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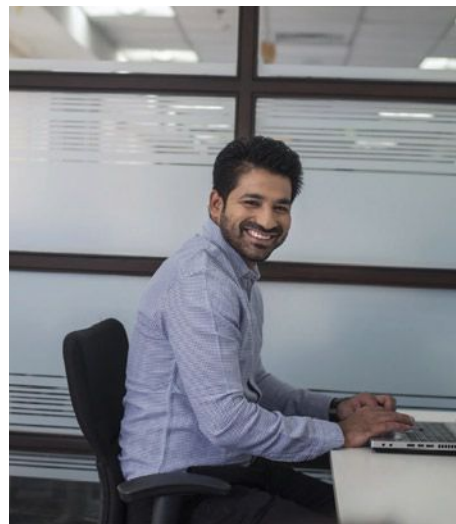


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the Potential to Replace Mobile Apps*

How Machine Learning Enhances
Omni-Channel Retail Experience

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Adeesh Sharma, Executive Editor
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“
One wonders if the manufacturers are going to stop at just two. Going by the sales numbers, there is definitely a market for dual camera smartphones and to further improve image quality we might see smartphones with more than two cameras at the rear”

Looking Beyond Dual Cameras in Smartphones

The smartphone world had been lying low for around a year with very little innovation beyond enhanced phone specs. This until last year when dual camera rage hit big time after the launch of iPhone 7 Plus. Most manufacturers now have dual camera variants, with different pixel counts on their cameras. Some have even brought those dual cameras from back to front, promising a new revolution in selfie images. Yet others have gone more aggressive in providing dual cameras with the same pixels, thereby promising even better images. Through the use of dual cameras you can blur the background of subjects to replicate the Bokeh effect and also get a better of depth of field effect in photographs. This is achieved by digitally collating the images taken by the two cameras.

Do not go by the megapixel count as image quality whether through the back or the front camera depends on the quality of the entire set of camera components. The whole concept of providing dual cameras, especially at the rear, has its genesis in smartphones trying to replicate the DSLRs despite their compact form factors. Indeed their much smaller form factors induce limitations to what can be optically achieved through a smartphone and having dual cameras is an attempt to digitally process images taken by the two cameras and thus come out with the quality that is near to what a single DSLR camera lens can achieve.

However, the increased megapixel count does jack up the price of a camera and having two of them is indeed a double whammy. Moreover, if the associated components such as the lens, the sensor, the aperture, and the image processor do not live up to expectations, then you won't get the desired picture quality anyhow. Also, improving on all these fronts would lead to the smartphone costing beyond the sweet spot of Rs 25-30k and thus reduced demand. For 30k you anyway get a quality entry-level DSLR which also provides much more flexibility and features in taking pictures as compared to what you get through a smartphone. As of now, the DSLR remains highly popular amongst photography enthusiasts while the smartphone can at best serve as a backup option for serious photography.

One wonders if the manufacturers are going to stop at just two. Going by the sales numbers, there is definitely a market for dual camera smartphones and to further improve image quality we might see smartphones with more than two cameras at the rear. There is still time for that to happen, so for now let's keenly anticipate the new launches lined up in the coming months!

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ORGANISATIONS HESITANT TO USE ARTIFICIAL INTELLIGENCE

Pegasystems global consumer study shows hesitancy to use AI technology even though most unwittingly are already using it

– Adeesh Sharma

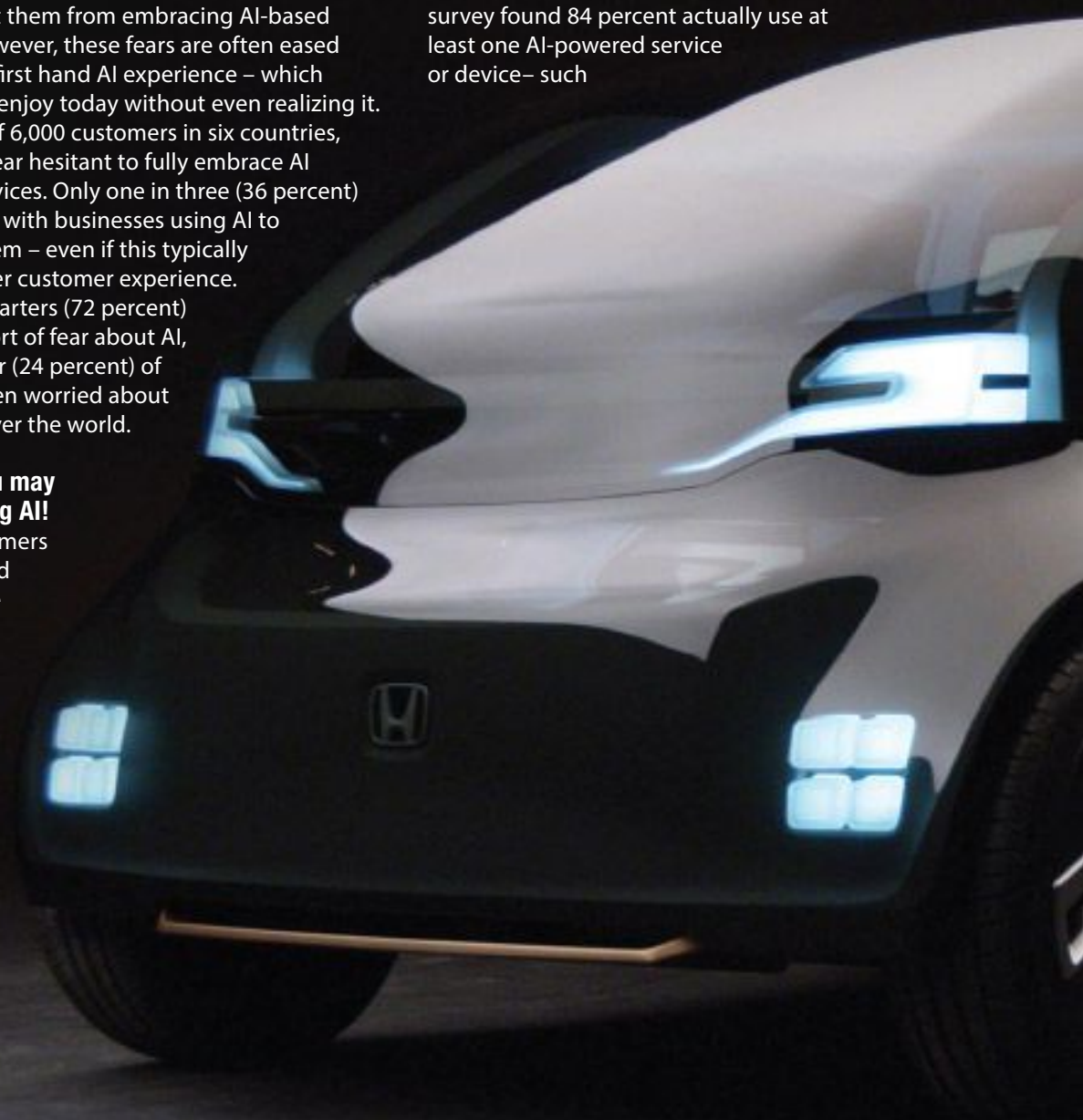
The study revealed consumers are confused about what artificial intelligence (AI) really does, resulting in misplaced fears that inhibit them from embracing AI-based technology. However, these fears are often eased once they gain first hand AI experience – which ironically many enjoy today without even realizing it.

In a survey of 6,000 customers in six countries, consumers appear hesitant to fully embrace AI devices and services. Only one in three (36 percent) are comfortable with businesses using AI to engage with them – even if this typically results in a better customer experience. Almost three quarters (72 percent) express some sort of fear about AI, with one quarter (24 percent) of respondents even worried about robots taking over the world.

Surprise ... you may already be using AI!

But these consumers may be surprised to learn they are already exposed to much more

AI than they realize. Only 34 percent of respondents thought they had directly experienced AI. But when asked about the technologies in their lives, the survey found 84 percent actually use at least one AI-powered service or device– such



as virtual home assistants, intelligent chatbots, or predictive product suggestions. When asked separately to identify AI-powered devices, only 41 percent knew Amazon's Alexa and Google Home run on AI.

AI: Fear of the unknown

These findings can be traced to a basic misunderstanding of AI by consumers. Seventy-two percent confidently claimed they understand AI, but far fewer could correctly define what it is or what it can do. For example, relatively few knew AI has the basic ability to interpret or understand speech (37 percent) or mimic humans (35 percent), while only half could identify some of the

most common AI capabilities, like solving problems (50 percent) and learning (57 percent).

Demystifying AI

These misperceptions are important because the study shows they have a negative effect on consumers' openness to using AI. The data shows consumers are significantly more comfortable with AI if they think they have previously been exposed to it. Only one quarter (25 percent) of the people who report no AI experience feel at ease with businesses using AI to engage with them. But for AI veterans, this number jumps to 55 percent – a full 30 points higher.

Signs of optimism

Somewhat contradictory to all of this, consumers also express optimism in the power of AI. Nearly 70 percent say they want to experience more AI if it will help make their lives easier. Taken together, the survey results suggest businesses should be more transparent about the fair and pragmatic use of AI in their products and services. Companies should find non-threatening ways to expose customers to its benefits to change their misperceptions and establish trust and comfort over time.

The survey also highlighted some differences by gender and generation. For example:

- More men think they understand what AI is (80 percent) than women (66 percent). However, more women correctly identified that Siri (60 percent) and Alexa (43 percent) are powered by AI than men (54 percent and 38 percent, respectively).
- While those 55 and older are generally less comfortable with AI than millennials (ages 18-24), they are also surprisingly less fearful of AI consequences – 30 percent of baby boomers expressed no fears compared to 22 percent of millennials.

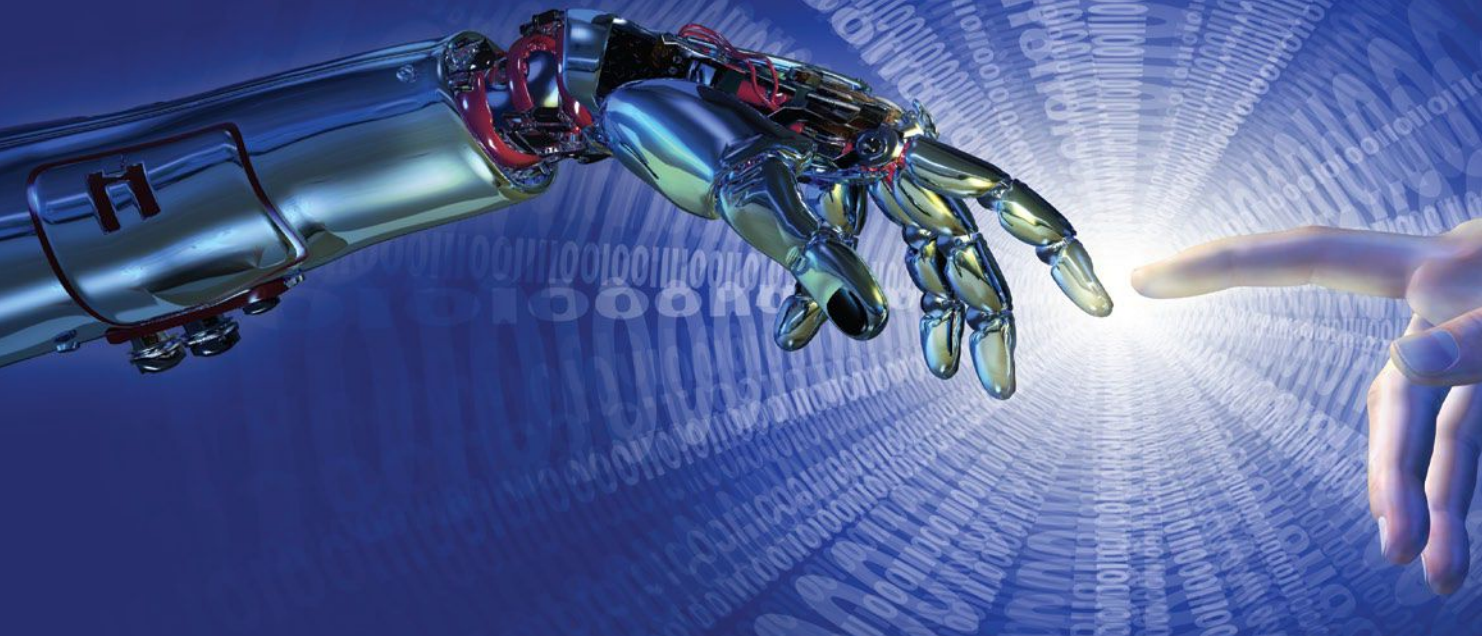
"Though AI has been around for more than 30 years, it has now evolved to the point that businesses can engage with each individual consumer on a real-time, one-to-one basis," said Don Schuerman, vice president, product marketing and CTO, Peg a systems. "But our study suggests the recent hype is causing some confusion and fear among consumers, who may not really understand how it's already being used and helping them every day. Businesses need to focus on using AI to develop applications that provide real value for customers to improve their experiences rather than over hyping the technology itself." □



HOW MACHINE LEARNING ENHANCES OMNI-CHANNEL RETAIL EXPERIENCE

We spoke to Valli Bollavaram, Vice President - Enterprise Data & Business Intelligence Engineering, Target India to understand the different ways by which machine learning enhances the omni-channel shopping experience

– Adeesh Sharma



Pls share a brief background about Target India and its journey so far.

Target India operates as an extended headquarters to Target, the second largest discount retailer in the



Valli Bollavaram
Vice President, Enterprise Data & Business Intelligence Engineering, Target India

“We have also seen great value in our supply chain optimizations with the help of Machine Learning. We can forecast sales more accurately at a local store level. We can also stock inventory based on the forecast and ensure we have the right level of stock for our guest needs.”

U.S. We began operations in Bangalore in 2005 with a technology unit that supports the US. Today, every business area at Target has team members in India. We have more than 2,800 team members supporting business areas such as technology, marketing, human resources, finance, merchandising, supply chain, analytics and reporting. We are a fully-integrated part of the global team. In December 2013, Target also launched the Target Accelerator program, that has been designed to help early stage startups develop concepts that could improve Target’s business and the broader retail industry.

What are some of the challenges associated with omni-channel retail?

Ensuring that the omni-channel approach to retail is executed seamlessly is important for customer satisfaction. It is not always easy to achieve. The biggest challenge that comes with ensuring this is



the expectation that omni channel retail provide uniform services to the consumers both in brick and mortar and online, and at the same time, provide a unique and complementary experience in all channels.

How does machine learning play a role in enhancing the omni-channel shopping experience?

Machine learning, a form of artificial intelligence, plays a huge role in building algorithms that would look at all customer touch points, understand life events and produce a personalized campaign, which would have a significant impact on the customer purchase behavior. Machine learning can enable sifting through vast amounts of unstructured digital information and learning on a continuous basis through previous computations, thus providing a very improved level of data analysis. Machines

can forecast effective strategies and apply them for future, and can also forecast the impact of decisions. As decisions are fed back to the model, the impact of decisions are understood and the effectiveness of decisions are improved.

It therefore helps us to understand consumer shopping patterns across different channels, predict their interests and buying patterns. It also helps in providing assortment and marketing insights to the company. Retailing after all, is no longer a business of buying products for the chain and selling it to customers at the maximum profit.

How has Target's journey in the machine learning space been till now?

Target is focussed on delivering convenience, customer satisfaction and better engagement regardless of the touchpoint consumers use when shopping. We have been developing machine learning algorithms for about a year now and have been using it in various data and business Insights products to help our business make decisions at the right time. Machine Learning has played an instrumental role in helping us enrich the overall shopping experience of our customers by helping personalise the assortment, provide personalised offers and optimize delivery.

Please provide us with some examples where machine learning has been successfully deployed across business processes.

We have been using machine learning for a long time now in helping make personalized recommendations for our online consumers, loyalty related and marketing decisions. We are able to influence the behavior across channels leveraging customer interaction in one channel to personalize the experience in another channel.

We have also seen great value in our supply chain optimizations with the help of Machine Learning. We can forecast sales more accurately at a local store level. We can also stock inventory based on the forecast and ensure we have the right level of stock for our guest needs. We could see this model self-evolving and improving to ensure the guest experience remains great.

