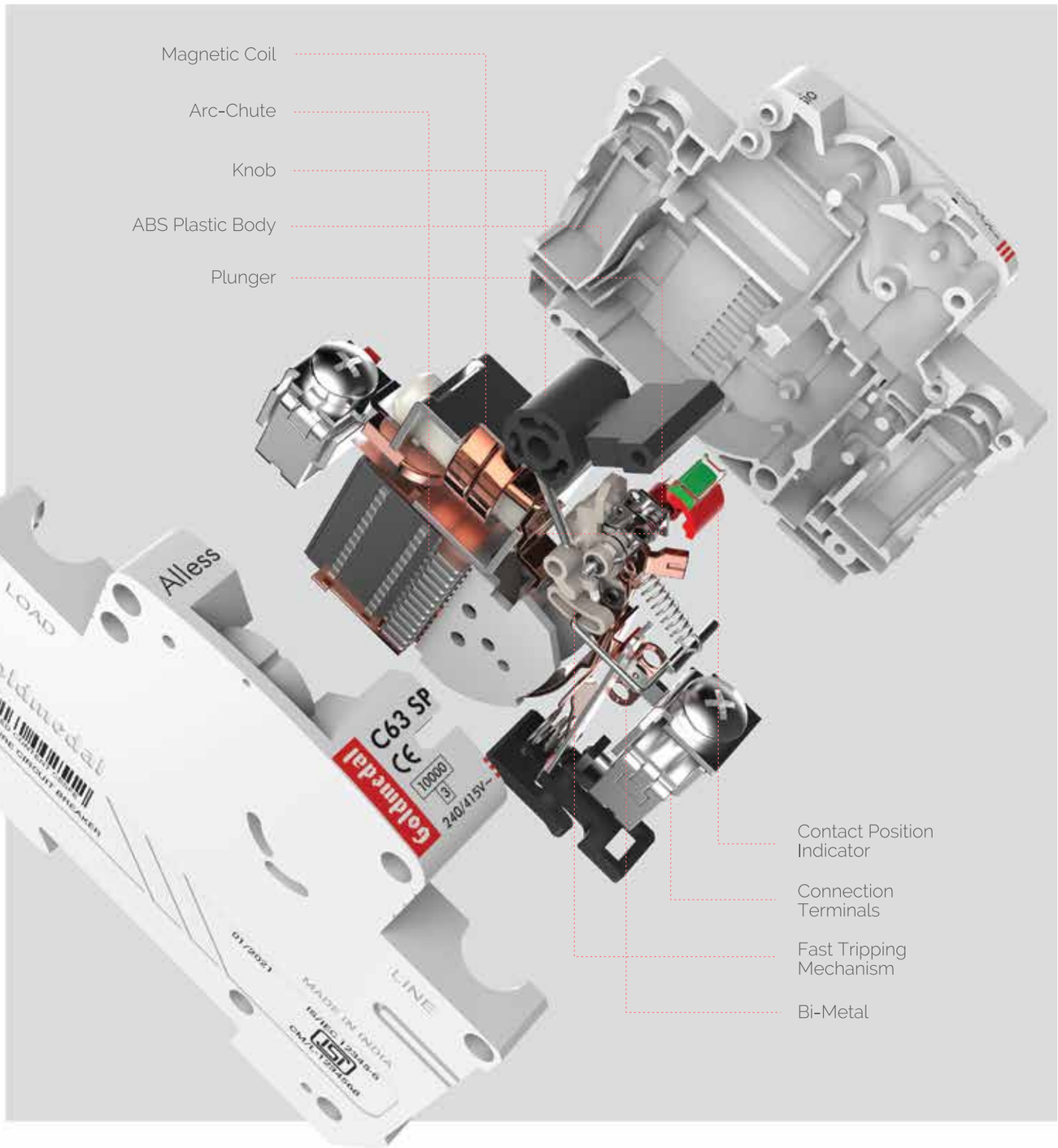

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