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# Six Trends Driving Near Term Adoption of Metaverse Technologies

Six trends are driving the use of metaverse technologies and will continue to drive its use over the next three to five years, according to Gartner, Inc.



Speaking at Gartner IT Symposium/Xpo in Australia today, Marty Resnick, VP analyst at Gartner said that while widescale adoption of metaverse technologies is more than 10 years away, there are practical ways organizations are harnessing them now, for example, in employee onboarding, sales enablement, higher education, medical and military training and immersive shopping experiences.

“Today, emergent metaverses are in their infancy. But technology trends, with proven use cases and business outcomes, are just the beginning of the value technology innovation brings to the enterprise,” Resnick said. “The longer-term bets are the true differentiators that could disrupt an entire industry, and the metaverse is one of those bets.”

Gartner defines a metaverse as “the next level of interaction in the virtual and physical worlds.” Metaverse technologies allow people to replicate or enhance their physical activities, by transporting or extending physical activities to a virtual world, or by transforming the physical one. Despite the hype, the adoption of metaverse technologies is nascent and fragmented. Gartner recommends caution when investing in a specific metaverse, as it is too early to determine which investments will be viable in the long term, and the ethical, financial and reputational risks of early investments are not fully known.

“Use this time for learning, exploring and preparing for a metaverse with limited implementation,” Resnick said. “Review these six trends for opportunities that could benefit your organization.”

## Gaming

The gaming industry, specifically video games,



has been an innovator in experience and technology for many years. The metaverse will use gaming technologies, methodologies, development tools and even game theory to create experiences for both entertainment and training simulations.

Enterprises will adopt “serious games” — gaming technologies, experiences and storytelling for training and simulation of specific work tasks and functions.

Gartner predicts that by 2025, the serious games market will grow by 25% due to the impact of metaverse technologies.

## Digital Humans

Digital humans are interactive, AI-driven representations that have some of the characteristics, personality, knowledge and mindset of a human, typically rendered as digital twins, digital avatars, humanoid robots or conversational user interfaces. They can interpret speech, gestures and images, and generate their own speech, tone and body language.

Organizations are already planning on using digital humans to act as identified digital agents within metaverse environments for customer service, support, sales and other interactions with current and potential customers. Gartner predicts that by 2027, a majority of B2C enterprise CMOs will have a dedicated budget for digital humans in metaverse experiences.

## Virtual Spaces

A virtual space — or virtual world — is a com-



puter-generated environment where groups of people can come together using personal avatars or holograms. Virtual spaces engage multiple senses and provide participants with the ability to immerse and interact with the space. For example, they can be used to increase reach to customers who are unable or unwilling to join in-person engagements, to provide new alternatives to travel, or to enable collaboration among staff.

Gartner predicts that by 2025, 10% of workers will regularly use virtual spaces (in activities such as sales, onboarding, remote teams), up from 1% in 2022.

## Shared Experiences

A shared experience brings a group of people together within a virtual space. The metaverse will move shared experiences out of siloed immersive applications and allow for more opportunities to meet, collaborate, interact, participate or otherwise share experiences across applications, consumer events and services. In this sense, the metaverse will democratize immersive experiences.

By 2028, 10% of public events (such as sports and performing arts) will offer participation in



metaverse, fueling rapid buildout of commercial metaverse shared experiences, according to Gartner.

## Tokenized Assets

Tokenized assets offer new business models for content creators. In metaverse experiences, most tokenized assets will use non-fungible token



technologies (NFTs). NFTs support new economic models, for example, where content creators perpetually retain most of the revenue from sales of their works. The new features and functionalities enabled by the metaverse will inspire new ways to not only compete and monetize virtual products and services, but also to acquire physical (real-world) goods.

Gartner predicts that by 2027, 25% of retail organizations with an e-commerce presence will have completed at least one proof of concept for tokenized assets using metaverse technologies.

## Spatial Computing

Spatial computing combines physical and digital objects to digitally enhance physical spaces. This



allows organizations to get more out of physical and digital assets by surfacing related, “unseen” digital information and content anchored to people, places and things. For example, digital content can augment physical objects or environments, such as digital colorization of Greek and Roman statues or additional product or object information.

Gartner predicts that by 2026, the second and third iterations of spatial computing glasses will arrive, creating a more pervasive metaverse experience connected to the physical world.





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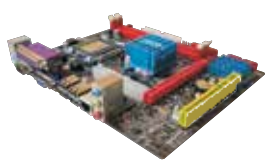
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# PM launches 5G Services

Ushering in a new technological era, the Prime Minister, Shri Narendra Modi launched 5G services in Pragati Maidan, New Delhi today. The

will add many more unicorns in the world.” Shri Kumar Mangalam Birla, Chairman, Aditya Birla Group called the advent of 5G a transforma-



Prime Minister also inaugurated the sixth edition of the India Mobile Congress and also witnessed the IMC Exhibition that was put on the occasion. Industry leaders expressed their views on this historic occasion.

Shri Mukesh Ambani, Chairman, Reliance, thanked the Prime Minister for inspiring the vision of a developed nation by 2047. “Every action and policy of the government is skillfully crafted to propel India, towards that goal. Steps taken to fast-track India’s march into the 5G era provide compelling proof of our Prime Minister’s determination”, he said. He narrated the possibilities of 5G in key areas like education, health and climate etc. “Your leadership has raised India’s prestige, profile and power globally like never before. In today’s fast-changing world there will be no stopping a resurgent India from soaring to the top”, Shri Ambani concluded.

Shri Sunil Bharti Mittal, Chairman, Bharti Enterprise remarked that the launch of 5G is the beginning of a new era and since it is happening during Azadi Ka Amrit Mahotsav, it makes it even more special. “With the efforts of the Prime Minister, this will usher new energy in the country. We are fortunate to have a leader in the Prime Minister who understands technology very minutely and deployed that to the development of the country in an unmatched manner”, he added. Shri Mittal further said that it will open up a sea of opportunities for people, especially in our rural areas. He recalled the Prime Minister’s initiatives in the field of infrastructure and technology from his Gujarat CM days. He said that during the pandemic, traffic shifted to villages and homes and the country’s heartbeat did not stop even for a second. Credit for that goes to the digital vision. He also praised the audacity and achievement of the vision of Make in India. “Along with Digital India, the Prime Minister also took forward the Start-up India campaign and soon enough, India started producing unicorns”, Shri Mittal added, “With the advent of 5G, I’m sure that the country

tional event that proves India’s prowess on the global stage and reiterates the role of telecom technology as the bedrock of India’s growth. He thanked the Hon’ble Prime Minister Shri Narendra Modi for his vision and leadership for a generational leap in technology that has resulted in India making a mark on the global stage. He also thanked the Prime Minister for his inspirational role in supporting the telecom industry during the ongoing pandemic and for the path-breaking telecom reforms in the industry. Shri Birla said that the launch of 5G marks the beginning of an exciting journey for India. “We will see limitless potential for 5G development and use cases in the years to come”, he added.