We pride ourselves in planning our assortments for our guests. We do the search, design and development of products that will be loved by our guests. We have been able to create great owned brands in Apparels, Food, Health & Beauty that are personalized to the guest preferences and enhance their experience. □

DEALING WITH PHISHING AND RANSOMWARE THE RIGHT WAY

Phishing and ransomware are crucial concerns for any organization, be it a SME or a multinational. It can rob or disable access to corporate or personal finances, sensitive employee data and many other information of great value to the organization

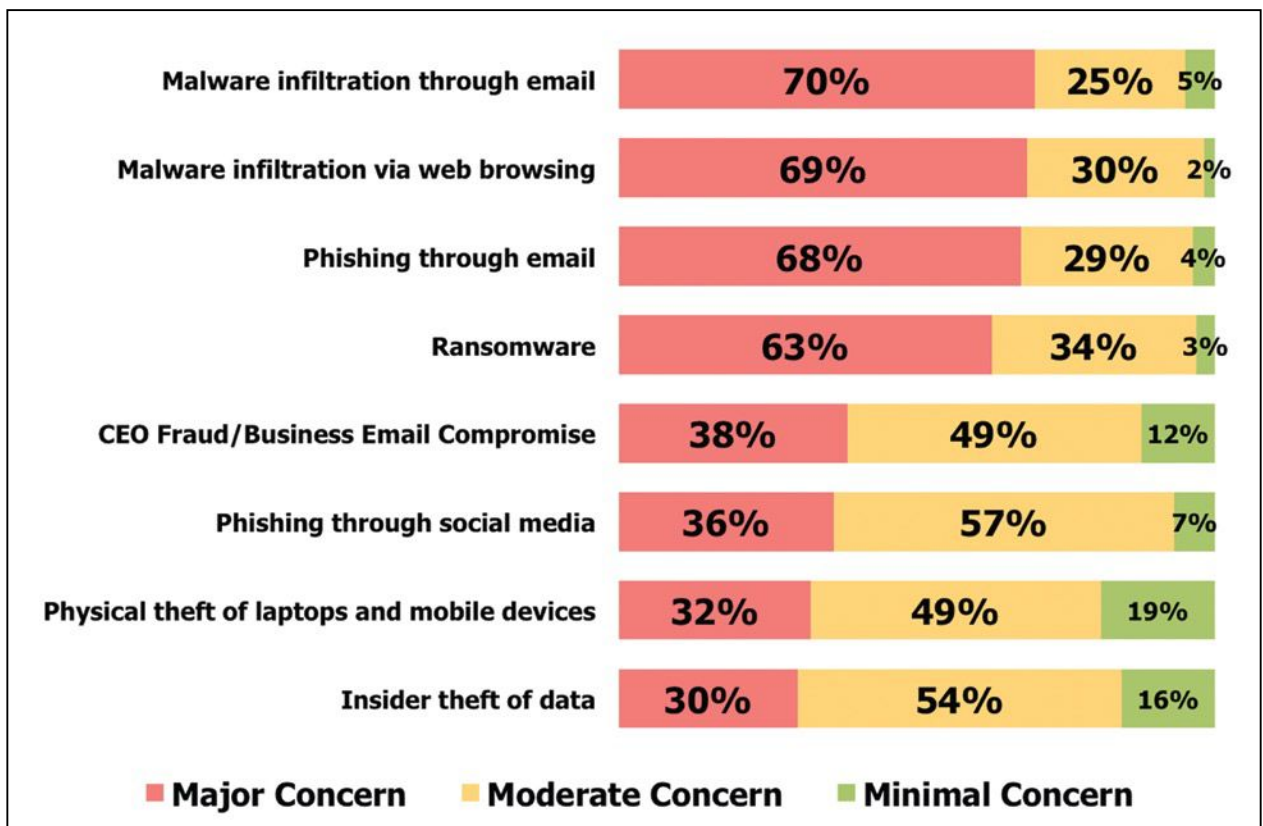
– Anshuman Singh, Senior Director Product Management, Barracuda Networks

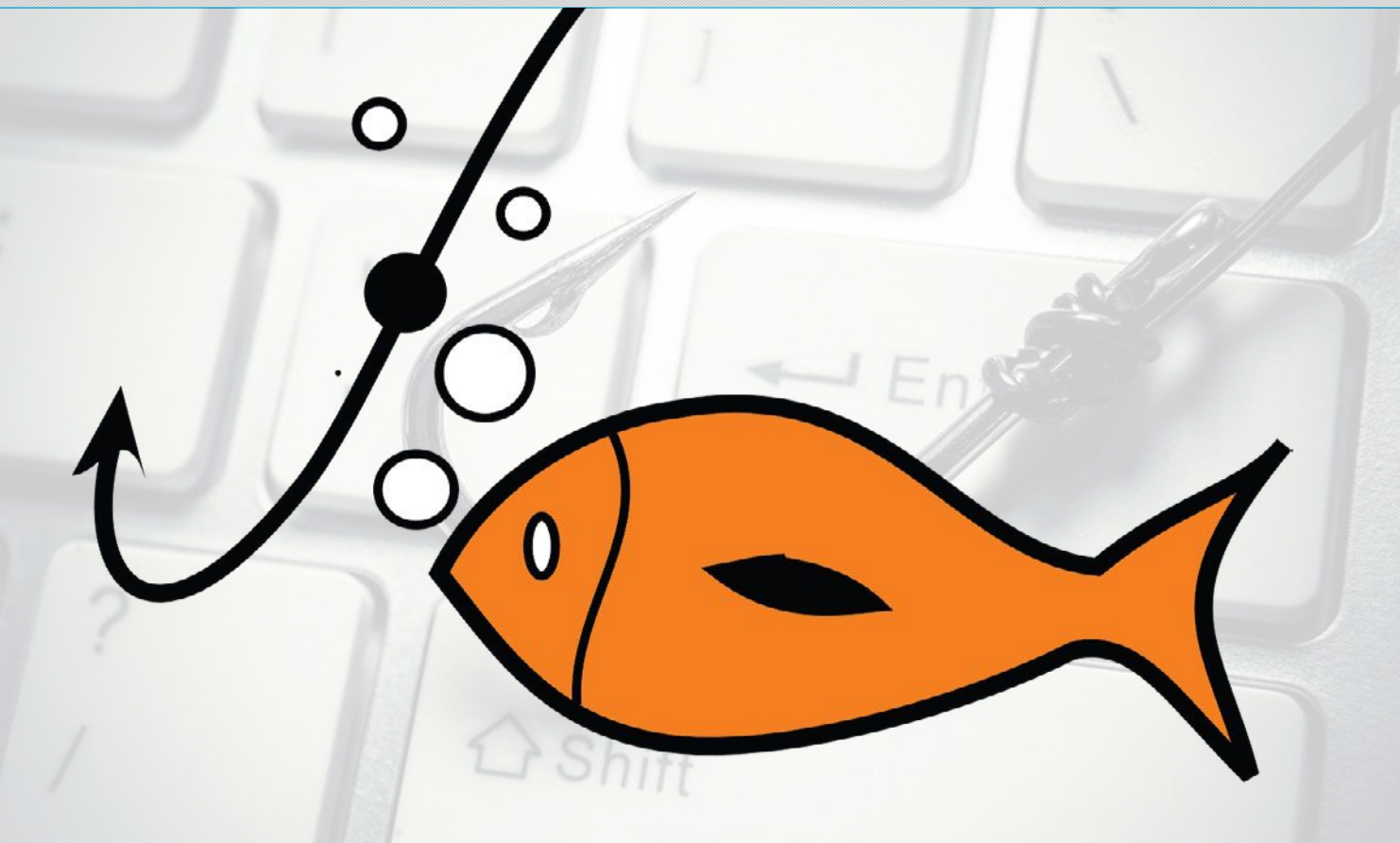
Both Ransomware and phishing attacks and their various variants – spearphishing/whaling and CEO Fraud/Business Email Compromise (BEC) – are creating havoc across the globe and are major concerns today. According to an IEEE survey of CIO's and CTO's from the U.S., U.K. and India, online security threats will be the biggest challenge for them in 2017. This is why, both ransomware and phishing are critical problems that every organization must address through a variety of means: user education, security solutions,

vulnerability analysis, threat intelligence, good backup processes, and even common sense.

The scale of the problem

Osterman Research commissioned by Barracuda Networks anticipates that both phishing and ransomware attacks will continue to increase as they have for the past several years. Phishing emails containing links intended to spread ransomware will only increase in 2017. More than the individuals, it will be the organizations who are in the radar and the primary targets of phishing and ransomware.





Additionally, according to the latest APWG report, the total number of phishing attacks in 2016 was 1,220,523, a 65% increase over 2015. It is also noted that phishers concentrated on fewer targets during the holiday season, and hit fewer lower-yielding or experimental targets.

How can one minimize damage?

- **Know the risks** – The decision makers must be able to foresee and understand the risks, not only from phishing and ransomware attacks, but also a growing variety of threats across all of their communication and collaboration systems.
- **Up-To-Date Systems** – Operating system vulnerabilities can allow cybercriminals to successfully infiltrate corporate defenses. As such, systems should be updated from time to time.
- **Install Anti Phishing and Anti Ransomware Solutions** – Latest solutions should be installed on-premises or in the cloud that can detect phishing attempts, ransomware and a variety of other threats such as Barracuda Email Threat Scanner, Barracuda NextGen Firewall & Web Application Firewall
- **Careful User Behavior** – Employees should be

trained regarding the sensitivity and importance of the issue and best practices to tackle the same. Though mere training the users won't be enough, it will definitely act as the first line of defense in the security infrastructure.

- **Sturdy Threat Intelligence** – Organizations should adopt real time threat intelligence to minimize the risks of the threat. They need to be a step ahead. Threat intelligence can also be used proactively by security analysts and others to investigate recent attacks and discover previously unknown threat sources

Cybercriminals are becoming more updated in their use of social engineering techniques to indulge more end users into downloading malware and it is only a matter of time before IT organizations find themselves routinely dealing with these attacks. Phishing and ransomware are very serious threats that can cause enormous damage to an organization's finances, data assets and reputation. However, by employing Barracuda solutions such as Email Threat Scanner, NextGenFirewall , Web Application Firewall and understanding the gravity of the problem can surely safeguard you and your organization from ransomware and phishing; thus, minimizing the damage. □

DECODING THE BIG DATA BEHEMOTH

We spoke to Manish Mittal, Managing Principal and Head of Global Delivery, Axtria to understand the challenges organizations face in implementing Big Data solutions

– Adeesh Sharma

Q. A brief background about your organization and the journey so far.

We created Axtria because we saw both a tremendous opportunity and an unmet need in the market place. Data sources were exploding in volume and variety, and there had never been such an opportunity to optimize commercial decision making with data driven insights. Everyone was talking about the buzz word Big Data, but very few were aware about what to do with it.



Manish Mittal
Managing Principal and Head of
Global Delivery, Axtria

“We delivered a specialized approach to deal with raw data. We also saw a tremendous opportunity with the cloud. As the industry moved at pace and data sources continued to grow, it would provide a platform of agility, flexibility and scalability.”

Despite such opportunity, there was a real gap in the ability to deliver on the vision. The answer wasn't a product or technology or something your traditional IT services or management consulting firms could deliver. It needed a different approach and a new combination of analytical people, process and data science technology, with deep domain experience, technical skills and most importantly an understanding of the industry data itself.

We created Axtria in 2009 to address this unmet need in a new way. We chose to focus on Life Sciences and Financial Services industries and invested heavily in domain experience. We strived for success by adding value to our customers. We delivered a specialized approach to deal with raw data. We also saw a tremendous opportunity with the cloud. As the industry moved at pace and data sources continued to grow, it would provide a platform of agility, flexibility and scalability.

Our journey has been very exciting and we have not looked back since. Driving a culture obsessed with customer satisfaction, we continue to grow at pace. In just over 7 years, we now have more than 850 employees across North America, India and Europe.



We have over 65 customers, including 8 out of the top 10 life science companies and 2 of the top 5 banks.

1. What are the key industry verticals that need data analytics and how does this technology help them?

The impact of Big Data goes well beyond the tech sector. In fact, it can increasingly be felt in almost every industry, impacting primary touch-points across key business processes. The greatest impact is evident across verticals with the highest spend including financial services, telecommunications, manufacturing, pharmaceuticals and healthcare. This, by no means, takes away the strategic influence big data technologies have on other industries.

To be more specific, in pharma sales, Big Data Analytics (BDA) supports end-to-end sales planning and operations. It also facilitates maximizing revenues through informed decision making across areas such as territory alignment, call planning and incentive compensation. It is time, organizations switch to agile solutions that streamline and accelerate data management & deployment without any constraints.

In pharma marketing, it helps in cost optimization, promotion effectiveness, market analysis, forecasting,

campaign management, digital marketing, ROI measurement, advanced reporting and visualization. Besides this, it improves decision making across planning & budgeting, marketing operations and cross channel campaign designing.

Other vertical applications such as banking security fraud and utility consumption efficiency, as well as more personalized examples such as media content usage and optimized retail spending are no less profound in the impact big data analytics has on them.

At Axtria, we remain focused on our industry verticals and look to deliver the best possible customer experience and drive value from data analytics. We plan to develop new cloud products, expand the management team, hire aggressively, grow our sales force, penetrate other industry verticals and introduce new offerings.

2. Which are the business processes where data analytics plays a huge role in improving organizations efficiency and business returns?

Organizations across domains are leveraging actionable insights delivered through analytics to better their efficiency and improve productivity. The dynamic nature of the market has pushed the growth and usage of analytics significantly. A data-driven and evidence-based business model facilitates organizations to understand its customers, empower its workforce, offer in-depth insights of operations, overview of demand, real-time tracking & alerts and improved performances. Analytics has found its way into industries such as retail, manufacturing, pharma and BFSI at a large scale. That said, various industries still lack the maturity to deploy data analytics for transforming the effectiveness of their businesses. Data analytics helps businesses with processes including sales planning, marketing, risk solutions and customer feedback.

One such example is from the global Retail player Walmart, who spends millions on its real-time merchandising systems. Here they leverage algorithms to track demand, inventory levels & competitor activity and automatically respond to market changes in real time, allowing action to be taken based on insights in a matter of minutes. Big Data also plays a part in helping to determine when prices should be dropped – known as “mark down optimization”. There is no doubt that companies leveraging big data analytics are witnessing a positive transformation through innovation and improvements in operational effectiveness.

At Atria, our data analytics solutions have delivered significant commercial outcomes for our customers and have helped our clients reduce data processing & alignment cycle times, adopt call plans & lower call plan generation times, slash commercial operations costs and the time it takes to deliver insights.

3. How does data analytics become relevant for an SME?

Large scale organizations are leveraging Big Data Analytics to benefit from actionable insights and are driving business decisions with confidence. However, the landscape is now changing for small and medium-sized enterprises (SMEs) as they are increasingly adopting big data analytics.

A recent report by Research and Markets forecasts that the global big data market for SMEs will witness growth at a CAGR 43% until 2018. The report also highlights that SMEs will continue to invest in big data and business analytics, with nearly a quarter of worldwide big data and business analytics revenues coming from companies with fewer than 500 employees. Even the smaller industries are overwhelmed with new data sources and the ever increasing volumes of data are causing information overload. This factor is aggressively pushing SMEs to use big data technology to improve customer understanding, penetrate new markets and eliminate overhead expenses in real-time.

Like any other large enterprise, SMEs are leveraging insights derived from big data analytics to make informed decisions. Statistics from Oxford Economics highlight the way SMEs plan their future investments. Figures suggest the share of SME's in business management software would comprise 50%, 43% in data analytics and 34% in cloud computing.

Considering today's highly competitive and unpredictable environment, big data has indeed, added relevance to SMEs in a big way!

4. So how can cloud enhance big data analytics?

Enterprises are struggling with the limitations of on-premise big data analytics. Big data is challenged by three characteristics of data – variety, volume and velocity. Datasets are no more confined to any type. Each day, about 2.5 trillion gigabytes of data is generated. Data changes are happening fast and analytics software should match the agility of rapidly changing data. Due to these limitations, the on-premise analytics market is believed to have suffered a decline of 1.4% last year. Maintaining the infrastructure of on-premise analytical tools also adds to ongoing costs.

Cloud computing allows organizations to run their business from third party remote servers making cloud a perfect alternative to traditional and expensive on-premise analytical tools. The cloud offers an innovative, agile, efficient, economical, capable, scalable and secure platform for flexible analysis.