The three major telecom operators of the country demonstrated one use case each in front of the Prime Minister to show the potential of 5G technology in India.

Reliance Jio connected a teacher from a school in Mumbai, with students in three different locations in Maharashtra, Gujarat and Odisha. This demonstrated how 5G will facilitate education by bringing teachers closer to students, obviating the physical distance between them. It also demonstrated the power of Augmented Reality (AR) on screen and how that is being used to teach children across the country, remotely, without the need for an AR device. The Prime Minister interacted with students from Dnyanjyoti Savitribai Phule School, Raigad, Maharashtra in presence of Maharashtra Chief Minister, Shri Eknath Shinde. Students from Ropda Primary School, Gandhinagar, Gujarat connected in presence of Gujarat Chief Minister, Shri Bhupendra Patel. The Prime Minister also interacted with students from SLS Memorial School, Myurbhanj, Odisha in presence of Odisha Chief Minister, Shri Navin Patnaik. Shri Abhimanyu Basu, Dhirubhai Ambani Int. School, BKC, Mumbai also demonstrated the use of 5G technology. The Prime Minister noted the enthusiasm of the students for technology in education. Author Amish Tripathi introduced the

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segment.

The Vodafone Idea test case demonstrated the safety of workers in an under-construction tunnel of Delhi Metro through the creation of a Digital Twin of the tunnel on the dias. Digital Twin will help give safety alerts to workers in real time from a remote location. PM took a live demo from the dias to monitor the work in real-time through utilising VR and Artificial Intelligence. The Prime Minister interacted with Shri Rinku Kumar, a worker in Delhi Metro Tunnel Dwarka, New Delhi in presence of Delhi Lieutenant Governor, Shri Vinai Saxena. The Prime Minister inquired about the user experience and learning curve needed to adopt the technology. He said that workers’ confidence in safety is the biggest contribution of new tech. He complimented the workers of India for their contribution to the nation’s growth.

In the Airtel demo, students from Dankaur, Uttar Pradesh witnessed a lively and immersive education experience to learn about the solar system with the help of Virtual reality and Augmented reality. A student Khushi, shared her experience of learning with the PM by appearing on the dias through a hologram. Uttar Pradesh Chief Minister, Shri Yogi Adityanath connected from Rudraksh Convention Centre, Varanasi. The Prime Minister inquired if the VR education experience helped them understand the concepts in a comprehensive way. The student said that after this experience she is much more inclined toward learning new things.

Addressing the gathering the Prime Minister said that the Summit today might be global but its repercussions and directions are local. He said today is a special day for the fast-developing India of the 21st century.

“Today, 130 crore Indians are getting a wonderful gift in the form of 5G from the country and from the telecom industry of the country. 5G is a knock on the doors of a new era in the country. “5G is the beginning of an infinite sky of opportunities. I congratulate every Indian for this.”, he added. He noted with satisfaction that in this launch of 5G and the march of technology, rural areas and workers are equal partners.

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# ERICSSON DEMONSTRATES THE TRANSFORMATIONAL POWER OF 5G FOR CONSUMERS AND ENTERPRISES AT THE IMC 2022

5G is powering exciting possibilities and creating never-seen-before opportunities for people and businesses. Its launch in the country will also play a key role in realizing the government's Digital India vision. As India gets ready step into the 5G era, Ericsson is imagining an India where limitless connectivity means limitless possibility. At the India Mobile Congress, Ericsson demonstrates 5G use cases that will – enable an exciting future, help unlock never seen possibilities, redefine businesses and pioneer a sustainable future.

## IMMERSIVE CONSUMER EXPERIENCES with 5G

**Cloud gaming** – Mobile cloud gaming is an early use case opportunity enabled by network slicing. This is because slicing can provide gamers the guarantee of the performance needed for a good user experience. This demonstration deep dives into how mobile operators can take on mobile cloud gaming and better utilize network slicing.

**Holographic Communications** – Holographic Communication enables fully immersive, real-time, 3D experiences that can be built with consumer-grade mobile devices over 5G, while providing a greater sense of spatial awareness, proximity, and presence. With the holographic technology closely replicating face-to-face interaction, it opens up a wide variety of applications for the general public as well as for industries such as manufacturing, utilities, and education.

## ENTERPRISE

**Smart Manufacturing with 5G** – Smarter robots can carry out a greater number of tasks in the manufacturing process, allowing their human counterparts



to be employed in other areas. In 'smart manufacturing', the majority of production processes could be remotely controlled and monitored in the cloud, minimizing the need for plant infrastructure and dramatically reducing costs. 5G is integral for the robots to be able to interact with their environment in real-time as huge amounts of information will have to be transferred instantaneously.

**5G Remote Driving** – From operating machines in a manufacturing facility to connecting supply chain with trucks on the road to remote controlled / autonomous machines, connectivity is fundamental to enabling next generation Enterprise use cases. As the leading 5G technology provider, Ericsson have been demonstrating concepts and pilots with various partners and helping understand how going wireless with 5G, IoT, Sensors and WAN brings about a transformational change. 5G remote drive/operations will help to avoid sending staff to potentially dangerous zones. Our demonstration allows people to drive a small vehicle that is in Stockholm over a commercial 5G network.

**Ericsson Private 5G** – Ericsson Private 5G is a next-generation, private network, tailored to drive Industry 4.0, the modernization and digitalization of infrastructures and business process operations. Organizations gain secure and powerful 4G/LTE and 5G Standalone (SA) connectivity allowing them to optimize and simplify business operations through data creation, collection, and analysis.

Built on Ericsson's successful 4G/5G radio and dual mode core technology, Ericsson Private 5G unlocks a wide variety of innovative use cases for both indoor and outdoor environments while easily integrating with business operations, devices and applications. As a result, companies can improve productivity and create more value for customers, all while using a solution that is secure and more environmentally friendly.