One of the most important ways in which cloud computing can help to enhance big data analytics is through Software as a Service (SaaS). SaaS allows an organization to use the host's infrastructure for analytics, which reduce the pressure to invest and maintain expensive on-premise computing infrastructure. The availability of software in the cloud allows computers to connect with software on-the-go. This in turn, provides mobility, freedom and access to mission critical information for taking business decisions anywhere, anytime.

No doubt, information and data have become keys to competitive business advantage and cloud computing offers the right platform to tap into it. Cloud-based business analytics tools have recorded a growth of 26.5% over the last year, which underlines the significance in enhancing commercial insight.

5. How is India fueling the data analytics engine for global customers?

Over the past few years, India has cemented its position as an emerging hub for analytics solutions for customers globally. The big data analytics domain continues to see rapid growth, compounded by an increased demand for cloud based and predictive analytics solutions. Industries such as BFSI, retail, telecom and healthcare are harnessing the benefits of big data analytics.

In a report published by NASSCOM, the data analytics market in India is predicted to reach \$2.3 billion during the period 2017-18. This report highlights the fact that at present, India ranks among the top 10 big data analytics markets worldwide. By the year 2025, India will comprise 32% of this overall share in the global data analytics market. There are 600 analytics firms in India of which, 400 are start-ups. About \$700 million has been used to fund these start-ups in the last two-and-half years alone. At present, this industry employs more than 90,000 people across a variety of data analytics positions. The big data analytics segment requires a significant increase in manpower to keep up with market demands over the next five years. These facts and statistics clearly indicate that India has a crucial role to play in the future of big data analytics across the globe. □

LEVELLING THE SEARCH OPERATIONS FOR DIVERSIFIED DEMOGRAPHIC USER

Most companies in the past have decided to move to app only strategy by discarding mobile web. However, such a strategy comes with its own set of risks

– Akhil Gupta, Founder, NoBroker.com

Is Mobile Web dead? Not Yet!

In last couple of years we have seen many companies moving to app only strategy by discarding mobile web assuming that with smart phone penetration the only way forward will be native apps.

Is this assumption correct?

Theoretically it may look correct. But factually users still discover products via google search or ads and their first interaction is with mobile web where they explore the product and may download the app if the product is of repeated use (like cab booking apps). Although apps look more logical as they can be more personalised, but at the same time they need to be discovered for download and have longer adoption cycle. Morgan Stanley says that mobile browser audiences are two times larger than app audiences across the top 50 mobile properties and have grown at a slightly faster rate over the past three years.

But mobile web doesn't load on slow networks!

Anuvrat Rao (Head, APAC Partnership for Google) explains "We depend on our mobile phones for just about everything—finding information when we need it, booking flights and even enjoying video content online. We just don't expect to have all the world's information at our fingertips—we expect to get it the instant we're looking for it." Adding further to this, Anuvrat refers to a study by Google which states that average page load time on 3G networks is 19 secs which is enough for a person to go up 60 floors using elevator. On a 4G network the average time isn't much better: 14 seconds.

Mobile sites are generally responsive version of desktop sites which even after mobile specific optimisations are about 2.54 MB in size and take ages to load on flaky internet connections. At NoBroker.com, we also faced the same issue and our highly optimised mobile web app built using best in the industry frameworks couldn't load fast enough on slow networks.

With more than 65% of the traffic on mobile web, we were still struggling with user drop-offs (high

bounce rates) and needed to load our pages in sub 3 secs to attract the ever decreasing attention span of the users.

How AMP solved it?

During our research we found that news sites were publishing their static content on newly launched AMP (Accelerated Mobile Pages) and those pages open in almost no time. AMP ensures data is available to the nearest Google server to the user, resulting in super fast user experience.

We decided to partner with Google and with help from Anuvrat, we became their first C2C marketplace partner across the globe to try AMP with dynamic content which was yet to be implemented anywhere except news website. After much deliberation, we finally cracked it with lots of brainstorming and ideation sessions.

After AMP was implemented at NoBroker, we brought down our first page load time to sub 3 seconds which impacted in 25% more user registering for our services with 77% jump in the connections made between owners & tenants contributing significantly to our subscription plan revenues.

All this jump in revenue and connections came from a majority of 55% new users who were earlier bouncing from our mobile website due to slow network.

Conclusion

Mobile web is still relevant as most of the discovery happens on web on the go and apps plays critical role only when product fits the user requirements and has repeat use. For all other uses mobile web will continue to be at the forefront and techniques like AMP makes it even more stronger as it makes the page load faster and let users quickly decide if product will be useful for them or not.

Since AMP was launched Google has done many partnerships with different kind of companies starting with Washington Post for news and recently chose NoBroker to be first company to update AMP in C2C. □



THE CHANGING FACE OF DATA CENTER TECHNOLOGIES

We spoke to Rajesh Shetty, Director, Data Center & Virtualization Sales, Cisco India & SAARC to understand the challenges faced by new-age data centers due to the influx of cloud technologies

– Adeesh Sharma

Q Around a decade back there were multiple in-house data centers within one organization. How has the scenario changed since then?

Currently data centers are getting consolidated. It started from the time when cloud scenario start emerging. Many of the ITes companies started creating their private cloud, private cloud is nothing but creating a cloud environment within their enterprise.

We believe that over a period of time it is going to be a combination of both private and public cloud infrastructure. There would be no particular solution of just being 100% inhouse or solely relying on cloud, it should be a combination of both the entity depending on the workload. That's where the hybrid cloud is becoming prevalent.

Q) What is the complexity in managing hybrid cloud as compared to managing things that are purely on a private cloud?

Considering the evolution of a workload, as an

enterprise they have a specific business requirement and accordingly the customer basically goes for one of these two approaches– 1)some prefer to leverage own private cloud/datacenter 2)while some are not sure about the scalability so they start leveraging the public cloud.

But overtime, it becomes evident that, there is an inherent inefficiency in both the models as the scalability offered by public cloud is very high and additionally it provides processing power and more storage. But application performance, security & visibility as in terms of what is happening in the data-center is more accurate in a private cloud. In such a scenario, customers mainly focus on distribution of data. Here he has to differentiate on the part that can be kept in-house. For instance, if they need a large scale yearend process they can leverage the public cloud. There are certain workloads that can be kept on the public cloud alone and not be brought to the private cloud.

From Cisco's point of view we provide various

tools that make this whole model work extremely well. Our approach today is the ASAP datacenter – A: Analyse S: simplify A: Automate P: Protect.

When we look at a datacenter, first we have to understand & analyze what exactly is there in the datacenter, it doesn't matter if it's public or private but look at it from a cloud point of view. We need to have complete visibility of what is happening in a data center. We have launched a product called Tetration that is basically an analytics engine that looks into what is happening in datacenter. Every single bytes that is going, what resources have been consumed by application, it gives a graphical view of all this data. It also gives a complete view of the policies, in term of how can the policies be created and enforced.

Q) What are the challenges faced by organizations with legacy infrastructure in the current digital era?

There are multiple challenges; one is basically how to get your application cloud ready and there are two ways of doing it. One way is to add system to the legacy application to allow it to go on cloud. Other way is create cloud native application which use containers, micros segmentation, these application are evolved purely to work in a cloud environment using various tools like open stack etc.

Organisation goes and deploys infrastructure as their business demand for it. And today, businesses have become open and much more digitized. They are grappling in terms of how to get the application, which is working in a certain environment, to work in a newer environment. This is one of the areas that is given a lot of attention. The second area is that many of the solutions that they get are another asylum. Looking at hyper-convergence, it is one of the biggest talked about areas but most of the hyper convergence that is present in the market is another asylum. If you're going on a hypervoicer, you are on a specific asylum. So how can the existing investment leverages and continue with that in a newer environment is another challenge that they face. The third challenge is pure skilling, as the existing manpower is trained in a certain way but now to train them as per the digital era is another task. Fourth is getting support from the management, this part is rarely seen as customers are aware about the digital system. But down the run there was a phase, where they had to be convinced. But things like Demonetisation, GST have paved the companies to go towards digitization.

Q) What are the challenges from a hardware perspective, as most of the capex investment is done on that?

The traditional datacenter was known as convergence infrastructure, which had the compute, storage and virtualization technologies built in. Now we are going into the hyper convergence era. When we entered into hyper converge market, most customers had invested a huge amount into compute & storage and just because they were entering the environment where compute, storage & network come together in one solution they would not toss it away as they had invested into it. So we leverage the Fabric Interconnect and connect the Hyper convergence to this interconnect. Under this a compute can come from hyper convergence and storage can be your existence storage, we allow that to happen so that the storage investment is not wasted. Either the storage can be scaled or the hyper convergence can leverage the existing storage and then create a run over that. Now it depends on how do you want to scale- either scale the converged or move the application over a period of time to the hyper convergence and then scale your hyper convergence.

Q) What's the reduction in space occupied by data centers? In the past we used to have sprawling data centers, spread across a very large area in a campus.

A customer can look at either getting the datacenter under control or use the core hybrid cloud concept. We have a software called a Cisco Cloud Center that we got from the acquisition of a company called cliQr. We have taken all the APIs/ learning from Cisco's inter cloud and integrated that into Cisco cloud center, this is the software that allows you to create a hybrid cloud in a simple way. So rather than creating a workload to work on a private cloud / 3rd party private cloud, you could create the workload within the cloud center and then later decide where you want to deploy it. From a cloud point of view if you are aware of the fact that if u have a workload working on Public cloud, it is very difficult to move it to a private in-house cloud. All of cloud providers do a brilliant work in moving the workload from private to public but vice-versa it becomes very difficult. Cisco cloud center provides all the tools for moving from private to public or vice-versa. They give you complete flexibility as far as the workload cloud deployment is concerned. □

PCQUEST

SMB Mega Conclave

Congression of SMB Ecosystem

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- 3 Brainstorming Key Sessions
- 180+ Minutes of Live Networking Session

Key Highlights

- How SMEs can make the most out of the Digital Transformation Journey
- Key Ingredients in Getting the Digital Transformation Strategy Right
- Getting the Customer Experience Right Digitally
- Success stories of businesses making the most out of Digital technologies to serve customers better
- Free Tech Platforms to Run a Successful Business
- Why Digital payment platforms reduce real transaction costs for small businesses
- SME Awards

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80+ COOL GADGETS AND MOBILE APPS FOR A HASSLE-FREE TRAVEL

In this digital era, there's no reason why you should bother about travel bookings or accommodation or face problems related to seat availability in flights or trains, ticket confirmation, hotels and restaurants to visit, getting rental cars, etc. There are a lot of travel apps which provide complete travel planning solutions. We checked many apps currently available for features and reliability to make life easier for you this summer. Also, whether you are traveling by air, train or your own car, journeys are incomplete without some essential gadgets. Through this story we showcase some of the must-have gadgets that deserve to be in your backpack and free mobile apps that help you in booking cabs, managing travel expenses, booking tickets, and more...

– Adeesh Sharma

16 APPS EVERY BUSINESS TRAVELER SHOULD HAVE

From booking cabs to managing finances, to booking tickets, these nifty apps are a must-have for any business traveler

— Raj Kumar Maurya



A business executive's life is always considered one that includes good management and organizational skills. Being a part of the internet generation, these business professionals have mastered the art of optimizing time. But it takes a lot to be organized in day-to-day business activities. And in recent times this has mostly become possible through mobile technology. Getting their hands on some of the best mobile applications has helped them automate tasks that cannot be mentioned on their priority lists or they tend to overlook or that cannot be completed on the go owing to time constraints.

Truecaller

Truecaller's caller ID and spam protection features can help business travelers identify unwanted spam calls/



messages and prioritize important calls over others. The new Flash messaging feature in Truecaller 8.0 can help people instantly share their location, making it easier to coordinate and stay in touch. Business travelers can benefit from Truecaller's latest payments feature in partnership with ICICI Bank, Truecaller Pay, allowing them to send or receive money securely over their mobile phone using the UPI platform. Also, they can use Truecaller's "Availability" feature to check whether the person they are about to call is busy or not.

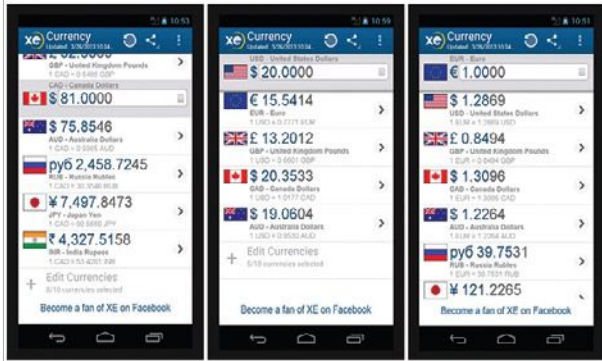
Expedia

From planning to booking and beyond, the Expedia App is designed to enhance your journey. Save with last minute mobile-exclusive deals on your iPhone or Android



phone. The app also supports Apple Watch so stay one step ahead with flight, hotel, and car alerts.

XE Currency



XE is one stop app for currency conversions. It even includes rates for precious metals and historic currency charts, but for the traveler, it is most useful for the simple fact that it's able to convert every world currency. The app also functions offline by storing the last updated rates, which comes in handy if you're in a place with limited connectivity or trying to save on data.

Google Translate



Going abroad? Translate makes it easy to convert text from one language to another in ways that actually make sense. Sure, you can type in a phrase in your native tongue and have Translate move it into another language. But you can also take a snapshot of a sign, menu, or document with your phone and have Translate convert it to the text. You can speak into your phone in one language and have Translate speak back in another. And you can do it all offline, provided you download the necessary language packs in advance.

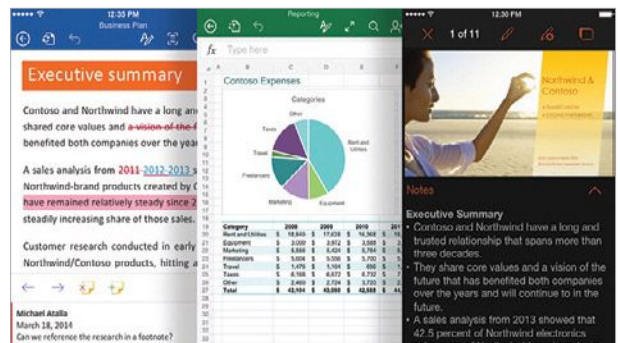
App in the air

It is one of the smartest, straightforward, flight tracking app that has the best coverage of airlines and airports. With "Timeline" you are always prepared and you'll never miss your flight. Text messages notifications will reach you even if you are abroad and don't have an Internet connection. It even helps you to best manage your time at the



airport by breaking each flight into four stages: Check-in, Boarding, Take-off and Landing and notify you on any flight-related change.

Word, Excel & Powerpoint



Microsoft's Office suite of programs has long been a defacto standard for desktop productivity, and the mobile versions of Word, Excel and Powerpoint continue that tradition. Designed to provide maximum file compatibility and adopting to touch screen interface devices, each of the three apps allows users to view and edit documents, spreadsheets, and presentations respectively. Cloud support for services such as OneDrive, Drive, and Dropbox make for easy sharing and collaboration. To get the most out of the apps, use an Office 365 subscription which now comes bundles with many smart phones and tablets.

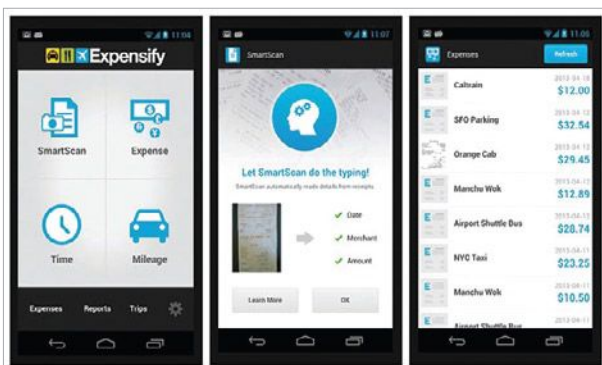
Practo

Practo is a healthcare app which enables you to find the



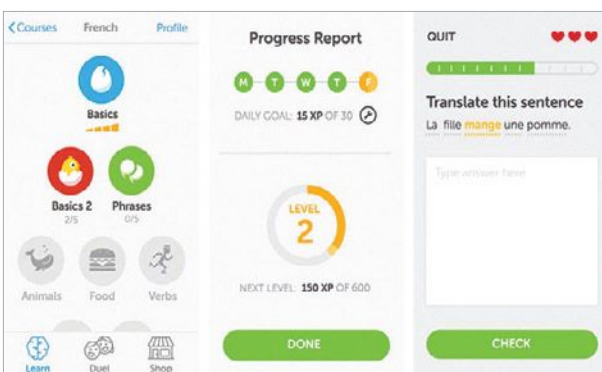
best doctors, and book instant appointments and do online consultations with them. You can read details about the doctor such as qualifications, consultation fees, see feedback from other patients and instantly book appointments right from your smartphone.

Expensify



Keeping track of expenses can be a pain while you are more on the move. Expensify can ease the burden. The app provides an easy-to-follow interface for tracking time, miles, receipts, and invoices on the go, then generating on-demand reports as needed. Expensify lets you scan receipts as you get them, after which it automatically pulls out the relevant info from the images and puts it into your records. It can tap into your phone's GPS to log miles as you drive, and it offers offline functionality for the times when you can't get a signal.

Duolingo



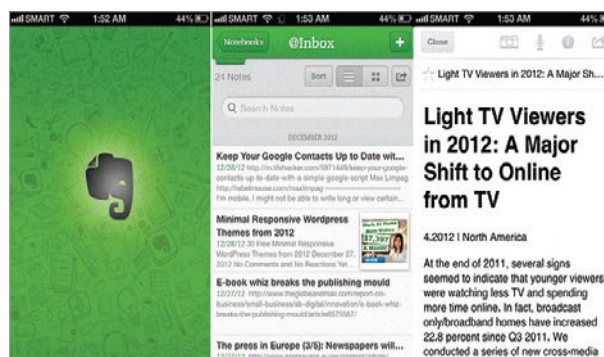
It is a free and well-designed language learning app. This should not be considered as a replacement for proper language classes or courses, but the app lets you keep updated on vocabulary, before a trip abroad. The interface is designed just like a computer game of puzzles is played, and it steers you through levels that you need to complete before advancing, and you gain experience points along the way.

Live Trekker



Be the storyteller when you travel to Shanghai or Paris, trek in the South-African wild, or sit in silence and endure the beauty of Grand Canyon. The app lets you create a digital journal of your travels so you can look back on your trips on an interactive map. You can track your path and pin photos, videos, audio or text entries to the map as you go. Everything gets visualized accurately on gorgeous maps.

Evernote



Evernote is one of the popular cross-platform note-taking services, allowing users to take and upload notes, pictures, audio and video snippets and organize them into cloud notebooks that can be synced across different devices. Loaded with a powerful organization, formatting and sharing options, Evernote is still king even with competitors such as OneNote and Google Keep. The free version lets users upload 60MB of content monthly, with paid accounts allowing more options.

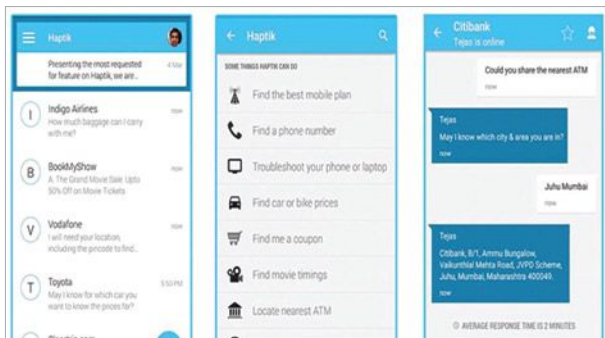
Google Drive

Google's cloud storage service, Google Drive, serves as a great productivity aid due to its tight integration with the Google ecosystem. Users can easily upload and download any file, plus the file sharing and collaboration features let you easily work on shared projects effectively. Easy configuration of sharing settings, folder structure, quick



access to recent files and details, and built-in viewing of documents, PDFs, photos, and videos make for a versatile cloud storage tool whatever mobile OS you use. Drive starts you with 15 GB of free Google online storage, so you can keep photos, stories, designs, drawings, recordings, videos – anything.

Haptik



It is your Personal Assistant that has a platoon of real individuals to solve your problems and allows you to focus on things that matter to you most. Whether it's finding the best mobile plan, file a complaint or service request, web Check-in, make a restaurant reservation, check PNR or Train Status, finding Flight Schedules & Prices, or finding Car or Bike Price, Haptik is your go-to guy. Just type it, and consider the job done.

Tripit



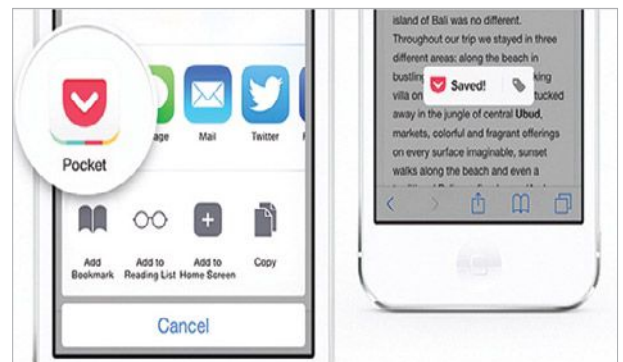
Tripit extracts travel information from your confirmation emails for flights, hotels, rental cars, events bookings and converts it into a single itinerary. What you need to do is forward your emails to the app and it will take care of the rest.

Splittr



It provides a simple platform to share costs between friends. Just enter expenses as you travel along, including who paid what and the app will do the rest. A nice touch for longer, multi-destination trips is that all currencies are supported and you can mix currencies without having to do the conversion yourself.

Pocket



This nifty app lets you preserve almost any web page or content in an organized way and makes for a favorable viewing experience. Previously known as Read It Later, Pocket App is used for managing a reading list of articles and web content from the Internet. It gets integrated with your web browser so you can save content or a web page by simply tapping the icon near the top of the screen. It is a great offline reading tool that allows you to select and save articles, pictures, and videos for later viewing.

20+ FREE APPS FOR TRAVEL PLANNING AND MANAGEMENT

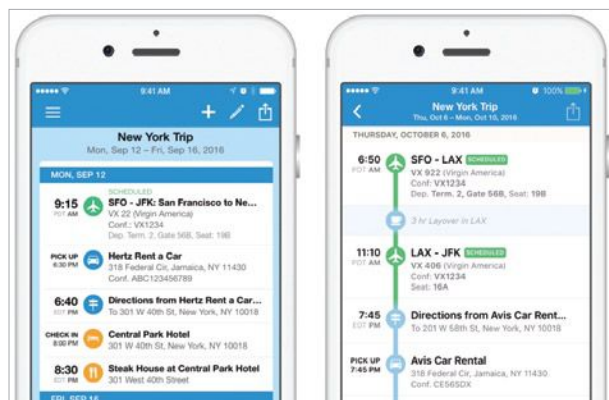
From booking airline or railway tickets, to taxis and hotels these apps help you do it all

– Raj Kumar Maurya

If you are planning a trip to spend some time with your family in the upcoming summer vacations, going on holidays or for business meetings than you might face some problems related to travel planning such as seat availability in flights or trains, ticket confirmation, hotels and restaurants to visit, getting rental cars, etc. Nowadays, there are a lot of travel apps available in the market which are helpful in addressing some of these travel Planning problems. We checked many apps currently on the market to bring you the best travel planning apps to make life easier.

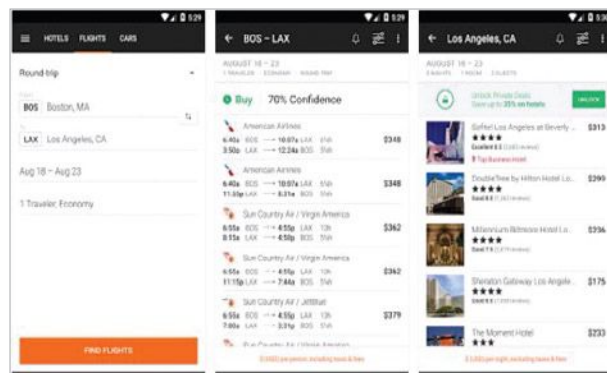
Travel Planning and Booking

TripIt: Organize your travel plans in one place with Tript

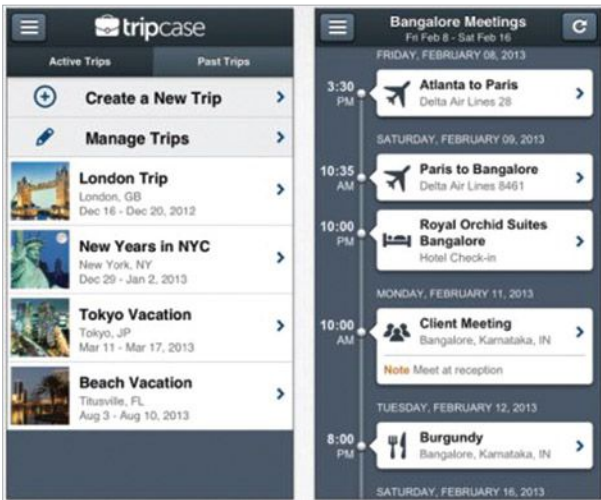


from Concur. Simply forward your hotel, airline, car rental, and restaurant confirmation emails to plans@tripit.com to create an instant itinerary and Tript automatically creates a detailed daily itinerary for every trip (If you use Gmail or Google Apps, it happens automatically). Access itineraries anytime, on any device (even offline), get directions, maps, and weather for each destination.

Kayak: Compares hundreds of travel sites to find you the best deal. Includes hotel, flight and car search and booking, flight tracker and itinerary management.

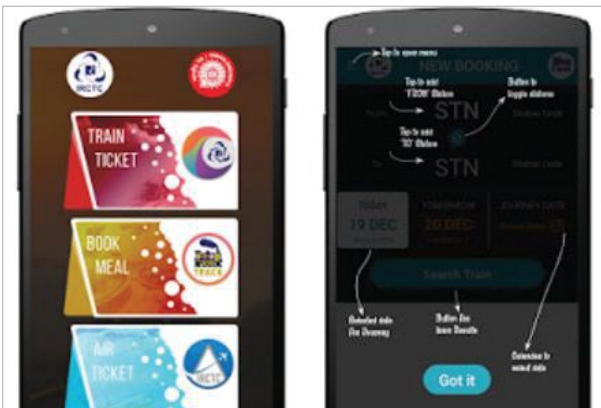


TripCase: It gives you an easy to use interface on your mobile devices to add your flight, train, hotel, rental car, and other information, or you can send all of your



confirmations directly over to TripCase and have them automatically organized for you.

IRCTC Mobile App: This application is for booking your train tickets on Indian Railways. This app uses network connection for contacting the server. You can book both tatkal and general tickets through this app.



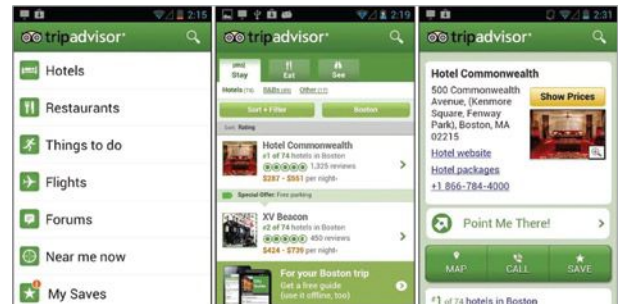
Hotel finders

Expedia Mobile: The Expedia Hotels & Flights app lets you view a beautiful itinerary of the trips you've booked in the app or on our website. As always, you can save up to



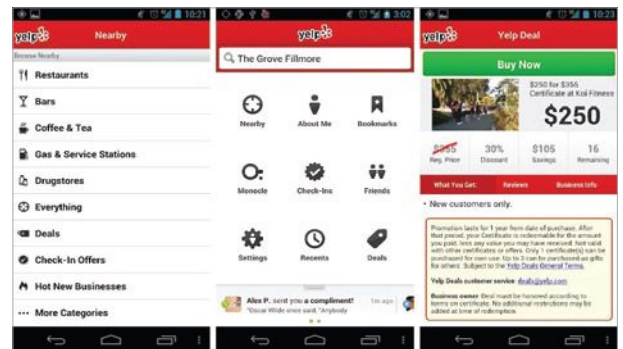
40% with amazing Expedia Mobile Exclusive hotel deals and then, use your phone or tablet to find the best flight to anywhere in the world

TripAdvisor: It is designed to provide a quick way to get information about a range of destinations across the world. Based around the popular TripAdvisor website, the app offers information and independent user reviews about hotels, restaurants, and things to do in a host of towns and cities across the planet.

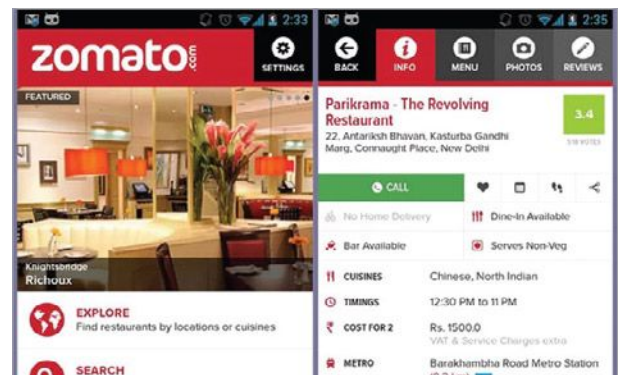


Restaurant finders

Yelp: Looking for a gas station you can drive to before your tank hits empty? Yelp for Android is here to help. Use this app to search for places to eat, shop, drink, relax and play.



Zomato: Zomato Restaurant Finder app gives you restaurant recommendations around you and lets you look



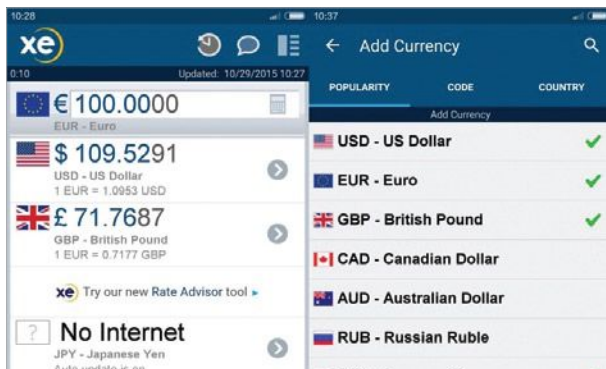
at menus, pictures, and maps for 190,000 restaurants in India and abroad.

Currency converters

Booking.com: Booking.com puts over 440,000+ hotels, apartments, villas and more at your fingertips for simple and secure booking on your Android phone and tablets



XE Currency 3.0.2: Convert every world currency on-the-go with the XE Currency App for Android. It features a currency converter with up-to-the-minute currency rates, charts, and even stores the last updated rates, so it works offline.



Currency Converter: Free currency converter uses OANDA Rates the same daily filtered exchange rates used



by auditing firms and banks. Convert 190+ currencies and four precious metals. Choose the Interbank rate, or use the percentage add-on feature to calculate typical rates charged by credit card companies and banks.

Currency Calculator: It's a simple Currency Calculator/Converter designed to be easy to use. You can convert more than 150 currencies. The perfect tool for travelers that need to calculate the exchange in different countries. New: The new digital currency "BITCOIN" is now on the currency calculator.



Navigation

MyMapRide GPS Cycling Riding: MapMyRide+ tracks the route, distance, pace, and more in real-time using GPS. MapMyRide brings you its mobile app for Android-based devices. MapMyRide+ is great for cycling, bike riding, weight loss, calorie counting, training, and more, and is an integral part of the MapMyRide platform, by MapMyFitness. Use our route search feature to find nearby places to ride. You can filter routes by type or length, examine elevation graphs, and leaderboards.

Street View on Google Map: It is an add-on to Google map. With Google Maps Street View, you can explore the world at street level. See popular landmarks, check out



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places you want to visit in your hometown or far away, and take a virtual trip around the world. To use Street View, open Google Maps, search for a place or long-press the map and tap the Street View option.

GPS Tracking Pro: GPS Tracking Pro keeps your family and friends safe by tracking their real-time location using any Android phone. With the best in GPS technology, this app tracks the exact location of your family members and alerts you when they are in trouble, using the app's innovative check-in feature.