## AI FOR INDUSTRY

**AI Exchange for Industry 4.0** – According to our market research we see that 98% of organizations experience challenges in deploying Artificial Intelligence for their use cases. Our AI Exchange for Sustainability seeks to solve that challenge by providing an ecosystem of data providers, model providers and subject matter experts to connect sustainability needs with AI enabled deployable and dependable solutions.

**Edge AI Camera** – There are many use cases in safety, security and sustainability that benefit from Computer vision though the costs of transmitting video data to central servers in the cloud or a data center for processing can be prohibitive. Our Edge AI Camera solves that problem by performing the processing in camera enabling real-time interventions.

**Smart Rice in the Metaverse** – The metaverse is here and we see many opportunities to create digital twins in the virtual space using this technology. Agriculture and especially rice production is a key priority for the nation, and we will demonstrate how the latest advances in Artificial Intelligence, Internet of Things, Unmanned Aerial Vehicles and Virtual Reality can come together to provide and test innovative solutions.

## CONNECTING THE UNCONNECTED

**Fixed Wireless Access** – Millions of users are still waiting for reliable home broadband, especially in rural areas. While wired services require the laying of expensive cabling, Fixed Wireless Access (FWA) can provide an efficient and scalable alternative. FWA can help bridge the digital divide, surpass consumer expectations, and drive monetization.

## HEALTHCARE

**Connected Ambulance** – The use case demonstrates an urgent medical assistance intervention for a critical patient / accident victim while being taken to hospital in an ambulance. In this simulation, the emergency technician wears HoloLens glasses that transmit everything to the doctor and simultaneously receive instructions from him thus, enabling a much more specialized and real-time assistance. Inside the ambulance, the ultra-high definition (4K) 360 video camera, the integration of vital sign monitoring equipment and the inclusion of facial recognition technology (which, after being processed in the cloud, provides information about the patient)

allows the doctor to remotely guide the pre-hospital emergency technician and follow the victim much more closely leading to faster and more effective diagnosis and treatment.

## NETWORKS OF THE FUTURE

**Ericsson Radio System** – Ericsson has recently announced the introduction of ultra-lightweight Massive MIMO 32T32R radios that are best fit for India's needs – AIR 3219 and AIR 3268 (Antenna Integrated Radio). These 5G radios, which will be produced in India, are energy efficient and come with coverage-enhancing features such as Uplink Booster that make them very relevant for a densely populated country like India. These radios have been designed for 5G mid-band Massive MIMO performance to deliver the benefits of deployment simplicity and improved energy efficiency. With their reduced weight, these Ericsson radios make installations easy on towers, rooftops, poles, and walls.

**Street furniture** – Ubiquitous coverage, especially in urban areas and hotspots is critical for a seamless 5G experience. Ericsson's pioneering new radio solution utilizes existing streetlights and adds as many as five times better download speeds. All in as little as 15 minutes site installation time.

**Enterprise service ordering and orchestration** – Service orchestration is the process of designing, creating, delivering, and monitoring service offerings in an automated way which helps CSPs deliver value beyond connectivity. Operator networks have traditionally been domain specific and managed in silos, which makes the service creation and delivery towards enterprise customers slow and costly. Enterprise service orchestration removes those silos to enable more flexible and automated networks, based on multi-vendor, multi-cloud and multi-hyper-scale cloud provider (HCP) environments.

**Packet Core optimized for the edge** – Edge-enabled applications and services are due to generate billions of dollars in long-term economic value and span a wide spectrum of use cases. Ericsson's dual-mode 5G Core can support a variety of use-cases by combining different products and functionalities in the user and control planes. Discover more about how we solve customer challenges in the edge with Ericsson Local Packet Gateway and dual-mode 5G Core.

**Cognitive software** – Network design and optimization is becoming increasingly challenging with today's dynamic and multidimensional networks to analyze and optimize. At the same time, the incremental performance gains are becoming smaller, putting pressure to improve efficiency further from both the design through optimization cycle. Ericsson's Cognitive Software offering meets these challenges, shifting to automated solutions and insights by leveraging off the latest developments in AI technology.

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# Wearables Growth Faces Challenges Through 2022

The wearables market faced another challenging period in the second quarter of 2022 (2Q22) as global shipments declined 6.9% year over year to 107.4 million units according to new data from the International



Data Corporation (IDC) Worldwide Quarterly Wearable Device Tracker. Demand has slowed due to rising inflation, fears surrounding recession, increased spending on other non-tech categories, and the hyper growth that the wearables market has experienced in the last two years.

While the list of top 5 companies has not changed (Apple, Samsung, Xiaomi, Huawei, and Imagine Marketing), four of the top 5 experienced year-over-year declines during the second quarter. Smaller brands continue to target lower price points, putting downward pressure on average selling prices (ASPs) for the incumbents.

"It's unfortunate that companies like Apple, Samsung, and Google are in the midst of launching more premium smartwatches at a time when appetite for high priced products remains in question," said Jitesh Ubrani, research manager for IDC Mobility and Consumer Device Trackers. "And even though pricing on some new products remains the same as the previous generation, the strength of the US dollar makes the purchase more difficult in local currencies around the world."

Rising prices and cooling demand have also led to a reduction in the overall outlook for wearables as IDC now forecasts shipments for the full year of 2022 to remain flat at 535.5 million units. However, growth will return in 2023 as demand for watches and hearables is expected to return due to new buyers in emerging markets and replacements in mature markets.

"While the wearables market was down in the second quarter and will most likely be flat this year, it is certainly not out," Ramon T. Llamas, research director, Mobile Devices and AR/VR at IDC. "As the wearables market takes slow steps towards maturity, it will eventually reckon the ebbs and flows between the record-breaking volumes we saw during the pandemic and what we see today. But overall, the trend continues upwards, just at a slower pace as consumers seek replacements and the number of new users starts to decline."

## Worldwide Foldable Phone Shipments Will Reach 41.5 Million in 2026

International Data Corporation (IDC) expects worldwide shipments of foldable phones, including flip and fold form factors, to reach 13.5 million units in 2022. This represents an increase of 66.6% over the 8.1 million units shipped in 2021. An updated IDC forecast projects that foldable phone shipments will reach 41.5 million units in 2026, with a compound annual growth rate (CAGR) of 38.7% from 2022 to 2026.



The healthy growth of the foldable market has been led by Samsung with its Flip and Fold lineup. We expect the newly updated models will outperform their predecessors and grab more consumer attention in the category. The commercial segment of the market remains ripe for utilizing foldables as two-in-one devices that can replace both a phone and a tablet. Although IDC still believes this

use case remains a low priority, falling prices and new business use cases make the idea more appealing moving forward. Next year will bring 55.1% growth for foldables with continued double-digit growth throughout the forecast period.

"The recent launch of the Galaxy Z Flip 4 and Fold 4 will once again shine a spotlight on the entire category as Samsung continues to be the gold standard for foldable devices in the market," said Anthony Scarsella, research manager with IDC's Worldwide Quarterly Mobile Phone Tracker. "The new launches from Samsung have brought incremental but critical improvements over their predecessors. The success of these devices should be a strong indicator of how foldables will evolve and capture consumers moving forward. While the price remains a pain point for consumers, the \$999 starting price may be accepted by consumers given that most consumer goods have seen price increases due to inflation in 2022."

"With almost 70% year-over-year growth expected

for foldables in 2022, the biggest question today is whether foldables will become mainstream anytime soon? Unfortunately, the answer is no," said Nabila Popal, research director with IDC's Worldwide Quarterly Mobile Phone Tracker. "To me, mainstream means volume, and volume is dominated by cheaper, sub-\$400 phones. While it may be tempting for vendors to swoop in with lower selling prices to generate an initial boost in sales, I strongly believe that is not a good move – especially not at the expense of quality and user experience. Foldables should remain a niche and premium flagship device. Instead, vendors should focus on improving user experience and building to increase confidence in the category and generate long-term growth. I believe foldables are the future of premium Android devices even if, as a whole, they are only expected to capture less than 3% of global volume by the end of our forecast period."

### Worldwide Foldable Phone Shipments (shipments in millions of units)

Form Factor	2022 Shipments*	2022 Market Share*	2026 Shipments*	2026 Market Share*	2021-2026 CAGR*
Foldable	13.5	1.1%	41.5	2.8%	38.7%
Smartphone	1,351.7	98.9%	1,417.3	92.2%	1.0%
Total	1,359.8	100.0%	1,458.8	100.0%	1.4%

Source: IDC, Worldwide Foldable Smartphone Forecast, 2022–2026, September 2022.

## Worldwide PC Shipments Decline Another 15.0% in the Third Quarter of 2022

Declines continued for the traditional PC market as global shipments totaled 74.3 million units during



the third quarter of 2022 (3Q22), according to preliminary results from the International Data Corporation (IDC) Worldwide Quarterly Personal Comput-

ing Device Tracker. Cooling demand and uneven supply have contributed to a year-over-year contraction of 15.0%. However, shipment volumes remain well above pre-pandemic levels when PC volumes were largely driven by commercial refreshes due to the looming end of support for Windows 7.

"Consumer demand has remained muted though promotional activity from the likes of Apple and other players has helped soften the fall and reduce channel inventory by a couple weeks across the board," said Jitesh Ubrani, research manager for IDC's Mobility and Consumer Device Trackers. "Supply has also reacted to the new lows by reducing orders with Apple being the only exception as their third quarter supply increased to make up for lost

orders stemming from the lockdowns in China during the second quarter."

"In addition to shipment volumes, we'll be keeping a close eye on how average selling prices (ASPs) trend this quarter," added Linn Huang, research vice president, Devices & Displays at IDC. "Shortages over the last several years have aggressively driven product mix shifts towards the premium end. This, coupled with cost increases of components and logistics, drove ASPs up five quarters in a row to \$910 in 1Q22, the highest since 2004. However, with demand slowing, promotions in full swing, and orders being cut, the ASP climb was reversed in 2Q22. Another quarter of ASP declines indicates a market in retreat."





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## Apple Watch Ultra and next-generation AirPods Pro available

Starting Now, the most rugged and capable Apple Watch and the most advanced AirPods ever arrive at Apple Store locations and Apple Authorised Resellers around the world. Additionally, customers who ordered Apple Watch Ultra and AirPods Pro (2nd generation) online will begin receiving deliveries Friday. In-store and online, visitors will be able to experience the full line of new products with help from Apple Specialists ready to offer personalised support and advice.

### Apple Watch Ultra

Inspired by the most extreme activities, Apple Watch Ultra brings a new bold design and a wide range of features built for endurance, exploration, and adventure.



A 49mm titanium case and flat sapphire front crystal reveal the biggest and brightest Apple Watch display yet, and a customisable Action button offers instant access to a wide range of useful features. Apple Watch Ultra has the best battery life of any Apple Watch, reaching up to 36 hours during normal use.<sup>1</sup> Additionally, a new low-power setting, ideal for multi-day experiences, can extend battery life to reach up to 60 hours.<sup>2</sup> The new Wayfinder watch face is designed specifically for the larger Apple Watch Ultra display and includes a compass built into the dial, with space for up to eight complications. Apple Watch Ultra introduces three new bands — Trail Loop, Alpine Loop, and Ocean Band — offering unique design features that provide a secure and comfortable fit for every adventure.

Apple Watch Ultra is an incredible tool for endurance athletes or those who aspire to push beyond their limits. It delivers the most accurate GPS of any Apple Watch to date, providing users the most precise distance, pace, and route data for training and competing.

For the first time ever in an Apple Watch, the precision dual-frequency GPS integrates both L1 and the latest frequency, L5, plus new positioning algorithms. Apple Watch Ultra also has enough battery life for most users to complete a long-course triathlon.

With the bigger, brighter display and rugged design, Apple Watch Ultra is the perfect technical tool for adventurers and explorers in a range of environments, from the every day to the extreme. The completely redesigned Compass app in watchOS 9 surfaces more in-depth information and three distinct views, and offers Waypoints and Backtrack features.

### AirPods Pro (2nd Generation)

Apple Watch Ultra is also designed for water sports, including extreme activities like kitesurfing and wakeboarding,



along with recreational scuba diving to 40 meters with the new Oceanic+ app.<sup>3</sup> To support underwater adventures, Apple Watch Ultra is certified to WR100 and also includes a Depth app that utilizes the new depth gauge.