Language Translator and dictionary App

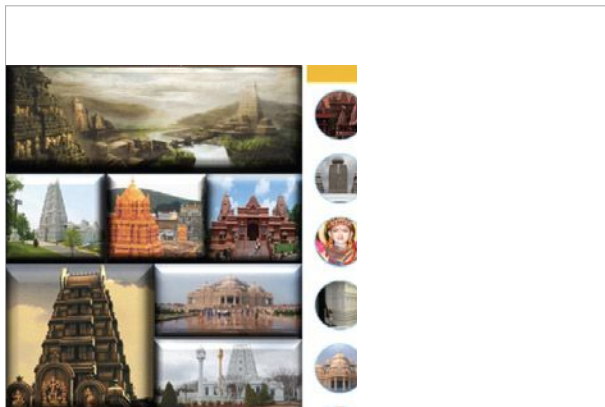
English Dictionary - Offline: The free offline English dictionary application explains the meaning of 159000 English words! Definitions are based on English Wiktionary.

Google Translate: Translate words and phrases between more than 65 languages using Google translate for android. For most languages, you can speak your phrases and hear the corresponding translations.

Other useful apps

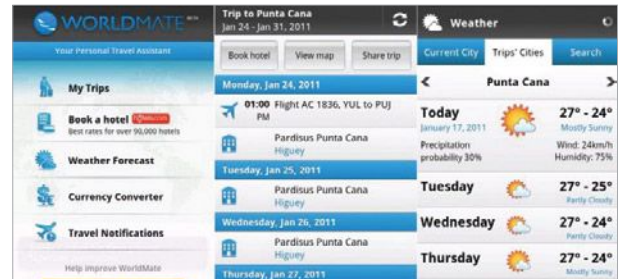
Truecaller: It provides a number of features and services that make it a useful app for travelers. It provides them with protection from spam calls/ messages, convenience to send/receive money using their smartphones, send quick flash messages. Truecaller's caller ID and spam protection features can help travelers identify unwanted spam calls/ messages and prioritize important calls over others.

Hindu Temple Finder: Hindu Temple Finder enables you to find Hindu temples and organizations in the world with convenience.



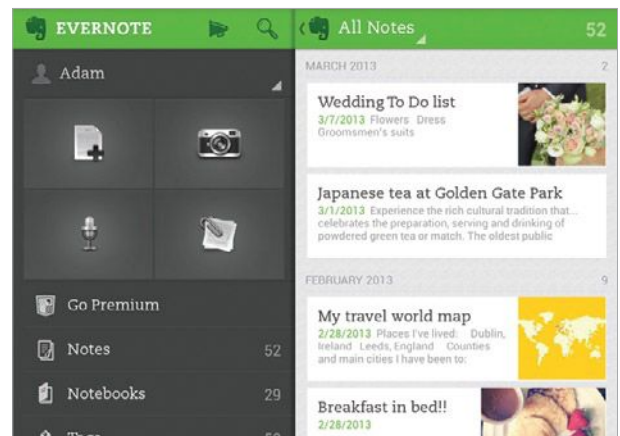
WorldMate: You can use it to get all of your itineraries and reservations in one place, and then add other destinations, appointments, meetings, and events that you need to attend when you're out and about. WorldMate

has some very business-friendly service integrations too, like LinkedIn, for example. You can use WorldMate on the web or on your smartphone to organize your trips, and you can either use their TripCatch service to automatically pull in your travel info, or you can send it over piecemeal, whichever you prefer.



Shopholix: The offline shopping universe is too vast. Hence, Shopholix, a mobile app, curates the offline shopping options available near customers based on their profiles and preferences. It is your offline shopping partner which tells you the 3 Ws – What to shop, When to shop, and where to shop from! It's a location-based mobile & web interface that enables shoppers to locate, explore and plan their shopping trips. Interestingly, it serves you relevant curation and timely shopping feeds. The best part about this app is that you are notified about the related trends offered by the stores near you. Shopholix allows you to virtually browse the latest fashion and stay connected with your favorite stores.

Evernote: As soon as you've booked your trip, you need one place to store all those email confirmations, reviews, packing lists, and recommendations from friends. Evernote syncs with ease between devices that might get damaged in transit and you can then use it at your destination to upload photos to remind yourself of exactly how you spend all that extra time you used to spend juggling pieces of paper.



CHOOSE THE BEST CAMERA PHONE TO TRAVEL LIGHT

Are you a photography enthusiast, but don't want to carry additional weight while traveling? This is one of the common problems with most of the travelers who wants to travel light. The smartphone comes a real long way, nowadays you can find phones with gigantic power in terms of both battery capacity and processing as well as super resolution camera with numerous functions to click amazing images. Even new phones come with several features which give you same control that you get in a DSLR.

If you are also looking for a phone that has the great camera and fulfill your desire, so just scroll down, we have evaluated mobile in different price categories to ease your task.

– Ashok Pandey

Google Pixel XL

Amazon India Price: ₹66,084

Google continuously trying to build an ecosystem to connect each and every device, first from software and now with a combination of hardware and software. The Pixel is paired with a 12.3 MP rear camera with phase detection and laser autofocus technology along with dual tone LED flash. The camera app looks like the stock Android app but with some extra options including a photosphere mode, burst, and slow motion. You can record 4K video at 30fps, 1080p at 120fps, or 720p at 240fps for slow-motion effects. Even in the challenging light condition the autofocus capture photos extremely quick.

Key Specs:

12.3 MP rear camera, 8 MP front camera, 5.50-inch 1440x2560 pixels AMOLED display, 1.6 GHz quad-core Snapdragon 821 processor, 4 GB RAM, Android 7.1 OS, 32 GB Storage, 3450 mAh Battery



Galaxy S8+

Flipkart Price: ₹64,900

Recently, Samsung brings two devices Samsung Galaxy S8 and Galaxy S8+. The phone packs infinity display and 8MP front camera with F1.7 lens and a 12 MP rear camera that utilizes Dual Pixel technology for incredibly fast autofocus.

Key specs

6.2-inch SAMOLED screen with 2960 x 1440 pixels resolution, Android Nougat 7.0 OS, Octa Core 2.3 GHz CPU, 64 GB internal storage, 4 GB RAM, 12 MP Dual Pixel OIS, 8 MP front camera, 3500 mAh battery

Apple iPhone 7 Plus

Amazon India Price: ₹60,988

Apple iPhone 7 Plus packs numerous new features being the next generation iPhone, whether you are upgrading from previous iPhone or buying for the first time. It comes with a dual camera at the back capturing amazingly beautiful images.

Key specs:

Dual 12 MP rear cameras with Quad-LED True Tone flash, 7MP front facing FaceTime HD camera with Retina Flash, 5.5-inch Retina HD 3D screen with 1920x1080 resolution, iOS 10 and iCloud operating system, A10 Fusion chip with integrated M10 motion coprocessor, 32 GB internal memory, 3 GB RAM, Li-Ion 2900 mAh battery



HTC U Ultra

Amazon India Price: ₹52,990

HTC trying to grab the attention of Indian consumers by bringing products with some unique features thus "U" comes in. The HTC U Ultra comes with HTC Sense Companion that learns from you and suggests as per your behavior. It packs 12 MP camera at the rear and 16 MP at the front. It seems unusual as mostly you see a higher camera at the back but this one has at the front to offer great selfie experience.

Key specs:

12 MP rear camera, 16 MP front camera, 5.7 inch Screen with 2560 x 1440 resolution, 2.15 GHz Qualcomm Snapdragon 821, 64 bit quad-core CPU, 4 GB RAM, 64 GB Internal Storage, Android OS, v7.0 (Nougat) OS, Non-removable Li-Ion 3000 mAh battery

Apple iPhone 7

Amazon India Price: ₹48,999

As like iPhone 7 Plus it also packs numerous features being the next generation iPhone, but it doesn't have a dual lens at the back. Still, it captures real beautiful images.

Key specs:

12 MP primary camera with Quad-LED True Tone flash, 7 MP front facing FaceTime HD camera with Retina Flash, 4.7-inch Retina HD 3D Touch capacitive display with 1334x750 resolution, iOS 10 and iCloud operating system, A10 Fusion chip with integrated M10 motion coprocessor, 2 GB RAM, 32 GB internal memory, Li-Ion 1960 mAh battery



LG V20

Flipkart Price: ₹39,990

For the price, no doubt LG is offering a phone bundled with loads of features, specially B&O Play earphones (buy separately), Hi-Fi Video Recording and HD Audio recorder, with a dual lens in the rear. With the spectacular performance, it's among one of the best phones, with one of the perfect cameras to capture wide-angle snaps.

Key specs:

Front 5MP with F1.9 (Wide Angle), Rear Dual Real Camera 16MP and 8 MP Wide Angle with F1.8, Qualcomm Snapdragon 820 Processor, 5.7-inch QHD IPS Quantum Display (2560 x 1440 / 513ppi), Secondary IPS Quantum Display (160 x 1040 / 513ppi), 4 GB LPDDR4 RAM, 64 GB Internal Memory, 3200mAh removable battery, Android 7.0 Nougat OS



OnePlus 3T

Amazon India Price: ₹29,999

OnePlus 3T is a fabulous phone with premium build quality, awesome screen, and a great camera. At this price, this offers immersive performance and captures beautiful images from both front and rear camera.

Key specs:

5.5-inch Optic AMOLED Full HD screen with 1920x1080p resolution, OxygenOS based on Android 6.0.1 Marshmallow, Qualcomm Snapdragon 821 MSM8996 Pro (2.35 GHz) quad core processor, Adreno 530 GPU, 6 GB LPDDR4 RAM, 64 GB internal memory, 16 MP front and rear camera, 3400 mAh lithium-polymer battery

Honor 8

Flipkart Price: ₹29,999

Honor 8 is a well-designed smartphone with a great combination of hardware. If are looking for a phone with good looks, great performance with clean UI, great camera, and battery then Honor 8 is for you.

Key Specs:

12+12 MP Rear Camera, 8 MP front camera, 5.20-inch 1080x1920 pixels Display, 1.8GHz octa-core CPU, 8MP Front Camera, 4 GB RAM, Android 6.0 OS, 32 GB Storage, 3000mAh Battery



Asus Zenfone 3

Flipkart Price: ₹27,999

Zenfone 3 comes with a beautiful glass body. It not only looks great also handles different tasks easily. Packs with a great camera at the rear, it captures images with great details.

Key specs:

Rear Camera 16-megapixel, Front Camera 8-megapixel, Display 5.50-inch (Resolution 1080x1920 pixels), Processor 2GHz, RAM 4GB, Android 6.0 OS, Storage 64GB, Battery capacity 3000mAh



Vivo V5 Plus

Flipkart Price: ₹25990

The Vivo V5 Plus has the stylish design and backed by decent hardware which can handle the various task. You can capture quality images with int 16 MP rear camera but if you a selfie lover, then it's one of the best phone packing dual 20+8 MP camera at the front.

Key specs:

Qualcomm MSM8953 Snapdragon 625 Octa-core 2.0 GHz Processor, 4 GB RAM, 64 GB internal storage, 5.5-inch FHD Display, 16 MP rear camera with flash, Dual 20+8 MP front cameras with flash, Android v6.0, 3055 mAh battery

Moto Z Play

Flipkart Price: ₹24,999

With the unique idea of a modular phone, MotoZ Play comes with 16 MP camera with a f/2.0 aperture. It combines laser autofocus and phase detection autofocus. It captures amazing images in various lighting conditions. The front-facing camera is 5MP, with what Motorola touts as a wide-angle 85-degree lens captures beautiful selfies.

Key Specs:

16 MP Primary Camera, 5 MP Secondary Camera, 5.5 inch Super AMOLED FHD with 1920 x 1080p resolution, Adreno 506 at 650 MHz GPU, Android Marshmallow 6.0.1 OS, 2 GHz Octa Core Qualcomm Snapdragon 625, 32 GB internal storage, 3 GB RAM, 3510 mAh Battery



Micromax Dual 5

Flipkart Price: ₹24,999

Micromax made a good comeback with the new mid-range Dual 5 phone packing more than what you are paying for. With the abundance of features, it packs dual lens at the back enabling to capture high-quality images.

Key specs:

13+13MP rear camera, 13 MP front camera, 5.5-inch Full HD AMOLED display, Qualcomm Snapdragon 652 processor, 4 GB RAM, 128 GB storage, 3200mAh Battery, Android 6.0.1



Gionee A1

Flipkart Price: ₹19,999

With the all-metal appealing body, Gionee A1 is overall a good package. With the good cameras, it lets you capture quality images from both front and rear.

Key specs:

13 MP rear camera, 16 MP front camera, 5.5-inch FHD LCD display (1080p resolution), MediaTek Helio P10 SoC, 4 GB RAM, 64 GB storage, 4010mAh battery, Android 7.0 Nougat with Amigo UI

Honor 6X

Amazon India Price: ₹12,999

The Phone has dual camera configuration 12Mp + 2MP at the rear. The dual-lens rear camera is offering a wide aperture range (F/0.95-F/16) giving you all the latitude to unleash your creative potential. It captures the depth of field information, resulting in beautiful shots that are sharp and crisp.

Key specs:

12+2 MP dual lens primary camera, 8 MP front facing camera with PDAF Focusing, 5.5-inch LCD LTPS/a-si screen with 1920 x 1080 pixels resolution, Android EMUI4.1 v 6.0.1 Marshmallow OS, 2.1+1.7 GHz Kirin 655 octa-core processor, 3 GB RAM, 32 GB internal memory, 3340 mAh lithium-polymer battery



5 ULTRA-PORTABLE LAPTOPS FOR ON-THE-GO OPERATIONS

On an average, every person carries more than 3 devices and any one of them is bulky, then its a biggest pain, especially when you are traveling.

In the current digital world, you require a device that let you manage all your daily tasks easily. Doesn't matter you are a student or a professional, you need a laptop with good computing capability as per your requirements. Not only powerful performance, also weight and size matter a lot, so I have chosen 5 best laptops for different usage offering not only portability as well as durability.

– Ashok Pandey

Lenovo ThinkPad X1 Carbon

Price: ₹1,75,000

The ultraportable ThinkPad X1 carbon is made of all-black magnesium and aluminum that enhances its beauty and adds durability. The ultraportable laptop is a excellent device for business travellers. The lightweight premium looking laptop has enough power to tackle with even high graphics intensive tasks. It is one of the suitable ultrabook for people who prefer high performance and portability.



HP Spectre 13

Price: Starting at ₹1,19,990

Equipped with powerful Intel Core i5 and i7 processors, 8GB RAM and hyperbaric cooling technology that keeps the laptop cool and provides peak performance. CNC machined aluminum chassis as thin as an AAA-battery at just 10.4 mm. It hosts full HD IPS Gorilla Glass 4 display and Bang & Olufsen Audio with Quad Speakers sound for great computing experience.

Acer SWIFT 7

Price: Starting at ₹99,999

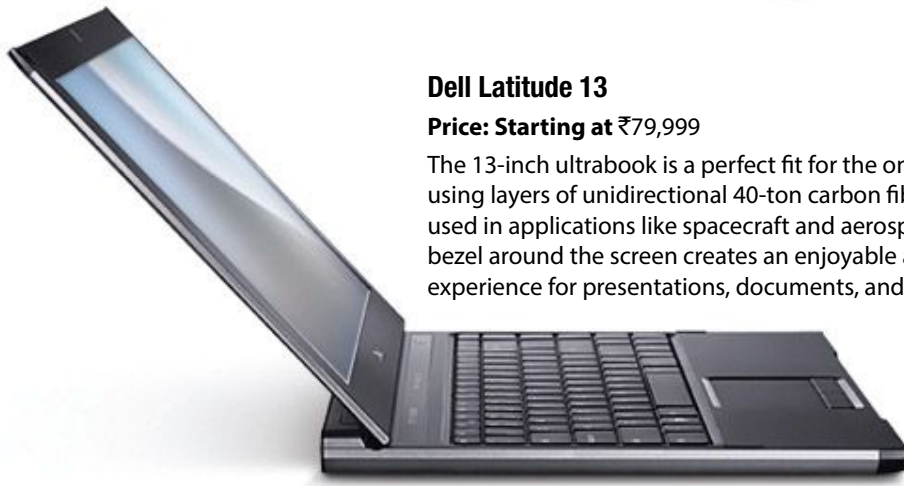
With just 9.98mm thick, the laptop has a 13.3-inch Full HD display with Corning Gorilla Glass 5, 7th Generation Intel Core i5 processor, 8 GB of RAM, a 256 GB SSD, and a battery that will last for up to nine hours. The Swift 7 comes packed with an all-aluminum chassis that's less than one centimeter thin is packed in performance and stamina for all-day productivity. Backed by the new 7th Generation Intel Core processors, it offers great performance without any performance lag.