Now, customers can enjoy Touch control for media playback and volume adjustments directly from the stem, along with longer battery life, a brand-new charging case, and an additional ear tip size for a better fit.

For more flexibility when traveling, AirPods Pro can now be charged with an Apple Watch charger, in addition to a MagSafe charger, Qi-certified charging mat, or the Lightning cable. Additionally, the newly designed charging case is sweat- and water-resistant,<sup>5</sup> includes a lanyard loop<sup>6</sup> so it's always within reach, and is easier to locate with Precision Finding and a built-in speaker. Customers can even personalise the charging case with their individual Memoji.

## WD\_BLACK™ SN850X NVMe™ SSD now shipping as part of WD\_BLACK SSD portfolio in India

Western Digital is now shipping in India the WD\_BLACK™ SN850X NVMe™ SSD, a new addition to



its growing WD\_BLACK gaming portfolio.

The new SSD is optimized for hardcore gamers looking for unparalleled performance. This powerful internal PCIe® Gen4 SSD1 delivers breakneck read speeds of up to 7,300 MB/s<sup>2</sup>.

With minimized latency, predictive loading and adaptive thermals management, gamers can expect an incredible gaming experience with fast load times, rich visual experience, and uncompromising thermal performance. The downloadable WD\_BLACK Dashboard also includes new Game Mode 2.0, offering more PC performance-boosting features.

An optional heatsink (1TB and 2TB models) is available to help maintain peak performance and includes RGB lighting to complement any gaming rig.

## New Intel RealSense Depth Camera D457: IP65 Rated GMSL/FAKRA for Secure Performance

Intel introduced the Intel® RealSense™ Depth Camera D457, a high precision, longer range stereo camera built to expand functionality of Intel's industry-leading



Intel® RealSense™ Depth Camera D455 through the addition

of a Gigabit Multimedia Serial Link™ (GMSL)/FAKRA

interface. The Intel RealSense Depth Camera D457 is designed to address connectivity challenges for autonomous mobile robots.

"The D457 depth camera adds a GMSL serializer and FAKRA connector to the Intel RealSense camera product line. The GMSL/FAKRA interface, connector and longer cable length interface are used extensively in the automotive industry and are perfect for use with Autonomous Mobile Robots."

## ECS launches the Latest Mini PC and AiO PC at GITEX Global 2022

The Mini PC Family – including the pocket-sized Q series, multi-functional Z series, and ultra-powerful One series – is ideal for smart retail, transportation, digital signage for hotels and hospital, smart conferencing for business, intelligent edge computing



for AI solutions, and home computing for long-distance working and for education.

The LIVA Q3H is smaller than a soda can but it features Intel Jasper

Lake Pentium® Silver N6000 processors with Intel Graphics and media acceleration built-in. It equip with the latest 802.11ac technology to effortlessly support your wireless connection. With HDMI-out, as well as HDMI-in, and HDMI CEC functionality, it is the perfect device for video conferencing, as content from other devices can easily be displayed on screen. In addition to video conferencing, the system's small footprint makes it the optimal choice for digital signage advertising, self-service kiosks, and vending machines, and more..

The LIVA One H610 offers even more massive performance in a tiny power-efficient package. Supporting Intel's® 12th generation processors up to 65W, plus extra-large memory capacity up to 64GB, featuring triple display output up to 4K resolution, this compact system is ideal for the most demanding home and office work including research or workstation applications. Using dual-band Wi-Fi 6 or wired Gigabit Ethernet, the LIVA One H610 can act as a thin-client for cloud-based management solutions or for Linux or Windows 11 heavy edge compute demands including AI applications, smart signage, retail intelligence, terminals, and gateways.

## GIGABYTE Offers the Best Choice for GeForce RTX 4090 Series Graphics Cards

GIGABYTE TECHNOLOGY Co. Ltd, a leading manufacturer of premium gaming hardware, launched four GeForce RTX 4090 series graphics cards that powered by NVIDIA® ADA Lovelace architecture. GIGABYTE launched three air-cooled graphics cards



– AORUS GeForce RTX 4090 MASTER 24G, GeForce RTX 4090 GAMING OC 24G and GeForce RTX 4090 WATERFORCE 24G, and one water-cooled graphics card – AORUS GeForce RTX 4090 XTREME

WATERFORCE 24G. To fully unleash the unparalleled performance of this new architecture, GIGABYTE equipped its GeForce RTX 4090 graphics cards with amped-up designs and improved features, giving hardcore gamers and content creators more of everything.

GIGABYTE has launched a variety of air-cooled solutions to meet the market's demand. The AORUS MASTER is recommended for the enthusiasts who want the ultimate performance and colorful RGB appearance. The GAMING OC is the best choice of performance-minded gamers.



## ASUS Launches Four New AMD B650 Motherboard Families

ASUS announced an extensive new lineup of AMD B650 and 650E motherboards, designed to offer a tremendous value to anyone assembling a next-gen machine. Below is information about the B650 motherboard families that ASUS now offers, with details to help users find the model that best fits their needs and budget. For those shopping for a gaming-first mother-



board that delivers exceptional performance while exuding confident style, look no further than the ROG Strix B650E-E Gaming WiFi to the compact-yet-mighty ROG Strix B650E-I Gaming WiFi, these boards bring high-end features and sizzling good looks. For a straightforward gaming board that delivers essential features in a no-frills design, check out the TUF Gaming family. Available in either ATX or micro-ATX form factors, these products deliver everything users need for a reliable gaming build.

## AMD Launches Ryzen Embedded V3000 Series Processors

AMD introduced the Ryzen™ Embedded V3000 Series processors, adding the high-performance “Zen 3” core to the V-Series portfolio to deliver reliable, scalable processing per-



formance for a wide range of storage and networking system applications. With

greater CPU performance<sup>1</sup>, DRAM memory transfer rate<sup>2</sup>, CPU core count<sup>3</sup> and I/O connectivity when compared to the AMD Ryzen Embedded V1000 series, the new AMD Ryzen Embedded V3000 Series processors deliver the performance and low-power options required for some of the most demanding 24x7 operating environments and workloads.

Now shipping to leading embedded ODMs and OEMs, AMD Ryzen Embedded V3000 processors address the growing demands of enterprise and cloud storage, as well as data center network routing, switching and firewall security features. AMD Ryzen Embedded V3000 processors can power a variety of diverse use-cases ranging from virtual hyper-converged infrastructure to advanced systems at the edge.

## Hikvision unveils the industry's first “True 8K” NVRs

Hikvision unveils the security industry's first “True 8K” NVRs that support video recording,



storage, transferring, decoding and output of up to 8K super-high-resolution images. The new M-Series NVRs can be used with a host of Hikvision cameras, and are ideal for environments where a wide field of view, and extremely high image resolution is needed.

After years of technical accumulation and innovation, Hikvision has comprehensively upgraded and optimized both the software and hardware of the M-Series NVR. These NVRs are equipped with an 8-core 64-bit high-performance SOC chip and high-capacity DDR4 memory kits, which provide full guarantee for “True 8K” functionalities.

### 8K video access & storage

The powerful hardware performance of the M-Series provides a stable guarantee for 8K video access. In the meantime, enabled with the innovative dynamic cache technology, the devices are able to adjust the cache required by each channel as per high-concurrency and high bit rate video stream. Being able to effectively adjust the dynamic application, the entire device's performance is improved, making it able to achieve efficient storage for 8K video stream.

## Qualcomm Builds Momentum for Full-Scale Open RAN Commercialization

Qualcomm Technologies, Inc. has begun sampling the Qualcomm X100 5G RAN Accelerator Card and Qualcomm QRU100 5G RAN Platform to global customers and partners for integration and verification of next-generation 5G mobile infrastructure solutions. This marks a significant next step in the evolution and upcoming commercialization of full-scale



open and virtualized 5G networks. These transformative platforms will simplify and lower total cost of ownership of 5G deployments and help drive the transition towards modern networks by delivering high-performance, O-RAN compliant, energy efficient, virtualized, cloud-native 5G solutions. Qualcomm X100 5G RAN Accelerator Card and Qualcomm QRU100 5G RAN Platform introduce unique and unmatched performance, exemplifying Qualcomm Technologies' pioneering wireless expertise in delivering technology for cellular infrastructure. Some key highlights include:

## Vertiv Announces IP-Based Signal Extender for Control Rooms in Asia Pacific

Vertiv, a global provider of critical digital infrastructure and continuity solutions, introduced the Vertiv™ Avocent® HMX 3080/4080 series, an IP-based signal extender allowing users to remotely



transmit DVI video, audio, USB and RS232 signals over a Gigabit network. The product is available now, exclusively in Greater China, South East Asia, Australia, New Zealand and India.

The Vertiv Avocent HMX 3080/4080 series joins the company's high performance IP-based KVM portfolio. It improves from the Avocent® HMX 1080/2080 series with the below key benefits.

## NVIDIA Isaac Nova Orin Opens New Era of Innovation for Autonomous Mobile Robots

Next-day packages. New vehicle deliveries. Fresh organic produce. Each of these modern conveniences is accelerated by fleets of mobile robots.

NVIDIA is announcing updates to Nova Orin — an autonomous mobile robot (AMR) reference



platform — that advance its roadmap. We're releasing details of three reference platform configurations. Two use a single Jetson AGX Orin — which runs the NVIDIA Isaac robotics stack and the Robot Operating System (ROS) with the GPU-accelerated framework — and one relies on two Orin modules.

The Nova Orin platform is designed to improve reliability and reduce development costs worldwide for building and deploying AMRs.

AMRs are like self-driving cars but for unstructured environments. They don't need fixed, preprogrammed tracks and are capable of avoiding obstacles. This makes them ideal in logistics for moving items in warehouses, distribution centers and factories, or for applications in hospitality, cleaning, roaming security and last-mile delivery.

## Coforge opens a new office in Hyderabad

Coforge Limited, a global digital services and solutions provider announced the opening of



its new office in the city of Hyderabad. The delivery center was inaugurated by Shri Jayesh Ranjan, Principal Secretary, Information Technology and Industries and Commerce, Govt of Telangana, and Shri Amarnath Reddy Atmakuri, Chief Relations Officer, ITE&C, Govt of Telangana, along with other senior officials from the state government.

Located in the Gachibowli area of Hyderabad, the facility is compliant with all standards of environmentally sustainable operations and will host over 2100 employees with a capacity to expand further. With this move, Coforge will bring together all its business units in Hyderabad under one roof.

At the inauguration ceremony, Suman Konkumalla, EVP & Global Head – Salesforce Business Unit, Coforge, said, “We are excited to inaugurate our independent office facility here in Hyderabad and assimilate our diversified business functions under one roof. The city and adjoining areas are known for their great talent offering. Therefore, we have chosen the Hyderabad operation as our center of excellence for Low Code/No Code (LCNC) application development on Pega & Appian platforms, Salesforce and digital horizontal. We feel proud and thrilled as the new office is a reaffirmation of our growth and commitment to the country.”

## Dassault Systèmes Expands its Pune Campus to Strengthen Its R&D and Services Capabilities in India

Dassault Systèmes has announced that it will be expanding its existing campus in Pune, with the addition of a third building – EARTH. Bernard Charlès, Vice Chairman and Chief Executive Officer, Dassault Systèmes, unveiled the



foundation stone for the EARTH tower on the Pune campus, which is expected to be completed in three years.

In India, Dassault Systèmes is leading innovation across manufacturing, infrastructure and cities, and life sciences and healthcare with the 3DEXPERIENCE platform and virtual twin technology. With the expansion of this office space, Dassault Systèmes is looking to attract top talent to strengthen its research and development efforts in India. By 2030, the Pune campus work-

place capacity will be close to 9,000. Currently, the company has a sprawling campus of 12 acres, in Hinjawadi, Pune with two buildings – SKY and WATER. It's the second largest campus of Dassault Systèmes in the world; the largest one being in Paris. Dassault Systèmes Solutions Lab is a strategic R&D hub for Dassault Systèmes, as it contributes to the innovation driven by the company at a global level. The Services Delivery Center on this campus works on 3DEXPERIENCE platform deployment for key customers globally. The company also set up a strategic MEDIDATA R&D team in India during the pandemic to bolster the company's impact in the life sciences and health care sector in the country.

Apart from Dassault Systèmes Solutions Lab, which was started in 2002, and the Services Delivery Center, the Pune campus also includes the 3DEXPERIENCE Lab and La Fondation Dassault Systèmes. The 3DEXPERIENCE Lab is touching thousands of startups in the Indian startup community, supporting many innovative projects in its fablab. La Fondation Dassault Systèmes is supporting and enabling academic research, innovation, creating the workforce of the future, helping thousands of students to shape their career, and promoting entrepreneurial skills in school children.