Dell Latitude 13

Price: Starting at ₹79,999

The 13-inch ultrabook is a perfect fit for the on-the-go worker. Built using layers of unidirectional 40-ton carbon fiber, the same materials used in applications like spacecraft and aerospace. With a ultra-thin bezel around the screen creates an enjoyable and exquisite viewing experience for presentations, documents, and videos.



iBall CompBook i360

Price: ₹12,999

The budget laptop is perfect companion for all the basic day to day tasks. The laptop is built with durable plastic with a glossy finish on the top but has average build quality. The compact laptop is only 17mm thick. The 360° mechanism, holds the screen in place at every angle making it usable from every angle.



7 POWERFUL CAMERAS TO CAPTURE YOUR LIFE'S MOMENTS

Whether business or holiday tour, you always have some moments which must be secured and a camera with a great sensor can help you in this. No doubt, smartphones have captured this space and many people find it convenient, the main reason you don't have to carry the additional device as well as its portable. But, there are people who don't want to compromise on the quality, which only can be delivered by a good camera.

As like smartphones, plenty of choices available for the camera as well. So, before making any decision, see all the aspects carefully.

– Ashok Pandey

Nikon Coolpix L340

Price: ₹9,950

Shoot beautiful stills and videos with loads of detailing using 20.2 MP resolution, 28x optical zoom and 56x Dynamic Zoom. It comes with a CCD image sensor and with an aperture range of f/3.1 and -f/5.9. The ISO offered by the camera is between 80 and 1600, so you can capture high-quality images even in low-light settings.



Sony DSC-H300

Price: ₹12,999

Capture beautiful scenes with Sony Cyber-Shot point-and-shoot camera. It comes with a powerful zoom lens and 25mm focal length, taking your photography to the next level. Packed with 20.1 MP CMOS sensor, it allows you to capture amazing shots in any light conditions.

Nikon D3300

Price: ₹23,999

It is one of the perfect photographic tools to capture beautiful images. Having the good ISO performance and a few nice in-camera processing features, it allows you to play with the device in any light condition to capture amazing images.



Canon EOS 1300D**Price:** ₹28,999

The entry-level DSLR offers a decent all-round performer and produces good image quality up to ISO 3200. If you're looking for your first DSLR, both the Canon EOS 1300D and Nikon D3300 are capable, well-priced introductions to creative photography.

**Pentax K 5 IIS****Price:** ₹82,995

It's one of the great cameras for professional, having knowledge how to handle the resulting artifacts. With weatherproof design, it is ideal for landscape photographers. Packed with 16.3 MP sensor it is capable of capturing beautiful images using various shooting modes.

Canon EOS 77D**Price:** ₹89,995

It's a camera to simply be used that will reward the user with pleasing results day in and day out. It comes with a decent optical viewfinder, a polished Live View experience and a great level of control. The DSLR can be used for capturing different moods and landscapes.

**Nikon D810****Price:** ₹165,550

Boasting 36 MP Full-Frame sensor, it is made for serious photographers who cares for image quality, especially for large prints. Shoot in the day, night, indoor, outdoor, landscape or any other scene, it provides good control over the camera to capture images filled with details and colors.

4 GIANT POWER BANKS FOR ADVENTUROUS TRAVELLERS

Do you remember the trip and mess happened just because of no power juice left in your gadgets? Yes, surely you do remember because you forgot to carry an alternative power source. You lost all the juice of devices, be it a smartphone, camera or any other device.

Carrying an alternative power source is a right solution to this problem, but will it be enough for a couple of days or weeks! Simply no, especially when you are out in terrains. I have doubt

Nowadays, people are carrying more than three devices in their daily life and during the holidays the numbers can go higher. The simple solution to the problem be connected with friends and family all the time is – carry a massive power source with you.

– Ashok Pandey

Lizone 50000mAh Extra Pro Powerbank

Price: ₹37,090

If the Anker powerhouse has too much power and you need a bit lower one then this can be your choice. This can charge your smartphone as well as Macbook laptops on the go. The portable power bank is compact in size and ideal for almost every device you carry.





Anker PowerHouse 400Wh/120000mAh Powerbank

Price: ₹65,000

A massive powerhouse with 120,000mAh battery inside. The portable generator alternative is silent DC/AC power inverter and comes with 4 USB outputs. It can be charged via AC or Solar. It is one of the perfect choices for camping.

Voltaic Systems 9.0W "Fuse 9W" 1032-S Portable Solar Charger

Price: ₹24,690

Don't want to carry a massive battery! Don't worry Fuse 9W is a solar solution that can charge full-size tablets and smartphones. It comes with universal attachment system, meaning it can be attached to backpacks, bicycles, MOLLE gear, or wherever solar power is needed.



Solpro Helios Smart 5000mAh Tri-Fold Solar Charging Power Bank

Price: ₹17,490

The solar powered smart charger comes with a built-in 5000mAh battery enabling the user to power up devices like smartphone, tablets, etc. It is just like other USB power bank. Charge the internal 5,000mAh battery using solar power and power up mobile devices on the go.



5 SMART WATCHES TO TRACK YOUR HEALTH WHILE TRAVELING

The range of wearables can be expanded beyond time and health charts, you can attend calls, reply to your emails, read the news and a lot more. It could look like the traditional watches or can have a screen to do almost every task without smartphone. The new gen smartwatches are not only water and dust resistant, it has got GPS, tracks fitness and heart rate, etc.

Let's have a look at our top picks...

– Ashok Pandey

Samsung Gear S3 Frontier

Price: ₹28,500

The Gear S3 Frontier is absolutely attractive, looks catchy and is certainly way ahead of all the smartwatches currently available in the market. In short, with Gear S3 Frontier Samsung has nailed the basics and there are certain features here that are unavailable on other smartwatches.



Garmin Forerunner 35

Price: ₹14,999

Buy this if you are looking for an entry-level fitness tracker. It isn't pretty looking nor does it offer the complete functionality of a smartwatch. But fitness tracking is what it is meant to do and it does that pretty effectively.



Fossil Q Nate

Price: ₹14,995

The hybrid smartwatch offers the flexibility of a traditional wrist watch, additionally, comes with the chipset that turns it into smart. If you love to have a smartwatch but don't want to miss the pleasure of having quartz watch then it could be the right choice for you.



Q Marshal

Price: ₹21,995

The Fossil Q Marshal with Snapdragon 2100 processor and stylish design makes it a great looking smart watch. The price of Q Marshal as compared to other smart watches such as Huawei's smart wear is a little costly with same specs. But the sporty and different strap options makes it an ideal choice for the majority of people. It is also a good option for health-conscious people. The only thing which you have to compromise upon is the heart rate monitor.



Asus ZenWatch 2

Price: ₹11,999

Asus ZenWatch 2 runs on the latest version of Google's Android Wear OS and has an IP67 rating for water and dust resistance. This is a stylish smartwatch offering various features with loads of apps and can last for more than two days. Overall this works perfectly and has all the required features which you can think in a smartwatch, but heart rate monitoring is missing and less compatible with iPhone.



Timex Metropolitan+

Price: ₹9995

It does not tell you much like other smart watches and measures only steps, distance along with telling time but those two thing it does, it does great and the parameters are damn accurate. Consider it for buying if you don't want to have a high end smartwatch like FitBit, but instead want a regular looking timepiece to track your activities and Timex is a brand that is recognized and relied upon by everyone.

5 BUDGET FRIENDLY SMART WATCHES

Since smartphones came in to reality, now people can perform more than one task from single small device. Similarly the trend moved towards other devices and we all become witness to a new era where most of the smart devices are capable of doing more.

A huge surge is in smart watches, plenty of companies are manufacturing various watches which lets you track your daily activities plus help you to improve your fitness. We have listed here 5 affordable smartwatches that are not just cost-effective but are as efficient as the expensive ones in the market. Here's what you can buy at pocket-friendly prices.

– Ashok Pandey



Bingo T30 Silver Bluetooth Notification Smartwatch

Price: ₹2,299

The Smartwatch has two working modes. One is company mode (Bluetooth), it enables to make a call or receive a call or send or get a message via Bluetooth. The other one is Network mode (Sim Card inserted). The smartwatch has a sleep monitor, sedentary reminder, which allows you to understand the movement distance, time anytime and anywhere. Once you sync your mobile phone to this smart watch it will keep track of where your phone is. It consists of a Bluetooth dialer, Call Reminder, Bluetooth call, Bluetooth SMS/IM Message Notifier. The smartwatch also works with iPhone as a Bluetooth device (Means you can receive a call or make a call also sync your contacts to this watch via Bluetooth).

Luxury EgreenTech Bluetooth Smart Watch Phone

Price: ₹597

It is available for Android and iOS phones. The smartwatch has a 1.44-inch capacitive touchscreen, perfect using experience. It syncs SMS, all push notifications, phone calls and call history from Android and iPhone. It also synchronizes play and control MP3 from a mobile phone. The smart watch has a Built-in pedometer, Barometer, sleep monitor, sedentary reminder U8 smart watch Support Multi-languages. Other additional functions are Alarm, Calendar, FM, Anti-lost security.



PTron TroniteX Bluetooth Smartwatch

Price: ₹1,099

The PTron TroniteX Bluetooth Smart watch with a Built-in 1.3MP camera is attractive and very simple to use. It helps you to record a video and also supports remote mobile phone to take pictures. The smartwatch has a clock synchronization SIM card Notifier Connectivity with Bluetooth 3.0 for iOS Android Smartphones. PTron TroniteX Bluetooth Smartwatch comes with a pedometer that helps you monitor your daily movements, time to monitor the distance of movement, speed, duration, Step number, power consumption. It also has a two-way lost anti: The clock will ring to alert if the phone is far from over 5meters clock, Vice Versa. The smartwatch has a sleep monitoring system, to monitor your sleep quality, ensure good health, giving you reminders on particular activities. PTron Tronitex Bluetooth Smartwatch supports various languages like English, Russian, Spanish, Portuguese, French, Arabic and Thai.



OPTA SW-005 Bluetooth Smart Watch

Price: ₹1,250

OPTA SW-005 Bluetooth Smart Watch Phone comes with Camera and Sim Card Support and Apps like Facebook and WhatsApp. The smartwatch is touch screen Multilanguage and is available on Android and IOS Mobile Phones. This wrist watch phone has activity trackers and fitness band features that are compatible with Samsung, iPhone, HTC, Moto, Intex, Vivo, Mi, One Plus and many others. You can also make a phone call directly from the smartwatch, including answering and dial-up. It has a great inbuilt speaker and microphone of 8 amps and 0.7 watts.

Beza Gold Brown Strap Smartwatch

Price: ₹2,999

The smart watch can work as a phone Bluetooth. It supports 2.0 M Video Recording, Music/video, Hand-writing. The smart watch also supports various picture Formats: JPEG, GIF, BMP, PNG. MP4 is available in various languages: English, Italian, German, Dutch, Spanish, French, Polish, Turkish, Portuguese, Russian Functions: It has a Bluetooth Dialer, Contacts, Call Reminder, Clock, Anti-loss, Pedometer, Sleep Monitor, Sedentary Reminder, Calendar, Sound Recorder, Image Viewer, Camera, Video Recorder, Video Player, Stop Watch, Quick Response, Calculator, and other Apps. It's fashionable, creative, is a very useful accessory brighten up your look, also as a gift. Beza LATEST Gold Brown Strap Stand-Alone Phone Watch works with Android & iOS.



NEED A BATTERY BOOST? HERE'S A LIST OF 10+ BEST POWER BANK FOR MOBILES IN INDIA

Due to the ever-increasing usage of mobile phones throughout the day, consumers frequently complain about short battery life of mobile devices. As power is lost just when really needed, easy to carry and compact battery boosters are the ultimate solution providers. To bring about a solution to this, there has been a growing demand for Powerbanks – an on the go charger for your phone.

We bring you a list of 12 Powerbanks that strike a perfect balance between price, portability, and capacity.

– Raj Kumar Maurya

Syska Power Boost 10000 mAh

Price: ₹799

Most affordable and budgeted power bank with all features and good performance. You get a 10000 mAh battery backup with 2 USB output provides the high output current of 2.1 A each, which is very fast, you can charge two devices at a time. Simple operative power On/OFF button. With 10000 mAh capacity, you can charge your phone 2-3 times with full charge of PB.



Ambrane P-1111 Powerbank

Price: ₹699

The Ambrane power bank comes with a good battery capacity of close to 10,000 mAh, which is more than enough to charge at least two devices fully. The battery type is APB Li-Ion cells. The power bank weighs a mere 300 grams and can be carried around easily. The bank has an efficiency rate of up to 75% and can be a very useful and functional purchase. The Ambrane P-1111 power bank charger has a dual output option of 2.1A and 5V and a single input option of 5V and 1A. It also has a charging time of 12-13 hours and is rechargeable. One can plug in their devices and let it charge. There is also a 1-year warranty that is available and a user manual for one to use.



PowerXcel Rapid Charge Power Bank

Price: ₹899

Ergonomically designed, the PowerXcel 11000 mAh is a portable device with a stylish and sleek body. The Power button, indicator lights, and flashlight are placed conveniently. It charges all smartphones and tablets from Apple, HTC, Google, Android, Microsoft, Blackberry as well as Digital Cameras and handheld gaming devices. Power bank can charge 2 devices at the same time. It has an Output of 3.1 A max; with 2.1A, 1A outputs respectively. The 2.1A can charge your Tabs and gives your mobile devices a really quick charge. It also comes with a very handy built-in LED flashlight. Double click the power button to switch on / Off the LED flashlight.



Lappymaster 11000mAh Power Bank

Price: ₹799

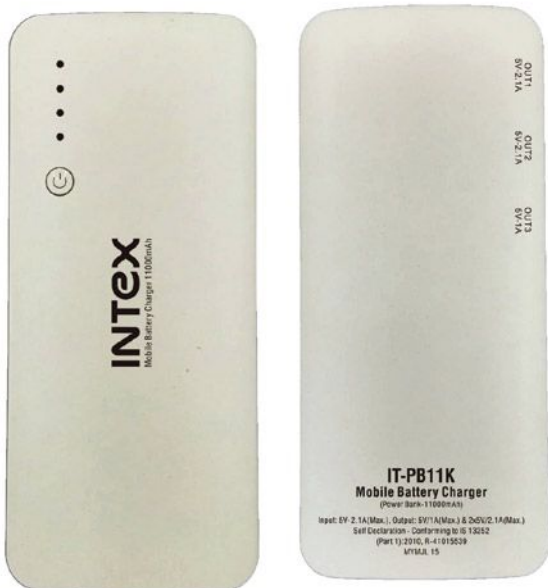
Lappymaster 11000mAh Power Bank is a high-quality product manufactured by using best quality components and parts including high capacity original A grade Lithium – Ion Cell. This Power Bank supports various models of smartphones manufactured by various companies including Samsung, Sony, Microsoft etc. Some of the important features of this power bank are: Works for longer hours and can charge mobile multiple times faster. Lappymaster Powerbank has three USB output port, can charge three phones together at the same time. Lappymaster Powerbank comes with Top Quality Cell, Electricity Saving Function. It also has a battery indication feature with Four LED lights for battery level indication (25%, 50%, 75%, and 100%).

PTron Gusto Powerbank

Price: ₹599

If you are looking for a slim power bank that you can slip into your pocket or carry with you in your wallet, look no further, LatestOne.com's PTron Gusto, the pocket-sized power bank with a capacity of 3000mAh. PTron Gusto can be used to charge mobile phones, tablets, Bluetooth headsets MP3 players and cameras. It can fully charge an iPhone 6s within 1.5 hours and Galaxy S5 within 3 hours. This power bank also comes with a built-in micro USB cable and embedded connector for all android & iOS smartphones and tablets.





Intex IT-PB11K 11000 mAh Power Bank

Price: ₹949

Intex IT Powerbank is a smart choice for your Powerbank purchase. A power packed 11000 mAh Powerbank to back you up just right. It comes with three USB 2.0 ports to charge multiple devices and charges your smartphone, tablets, and devices on the go. Intex IT PB11K 11000 mAh Powerbank comes with a torch and is just a perfect combination for your tours.