## STL announces Gram Galaxy – India's first integrated solution to connect villages with fibre

STL, one of the industry's leading integrators of digital networks, launched the Gram Galaxy



solution at IMC 2022 to accelerate last-mile rural connectivity and village digitalisation.

India aims to fiberise all 6,25,000 villages. But ~60% of the rural population is still unconnected. Key challenges like sheer scale (50Mn fkm), rugged terrains, network economics and deployment speed (~4X increase) must be addressed. STL has 30 years of optical expertise and execution capabilities for large-scale projects. With its purpose of transforming billions of lives, the company has now developed Gram Galaxy – an India-focused solution that will solve these challenges.

## Wings partners with Optiplus Electronics for 100% Make in India Audio and Gaming Products

Following huge success in the market, Wings, the well-known audio and gaming products brand announced the partnership with Optiplus Electronics, a homegrown electronics manufacturing company for manufacturing its range of products in India. With this initiative, Wings will be achieving 100% Make in India manufacturing of its range of products including sound bars, speakers, keyboards, and almost every other gaming and computer peripherals. The partnership will immensely benefit from the state-of-the-art manufacturing facility of Optiplus Electronics in Noida, Uttar Pradesh, which currently has the capacity of 1.5 million TWS earbuds a month.

Nishit Sharma, CEO of Wings said, “Ever since our first product itself, our consumers have



looked up to us with greater expectations. Wings' audio and gaming gear are one of the best in their respective segments and we aim to give our customers more than what they love and

deserve. Till now, we have sourced our products manufactured from overseas sources, but with the great initiative by PM Modi being an inspiration to thousands of Indian businesses now we want to become completely independent and manufacture our products, right here in UP, India. We want our Indian Gamers to have resources made from their own country and use something they can be extremely proud of.”

Speaking on the partnership, Nitesh Gupta, Director, Optiplus Electronics Ltd. said, “We are excited to partner with Wings, which has



gained popularity in a very short duration among its target customers. This partnership is a testimony to the growing belief and real adoption of Atmanirbhar Bharat on the ground in electronics manufacturing.

The market for wearables/hearables has grown significantly in the last few years with the rising aspirations of Indian youth, which is quite unique. At Optiplus, we are also happy to notice that as per the recent counterpoint report, Optiplus led the 'Made in India' smartwatches segment, accounting for more than 75% shipments in Q1 FY23”

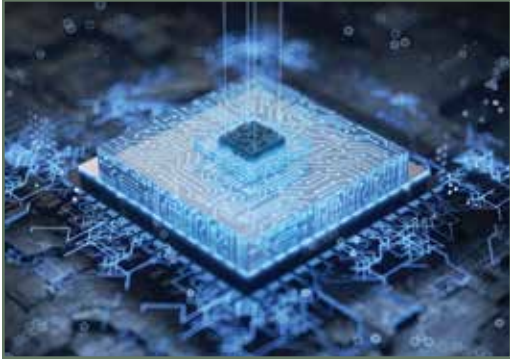
Ankit Agarwal, Managing Director, STL, comments:

“We are very proud to have developed a solution which will take India on the path of becoming a digital economy. Gram Galaxy will enable faster, and highly scalable rural network buildouts. We look forward to engaging with the government and telcos to implement this solution on the ground.”



# Global 300mm Semiconductor Fab Capacity Projected To Reach New High In 2025

Semiconductor manufacturers worldwide are forecast to expand 300mm fab capacity at a nearly 10% compound average growth rate (CAGR) from 2022 to 2025, reaching an all-time high of 9.2 million wafers per month (wpm), SEMI announced today in its 300mm Fab Out-



look to 2025 report. Strong demand for automotive semiconductors and new government funding and incentive programs in multiple regions are driving much of the growth. New fabs announced by companies including GlobalFoundries, Intel, Micron, Samsung, Sky-Water Technology, TSMC and Texas Instruments

are ramping in 2024 or 2025 to help meet the growth in demand.

"While shortages of some chips have eased and supply of others has remained tight, the semiconductor industry is laying the groundwork to meet longer-term demand for a broad range of emerging applications as it expands 300mm fab capacity," said Ajit Manocha, SEMI President and CEO. "SEMI is currently tracking 67 new 300mm fabs or major additions of new lines expected to start construction from 2022 to 2025."

## Regional Outlooks

China is projected to increase its global share of 300mm front-end fab capacity from 19% in 2021 to 23% in 2025, reaching 2.3 million wpm, a rise driven by factors including growing government investments in the domestic chip industry. With the growth, China is nearing global leader Korea in 300mm fab capacity and expected to overtake Taiwan, now in second place, next year.

Taiwan's worldwide capacity share is expected to slip 1% to 21% from 2021 to 2025, while Korea's share is also projected to edge lower

1% to 24% during the same period. Japan's share of worldwide 300mm fab capacity is on a path to fall from 15% in 2021 to 12% in 2025 as competition with other regions increases.

The Americas' global share of 300mm fab capacity is forecast to rise from 8% in 2021 to 9% in 2025, driven partly by U.S. CHIPS Act funding and incentives. Europe/Mideast is projected to increase its capacity share from 6% to 7% during the same period on the strength of European CHIPS Act investments and incentives. Southeast Asia is expected to maintain its 5% share of 300mm front-end fab capacity during the forecast period.

## Projected Capacity Growth Rates by Product Type

From 2021 to 2025, the 300mm Fab Outlook to 2025 shows Power-related capacity with the strongest growth at a 39% CAGR, followed by Analog at 37%, Foundry at 14%, Opto at 7% and Memory at 5%.

The latest update of the SEMI 300mm Fab Outlook to 2025 report tracks 356 current and future fabs.

## Kaspersky reveals cybersecurity threat landscape in India

Kaspersky released the result of its Digital Footprint Intelligence (DFI) report on the external threats covering the Asia Pacific (APAC) region in 2021, where China, India and Indonesia, more than any other countries in the APAC region, are at risk of being attacked through



public exploits at any moment.

Almost every fifth of the vulnerable services contained more than one vulnerability, thereby increasing the chances of an attacker performing a successful incursion.

In terms of the share of vulnerabilities with publicly available exploits, India is within the top 3 countries in the APAC region.

The Darknet activity related to attack impact (advertisements on selling data leaks and compromised data) dominates the statistics as these

are spread over time, where criminals sell, resell and repack many data leaks from the past. In 2021, organizations from India make 9.8% of all data leaks (Figure 2) and 35% of all insider activity sell orders placed on the Darknet

"While India is progressing in cybersecurity initiatives, cyber criminals are not slacking as well, taking every opportunity and weak points to target the region. This Digital Footprint Intelligence report is part of our efforts in raising the awareness towards the cybercrime in India. We will also continue to collaborate with industry groups, authorities, and law enforcement organisations to share our technology, knowledge, and expertise in building a safer world," noted Dipesh Kaura, General Manager for South Asia, Kaspersky.

The government has brought a series of initiatives to strengthen cyber security mechanisms. One such initiative is implementing the 'Information Security Education and Awareness' program to create awareness regarding information security and train Indian government personnel.

To protect your businesses from such threats, Kaspersky experts also recommend that you:

- Regulate every major change to the network

perimeter hosts, including services or applications launching, exposing new APIs, software installation and updating, network devices configuration and so on. All changes should be reviewed from the perspective of security impact.

- Develop and implement reliable procedure for identifying, installing, and verifying patches for products and systems.

- Focus your defense strategy on detecting lateral movements and data exfiltration to the internet. Pay special attention to outgoing traffic to detect cybercriminal connections. Back up data regularly. Make sure you can quickly access it in an emergency.

- Use solutions like Kaspersky Endpoint Detection and Response and the Kaspersky Managed Detection and Response service, which help to identify and stop the attack in the early stages, before the attackers achieve their goals.

- Use a reliable endpoint security solution, such as Kaspersky Endpoint Security for Business (KESB) that is powered by exploit prevention, behavior detection, and a remediation engine that is able to roll back malicious actions. KESB also has self-defense mechanisms that can prevent its removal by cybercriminals.

# ISODA conducts its 14th AGM in Amritsar

The Infotech Software Dealers Association (ISODA) conducted its 14th AGM on 14th Sept



2022. This event was held in the historical city of Amritsar which was attended by more than 80 members physically. After passing the minutes of the previous meeting, other items in the Agenda were discussed and closed. Continuing the tradition of e-voting practised during the last two years due to the pandemic, all the 200 + members had the privilege of voting from across India. The new Management was elected as follows:

**Chairman:** L. Ashok – Future Net Technologies India Pvt Ltd

**President:** Zakir Hussain Rangwala- BD Software Distribution Pvt Ltd

**Vice Chairman:** Prashant Jain- JNR Management Resources India Pvt Ltd

**Vice President:** Vinod Kumar- Satcom Infotech Pvt Ltd

**Secretary:** Vimesh Avlani- Graftronics

**Treasurer:** Ravi Jalan: Shakti Enterprises

**Regional Secretary ( East):** Satya Priya Das- Loga-rhythm consultancy Pvt Ltd

**Regional Secretary (North East):** Tapan Ghosal – Data Crown computers Pvt Ltd

**Regional Secretary ( Gujarat):** Gaurang Patel – Natraj Infotech Pvt Ltd

**Regional Secretary (North):** Kamal Gulati-ITS Technology Solutions Pvt Ltd

**Regional Secretary (Rajasthan):** Manoj Tiwari- Rise Tech Software Pvt Ltd

**Regional Secretary (South):** Ravi Kumar Rajeseha-

ran- V4 Technologies

**Regional Secretary (West):** Arvind Didwania – Solution Enterprises

With trade and activities opening up after two years of uncertainty the new Management is excited to continue growing the association in stature and strength.

The key priorities of the committee this year will be :

1. To enable ISODA to attract young talents
2. To increase the reach of ISODA in non-metro cities and add more members
3. Help develop skills of members by facilitating training and development activities
4. Represent ISODA in relevant forums to increase exposure
5. Be a medium of interaction for OEM's to enter and grow in the Indian Market
6. Provide an usable digital platform to improve collaboration within and outside the fraternity

## Champak Raj Gurjar to lead new TAIT Team for 2022-23

Trade Association of India, popularly known as TAIT, which is undisputedly India's leading IT Association has elected **Champak Raj Gurjar of**



**Maxtone Electronics Pvt. Ltd.** as New TAIT President, where as Vijay Goel and Parag Shah were elected as Vice President and General Secretary for this prestigious and Leading Association of India.

During recently concluded AGM , Four new Directors got elected unopposed to the TAIT Board. TAIT was founded in 1996 and since 25 years,

have been consistently and tirelessly working to resolve all the challenges that is being faced by their members, including market discipline, Vendor's problems and updating its members on new trends and Growth oriented measures.

IT Veteran Champak Raj Gurjar who is also founder president of FAITA, Briefed the first board meeting about his priority as Business Growth of Members by collaborating with all like minded Trade Bodies across India and overseas. TAIT Board has worked out programs for this year.

Task master Parag Shah thanked TAIT Board on him being entrusted job of **General Secretary**.

**Immediate Past President Viren Bavishi** at the completion of his tenure as President expressed



sense of satisfaction as he could do his bit for 3 consecutive years as Gen. Secretary and last year as president of TAIT. He expressed gratitude of TAIT Board and all the members for unequivocal support for making every

event and activity a great success by active participation.

### TAIT Board for the Year 2022-23 is as Follows:

Sr.No.	Director's Name	Designation	Company Name
1	Champak Gurjar	President	Maxtone Electronics Pvt. Ltd.
2	Vijay Goel	Vice President	Miracle Tech Dist. Pvt. Ltd.
3	Parag Shah	Gen. Secretary	Futech Computers
4	Magan Gangani	Treasurer	Newtrack Computers Pvt Ltd
5	Viren Bavishi	Director	Sapphire Micro System
6	Rushabh Shah	Director	Graham information sys. P Ltd.
7	Hemant Gupta	Director	Twinkle systems and services
8	Vikram Mehta	Director	V r Infotech
9	Swetal Dani	Director	Megaman Infosys



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**Eco-friendly**  
separate drum unit and toner cartridge



**Convenient**  
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+ 60-page multipurpose tray  
+ 550-page optional tray (Max. ×2)



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# GUARD CAMERA



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TRACKING



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