Quantum Hi-Tech 5000mAh

Price: ₹499

Packing the 5000mAh battery, it has the ability to withstand 500 charge cycles in its lifetime beginning a new battle in Power. Fabricated with Li-Ion Batteries, it's more about the powering capabilities, with its Output charging port and Micro-USB Input supporting fast charging. BIS Certified, the power bank equips a multitude of advanced safety features – Short Circuit Protection, Over-charge Protection, Over Discharge Protection & Over Voltage Protection, that assures maximum user and device safety at all times.



Ambrane P-2080 NA 16000 mAh

Price: ₹1,199

High capacity power bank with 16000 mAh, so, if you go for 3-4 days tour and you did not have any power source. Then this is best for you, you can take it full charge from your home and then can be used to charge your mobile 3-5 times. Two USB ports can simultaneously charge two devices and a microUSB slot to charge the power bank.



Asus Zen Power IN 10500 mAH

Price: ₹1,799

It has a Li-on battery with the capacity of 10500 mAH. And the main feature of this power bank is protection from overcharge and over discharge. It charges your phone with 2.4 A current, so it's very fast.

Honor Power bank (13,000 mAh)

Price: ₹1,699

Honor is not only a good smartphone manufacturer but also manufacturers good capacity power bank too. The metal casing is splash proof and won't corrode from sweat. It is dust resistant as well and uses a single piece bracket which assures safety of the electric circuit.



Intex IT-PB15k 15000 mAH

Price: ₹1,189

It a 15000 mAH power bank and you can charge any normal smartphone with battery 3000-4000 mAH, three to four times in one full charge. It comes with 3 output USB port, so simultaneously you can charge up to 3 devices.

Lenovo 10400 mAH Power Bank

Price: ₹1,099

On a full charge of this power bank can be used to charge 4 Android mobiles with the battery capacity of 2000-2500 mAH. It has 2 USB port and can charge two devices at a time. This power bank is based on Lithium-ion battery gives you 500 rechargeable cycles.



10+ PORTABLE SPEAKERS TO MAKE YOUR TRAVEL MORE INTERESTING

Music is one thing which connects everyone. Either you are out on the beach chilling or hanging out with your friends, good quality portable speakers are required for making your parties alive. Millennials in India are constantly on the move today. They have been bitten hard by the travel bug and are rushing to the hills and beaches not only during the peak season but off season as well. According to TripAdvisor's TripBarometer study, India is placed 18th in the global travel budget rankings.

We have curated a list of best portable speakers which have the potential of producing solid sound with superb all-round performance.

– Raj Kumar Maurya

Genius SP-906BT Bluetooth Speaker

Price: ₹1,699

If you need a speaker to fulfill your daily dose of personal music then Genius SP-906BT speaker is sufficient for you. The audio quality is good even at full volume. Moreover, from a price point of view, the speaker comes at Rs. 2,209/- which makes it a value for money product.

Pros: Solid build and Good Sound

Cons: None



ZOOOK ZB-Rocker Torpedo Bluetooth speaker

Price: ₹5,499

The ZOOOK Rocker Torpedo sounds good, feels good to hold and gives you the confidence you can take it along anywhere you go and more importantly, listen to it for hours together without needing a recharge. During our usage, it did endure a few drops but didn't show any bruises as a result. During our tests we could enjoy the continuous music of upto 7 hrs 45 mins after full charge.

Pros: Rugged body, good sound output

Cons: AVRCP support missing

Genius SP-925BT Portable Speaker

Price: ₹3,999

It has a built-in 50mm driver; two built-in 5-watt speaker drivers plus a passive radiator base driver subwoofer to deliver balanced stereo sound. Talking about the performance the speaker audio is actually very loud and clear. The audio is clear without any distortion even at maximum volume.

Pros: Loud sound, Good bass, compact

Cons: Average Battery life



Creative Muvo 2 Bluetooth Speaker

Price: ₹8,438

The device is water resistant and will allow you play music via Bluetooth, Micro SD, Aux in, and USB. Muvo 2 offers a solid sound quality compared to other speakers in its range and lasts long enough to let you party all night long. This is among the best-sounding Bluetooth speakers for the size, and we highly recommend this product.

Pros: Great sound and excellent bass, Great build quality with a water-resistant body, Supports lossless files, Stereo pairing.

Cons: No aptX.

Bose SoundLink Color Bluetooth Speaker

Price: ₹7,919

Bose has always remained the top choice of serious audiophiles. With SoundLink Color Bluetooth Speaker it plans to target sub 10K category. Soundlink plays your favorite tunes with crystal clear audio quality which is the hallmark of Bose audio systems. It's small, durable and comes in a spectrum of colors. The rechargeable lithium-ion battery gives you up to eight hours of playing time. You can recharge it in a wall outlet or with most USB power sources.

The speaker has a range of about 30 feet and it can be paired with your smartphone, tablet or other Bluetooth device. Voice prompts talk you through Bluetooth pairing, making it simple. And the speaker remembers the eight most recent devices you've used, so reconnecting is super easy. The speaker can connect to two Bluetooth devices at the same time, letting you switch between them quickly.

Pros: Extremely loud with zero distortion, Solid build, Long-lasting battery.

Cons: No microphone for calling.



JBL GO

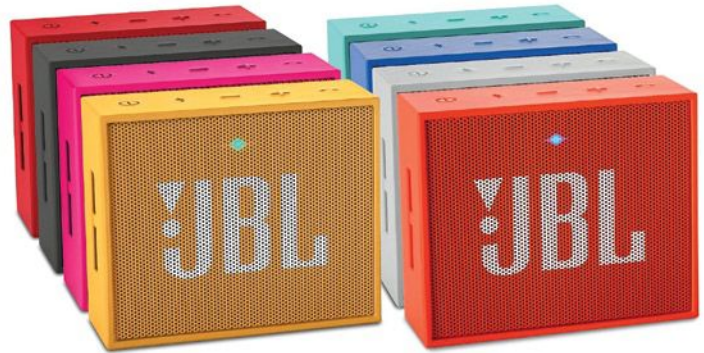
Price: ₹1,940

JBL GO Great things come in small packages and JBL GO is a pure delight when it comes to the sound. Small enough to fit in your palm GO is not only light but is loud for its size. The sound output is better than any of the big drum type portable players. The Bass output is without any doubt the best at this price. Equipped with 600 mAh rechargeable battery it provides non-stop entertainment for over 5 hours once fully charged.

Apart from Bluetooth connectivity this JBL speaker also has an aux-in slot available that enables you to connect various other media devices to it. It has built-in speakerphone with noise cancellation and echoes cancellation technology.

Pros: Outstanding form factor, Loud and clear, Battery lasts forever, an Inbuilt microphone for phone calls.

Cons: Low Sub-bass, Bluetooth feed gets interrupted easily.



Jabra SOLEMATE MAX

Price: ₹9,999

Jabra Solemate Max provides jaw-dropping sound experience which actually is expected from large speakers. Loaded with two tweeters, two woofers and a custom-designed bass radiator it produces rich and clear audio. Solemate Max's built-in rechargeable battery can easily go for 14 hours, plus it can charge your phone as well. Max is durable enough and is resistant to knocks, splashes and dust making it a perfect solution for beach/outdoor parties.

Pros: Extraordinary Bass, Battery backup.

Cons: Weight.

JBL Flip 3

Price: ₹7,899

From the house of JBL, Flip 3 is an award winning portable Bluetooth speaker that delivers surprisingly powerful, room-filling stereo sound. This ultra-compact speaker is powered by a 3000mAh rechargeable Li-ion battery and offers 10 hours of continuous, high-quality stereo audio playtime. Made of durable, splash-proof fabric materials Flip 3 is available in 8 colors.

It features a built-in noise and echo canceling speakerphone for crystal clear conference calls, and comes with JBL Connect technology that can wirelessly link multiple JBL Connect enabled speakers together to amplify the listening experience.

Pros: Good battery life, Super smooth Bluetooth connectivity, Solid Bass with zero distortion, Splash proof.

Cons: None.



Logitech X300**Price:** ₹2,998

X300 is a surprisingly powerful compact speaker that delivers deep, precise bass response and detailed mid and high range sound. Enough to fill up a medium size room or small indoor party. The good thing is it doesn't distort even at max volume.

You can wirelessly connect and play music from your Bluetooth-enabled smartphone, tablet or laptop up to 30 feet away from the speaker. With a built-in microphone, the X300 doubles as a mobile speaker for phone calls. X300 provides 5 hours of continuous music without recharging. It can be recharged easily using the included micro-USB cable.

Pros: Powerful stereo sound with deep bass, Solid wireless connectivity, Good battery life.

Cons: None.

**LG-FH2 X Boom handy****Price:** ₹15,990

The LG-FH2 looks great with its unique designing sense, it resembles a luggage bag with wheels and a telescopic handle for easy move. A performer, unlike any other, the LG-FH2 X Boom handy, makes a statement for itself with its looks and an exquisite sound that will appeal to true audiophiles and can be a great companion for indoor or outdoor parties and a value for money product.

Pros: Good sound, Portable, Good battery backup, Connectivity options

Cons: None

Creative Muvo 20**Flipkart Price:** ₹3,899

I have been using MUVO 20 from past six months and I can say without doubt that it is one of the best speaker's money can buy. It delivers bigger sound than most other portable speakers in its range. It features an advanced dual-flared bass port tube to deliver clean and high-output bass. Paired with powerful 3-inch full-range drivers and housed in a large acoustic enclosure it's audio acoustics is superb.

MUVO 20's built-in Li-ion battery lasts more than 10 hours on a single charge and can be charged via USB. Pairing has been simplified with NFC feature and it supports Bluetooth connectivity along with the conventional 3.5mm aux-in. If your smartphone is running low on battery, then you can charge it by connecting it to the speaker via USB.

Pros: Awesome Bass, Build quality and Sound, Long-lasting battery.

Cons: Size.



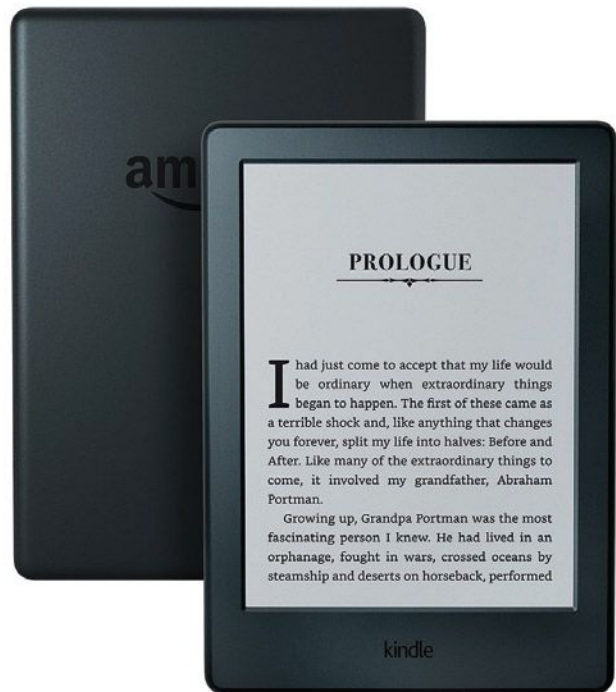
10 COOL TRAVEL GADGETS YOU NEED IN YOUR BACKPACK

Are you planning a vacation or a mountain trek this season? Whether you are traveling by plane, train or automobile there are some journeys that are incomplete without these essential gadgets. Here are 10 cool gadgets that deserve to be in your backpack.

– Sidharth Shekhar

Kindle E-reader

Carry your own library wherever you go with Kindle. Reading on this device is easy on your eyes and you can read even in bright sunlight. With single battery charge, it can last for weeks and can hold thousands of books. Choose from new releases and bestsellers, including the largest digital selection of bestsellers in Hindi, Tamil, Marathi, Gujarati, and Malayalam. It is priced at Rs 5,999.



Eyefi Mobi SD Card

Eyefi looks like a standard SD memory card but in addition to storing your photos, it has built-in Wi-Fi that allows you to transfer photos from your camera to your iOS, Android, or Windows Phone device via a free app, and if you opt to pay for the Eyefi Cloud service, it will also sync photos between your phone and tablet, and copy them to the Web so you can view them in a browser. The Eyefi Mobi is one of the simplest ways to transfer photos from your camera to your phone and is a lot easier to use. It is priced at Rs 3,774.



iNinja 18 In 1 Multipurpose Credit Card Size Pocket Tool

Wallet Ninja is the cool, smart and compact credit card size multi-tool with 18 functional tools for everyday needs. It can fit in your wallet and is made from 4x Heat Treated Steel. It has inch Ruler, Screwdriver, Bottle Opener, Can Opener, Peeler, Screwdriver and more. It is priced at Rs 125.

Steamfast SF-717 Home-and-Away Mini Steam Iron

This compact device is about the size of a computer mouse and is extremely useful for travelers who are constantly on the move.

This 420-watt mini steam iron removes wrinkles from almost any fabric. It has a 1.4-ounce water tank and heats up in 15 seconds. It comes with variable temperature settings, Non-stick soleplate, 1-touch steam control and supports dual voltage for travel convenience. It is available on Amazon at a price of Rs 5,597.



Bose SoundLink Portable Speaker

Soundlink plays your favorite tunes with crystal clear audio quality which is the hallmark of Bose audio systems. It's small, durable and comes in a spectrum of colors. The rechargeable lithium-ion battery gives you up to eight hours of playing time. You can recharge it in a wall outlet or with most USB power sources. The speaker has a range of about 30 feet and it can be paired with your smartphone, tablet or other Bluetooth devices. Voice prompts talk you through Bluetooth pairing, making it simple. And the speaker remembers the eight most recent devices you've used, so reconnecting is super easy. The speaker can connect to two Bluetooth devices at the same time, letting you switch between them quickly.

goTenna

goTenna turns your smartphone into an off-grid communicator. If there's no cell coverage or WiFi just pair this device to your IOS or Android phone via Bluetooth. Within seconds you're ready to send texts or share locations on off-line maps with others, up to several miles away. goTenna also allows you to send private messages to specific people or groups, though you can also broadcast to anyone around. This award-winning device generates its own independent signal with no towers, routers or satellites required. It is priced at Rs 22,599.





JOBY Gorillapod

JOBY Gorillapod firmly secures your compact digital camera (Up To 325G / 11.5 Oz) to virtually any surface. This lightweight and portable tripod is ideal for photographers or travelers who love to capture shots while traveling. It supports Point & shoot cameras and is available in Black/Sky Blue, Black/Charcoal, Black/Lime Green, Black/Fuchsia. It is priced at Rs 1,195.

Belkin Wireless Dual-Band Travel Router

Public Wi-Fi is not always secure and travelers often have a weary time trying to get multiple devices online at the same time and paying for expensive Wi-Fi connections. Belkin Wireless Dual-Band Travel Router F9K1107QE is a one-stop solution that allows you to create your personal Wi-Fi hotspot anywhere in the world. So, even if you pay for just one Internet connection, you can get all your personal devices online. It is pre-configured with multiple security features and has 256-bit WPA/WPA2 encryption to prevent unauthorized access of your Wi-Fi connection. It is priced at Rs 1,999.



tnext CLIP Powerbank

tnext CLIP Powerbank fits in your palm and is made of high-grade plastic. It is loaded with safety features like auto-off, overcharge protection and additional built-in LED flashlight. This 5200 mAh powerbank comes at a price of Rs 1475 with a 1-year warranty.



tnext Multiport Smart USB Charger

This multiport smart USB charger comes with 6 USB ports. It has inbuilt Smart Chip to sense the current requirement of each device. Made of high-grade fireproof glossy plastic with auto-sense ICs it is compatible with Android and Apple devices and supports high-speed charging.

WHY PROGRESSIVE WEB APPS HAVE THE POTENTIAL TO REPLACE MOBILE APPS

Web technologies have evolved over a period time and gone are the days when companies had to maintain a separate workforce to develop applications for various platforms and devices



– Abhiram Talluri, Product Manager, ShopsUp

A colleague of mine recently said me, “Hey, how about using Progressive Web App (PWA) technology, instead of native app” which made me dig deep on PWA to know more about it. Well, here is what I found.

Web technologies have evolved over a period time and so did the capabilities that they can achieve. Gone are the days when companies had to maintain a separate workforce to develop applications for various platforms and devices. Small companies who can’t afford to pay developers, yet wants to have a product which can deliver rich experience that a mobile app could offer. Progressive Web Apps is the solution which takes advantage of the capabilities that modern browsers can provide.

“A Progressive web is nothing but a website which can deliver a mobile app like experience using modern web technologies.”

Progressive Web Apps is the term coined by Alex Russell, a Google Engineer and Frances Berriman in 2015. Google has been working very hard to make PWA preside over mobile apps for the various advantages that they provide, as summarised below.

With the features such as Offline functionality, fast loading, responsive interface, push notifications, Bluetooth, etc, PWA gives the exact experience like the mobile apps. These features were not achieved by websites earlier.

Progressive Web App & Shopping

The new reality, Progressive Web App will change the way consumers shop. We all have witnessed over the recent years how Mobile Commerce has changed the way consumers shop and influence them in their shopping. There’s no more an undeviating path from brand awareness to purchase. Instead, we live in a

world of omni-channel, multi-layered approach to reach consumers.

Since the phone in the consumer's pocket has literally replaced their wallet and is one of their primary companion for shopping, consumers have high expectations from mobile commerce, and the cost to meet those expectations have grown rapidly for businesses and brands.

Progressive web apps will affect not only e-commerce, but also in-store shopping. According to a research by Google, 82 percent of mobile shoppers actually complete their purchases in physical brick-and-mortar stores, it's important to recognize the connection between online and offline and Progressive Web App can be a great catalyst in bridging O2O for Local Shopping.

Consumers don't need to download native app anymore to access the online store, their purchase history, place repeat order or to store their preferred payment information; progressive web apps offers superior user experience compared to native mobile apps, with options for quicker checkout, user profile and browsing relevant products. With improved loading experience, options for users to add the PWA site on their home screen so the brand gets the real estate on users' phone, contextual push notifications, and with offline functionality, progressive web app is here to stay and to displace native apps.

Recently, Founder of Tapzo said that about 60 to 80% of of users uninstall any app that they install within 90 days (except for the top 10 apps), and primary reason being is due to Lack of Storage. Also sometimes we need to ask to ourselves, do we really need an app for that. Where most e-tailers and online businesses, think having a native app can encourage consumers to engage with their brand better and can increase repeat business, but research shows that this may not be the case and especially when are not frequent transactional touch points, having an app may not be necessary. However, with PWA, at almost the fraction of the cost of building native apps, businesses can reach out to users across devices (Android, iOS, Windows and Web) and channels.

Key features of a PWA

Responsiveness: The application fits the device form factor. I.e., it seamlessly works across devices such as Desktop, Mobile or Tablet.

Experience: PWA gives app like feel and even a superior experience than what an app does. For Eg. The splash screen for mobile apps can be achieved using PWA as well.

Engagement: PWA supports features like push notifications, for e.g., custom tailored notifications, very similar to native mobile apps. This helps in re-engaging the user on a higher level. One could add the app to the browser's home screen to access it whenever one wants.

Offline Functionality: One major concern when it comes to websites is functioning in offline mode. However, with PWA, offline functionality of an application is completely achieved.

Accessibility: PWA can be accessed from any browser of user's choice (anytime and anywhere). That's because it's as simple as typing the URL in the browser and the app loads instantly. This totally eliminates the problem of the phone running out of memory, and one need not have to worry or get frustrated to delete the apps as there is no need to download an app in the first place.

Faster Loading: Since PWAs are built using modern web technologies like service workers the applications load almost instantly and reliably irrespective of the network connection that one is using.

Indian Companies who leveraged the capabilities of PWA

- **Flipkart Lite:** FlipKart is one of India's largest e-commerce giant. They created a progressive web app called as, "Flipkart Lite" that resulted in a 70% increase in conversions. They took advantage of the features that progressive web apps offer such as service workers, push notifications, add to home screen, splash screen, and smooth animations and it resulted in the following:
 - 3x less data usage
 - 40% higher re-engagement rate
 - Users spend more time on the platform
 - 70% conversion rate
- **Housing:** Housing.com is one of India's top real estate startup. They created a progressive web app which resulted in a 38% increase in conversions across browsers and also the following:
 - 40% lower bounce rate
 - 10% longer average session
 - 30% faster page load

Source: Google PWA Showcase

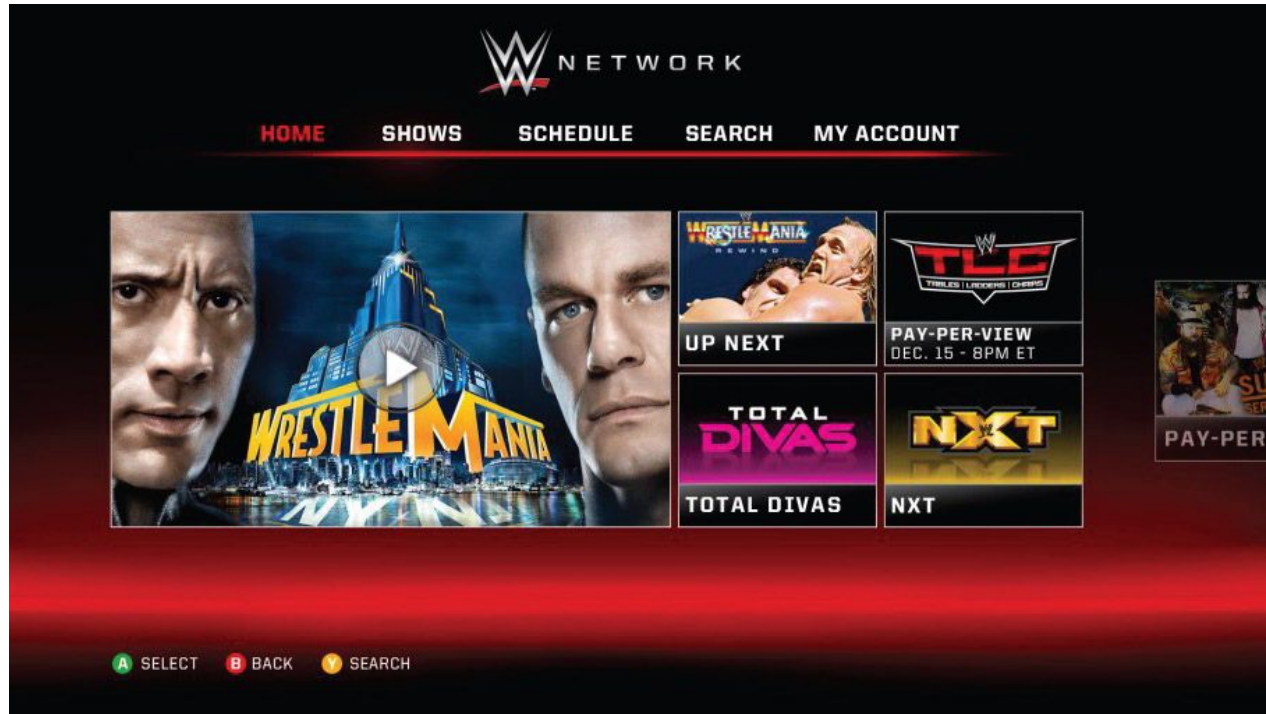
Tip for Developers: If you are looking to build an application now, it's time to leverage PWA, considering the vast range of advantages it provides you. □



WORLD WRESTLING ENTERTAINMENT NETWORK

WWE Network is a subscription-based video streaming service through which you get exclusive access to backstage action associated with WWE and more than 7,000 hours of on-demand programming

— Adeesh Sharma



World Wrestling Entertainment (WWE) provides for fabulous entertainment for young adults, especially those who have a penchant for wrestling as a game. However, not many are aware that WWE also runs WWE Network, which is a subscription-based video streaming service. Through this network you get exclusive access to backstage action associated with WWE and more than 7,000 hours of on-demand programming. The WWE Network consists of both a 24-hour linear streaming channel and on-demand programming from WWE's library. This one's for hardcore WWE fans, with a variety of content to choose from: WWE, WCW, ECW, WCCW, vintage matches, original shows, reality shows, documentaries, legends discussing legends, and a wide-range of video-on-demand library.

Below are the names of the few exclusive shows which are available on the WWE Network and are not broadcasted anywhere, also these shows are not only restricted to wrestling. They also let the fans know how their favorite WWE Superstar is in Real life. Below are a few names of the outstanding shows available over the WWE Network:

- CAMP WWE
- The Edge and Christian Show
- The Four Horsewomen of NXT
- Monday Night Wars
- Smoky Mountain Wrestling
- Cruiser Weight Classic

- WWE Story Time
- Swerved

There are a lot more shows available over the WWE Network apart from these. For instance, you can review the entire week of wrestling action at your own leisure. You can also listen to experts views on how the action fared over a particular bout and even get a preview of an upcoming fight. Any wrestler making a debut is first featured on the network and likewise any superstar bidding adieu is also prominently showcased on the network.

There is a Pay-per-View section on the network where you can choose from amongst the latest bouts that are scheduled and pay based on the number of shows you intend to watch. The In Ring section showcases live interviews with your favorite SmackDown LIVE Superstars after the show to hear their thoughts on all of the evening's action. In the Collections section you can hear all the history into the making of a superstar and how they weathered all the storms enroute. The Originals section showcases all the inhouse talk about upcoming bouts and expert views on how the different superstars are going fare in their upcoming bouts. The Vault section takes you on a nostalgic journey to the past with tons of discussion, analysis, opinions, etc on the superstars of yesteryears.

The Network also provides info regarding the upcoming bouts and videos and analysis of how the stars are preparing for their bouts, what precautions are they are taking, their diet plans, how they are recuperating from old injuries at their homes, etc.



MULTI-SPORT WATCH

GARMIN FORERUNNER 735XT

— Adeesh Sharma

The Garmin Forerunner 735XT is a little bulky, thanks to it being a multi-sport watch. We got the black and grey watch for review which looks pretty bland. However, this watch is for serious athletes, especially those who want to track performance across multiple sports during the same day. This is a watch that shall help athletes push their fitness regimes and help them do a lot more with their smart wearables. Beyond that you might not be too comfortable wearing it for other daily chores, least of all sleeping during night.

Key features and design: The Forerunner 735XT has three buttons on the left hand side which include the power on/off on the top left and the up and down scroll buttons below it. On the right you have the select button (that lets you start or stop an activity) on the top while the 'back' button is below it. Setting up the watch initially is a bit confusing but you gradually get a hang of it through regular use.

The Forerunner 735XT is a more compact version of its larger Forerunner 920XT triathlon watch with an added optical heart rate sensor and software modifications. We used the unit over the past two weeks in our daily physical routine and as a smartwatch over the rest of the day to check out its various features and benefits.

When you unbox the device, you get the USB charging clip and instruction manual alongwith the Forerunner 735XT. The clip is used for both charging as well as sync of workouts/data. The watch is all plastic with high quality rubber straps that do not pinch your wrists even after wearing it for the entire day.

How it performed: As a smartwatch the device shows up alerts such as messages and calls instantly, and daily activity tracking also works well. The device has a large color dial and with the GPS on all the time, the battery life averages at around 14 hours. On occasional use and with intermittent GPS use, the battery lasts for a good 11 days. However, this is a multisport watch which is to be used for a multitude of sports: running, cycling and swimming, so if your needs are basic (limited to physical activity tracking) then there are several cheaper options available.

The multisport mode in this 'multisport watch' grants you the ability to do multiple sport types such as swim/bike/run as part of a single activity, just as you'd do in an actual triathlon. Where it fares better as compared to the other cheaper options is that while others can track your runs or bicycle rides, not many can track an entire race day.

A boon for multisport athletes: In a multisport mode session you can go into the sport menu and select triathlon. You can also create customized multisport modes by changing or adding other activities. Once your setup is done, the watch starts with your first activity, wherein it shall show you a sport icon. In the default triathlon mode you can repeat through each sport by pressing the lap button. When you press the lap button it changes to the next sport. You can't use the lap button to record manual laps but you can setup auto-lap to record laps automatically.

You can also start any activity (not multisport) and do it as you normally would. For instance, if you want to start a run session,



Price: ₹42,990/-

SCORE

PRICE: 8/10

PERFORMANCE: 9/10

FEATURES: 10/10

Overall: 9/10

KEY SPECS: 1.23-inch diameter display with 215 x 180 pixels resolution, Size 44.5 x 44.5 x 11.9 mm, 5 ATM water-rating, GPS GLONASS, 41 gms, rechargeable lithium-ion battery

PROS: Multi-sport watch, accurate monitoring, detailed analysis

CONS: Bland looks, little bulky

you select it from the list of pre-defined sports and there you go. For example, start a run session. Then, simply hold down the lower left button to transition to change sports to any of your pre-defined sports. You can do this multiple times in a day and the device wont record transition times while calculating your performance.

The benefit here is that you can actually record manual laps this way. Also once your multisport activity is over, you can view it on the Garmin Connect app. You can view your performance across multiple sport activities separately.

Apart from the tabs related to your sports activities, there are health stats such as sleep, heart rate data, etc. During cycling the watch charts out the exact path you took thanks to the GPS feature. Having such a watch gives exact data on key parameters such as distance covered, calories burnt, heart rate status, alongwith an indepth analysis of your sports routines. The watch records the speed at which you are cycling and also how well you are running or swimming. Regular monitoring helps you know exactly where you need to improve and what your average speed is. During sleep, it records your sleep time and wake-up time, while the app also shows your deep sleep vs light sleep data in detail.

Bottomline: The Garmin Forerunner 735XT is meant for hard-core athletes, such as those into multi-sports such as triathlon and who are already logged into serious fitness regimes. This is one of the premium options for such athletes and provides complete analysis of their progress and endurance abilities.

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HTC U PLAY

— Ashok Pandey

Another smartphone from the house of HTC with new refreshing design elements. HTC is targeting high-end users with its two new U series devices – Play and Ultra.

The new series of smartphone comes with whole lots of changes in terms of design plus features in comparison with popular 'Desire' series of phones.

Glossy body with out of the crowd design: These days, most of the devices seem similar to each due to some similar design elements. HTC U Play stands out of the crowd with its stunning looks. Its shell is made with glass which not new to the market, yet HTC used it smartly enhancing the overall look plus makes the device attractive.

The phone has a new, beautifully contoured, liquid surface with symmetrical construction. But my fear with the glossy body is smudges and scratches; U play is not an exception, it also attracts smudges thankfully not prone to scratches. The phone is packaged with a transparent back cover to protect the body from smudges and scratches. However, I was expecting a protective layer at the back rather than using a cover that steals the beauty of the phone.

Vibrant FHD screen: The glossy body holds a 5.2-inches Full-HD screen with 1080p resolution and 428ppi pixel density. It's a sharp screen with vibrant colors and fair amount of brightness. The screen is protected by Corning Gorilla Glass, but not sure about the version, however, U Ultra has 5th gen Gorilla glass and expecting the same, will update you once I will get the confirmation for the same.

The display is quite touch responsive and produces accurate colors with dark blacks. I enjoyed playing games, watching movies, etc on it. Even in direct sunlight, I was able to read texts, thanks to it bright screen.

What is U series all about?: "U" is actually about you, meaning the phone will adopt you. The phone comes with HTC Sense Companion that tracks your activities then suggest you the best. It is a personal companion to every user who is always learning from you and the things you do every day. It can suggest leaving early if heavy traffic congestion on your daily route or any weather change could happen. It can recommend a restaurant when you are looking for a break or be going to celebrate with your loved ones.

HTC Sense can also recognize your voice and respond even when it is locked. You can make a call, send messages, set an alarm and begin hands-free navigation. It can also identify your ear to offer the immersive experience.

Enjoy whatever you want to: The phone is combined with powerful hardware, I played several high-graphics intensive games on it including WWE, NFS, Asphalt 8 Airborne and Mortal combat, etc. The phone manages all the games easily without any visible performance lag. Even while switching between them there was no glitch.

The speaker is as awesome as we can expect from HTC. It produces rich sound with balanced treble and bass. The phone comes with a type C headphone, which is really awesome, but a few people may miss 3.5mm jack as they won't be able to charge or transfer the data while using the headphone.



Price: ₹39,990/-

SCORE

PRICE: 8/10

PERFORMANCE: 8/10

FEATURES: 9/10

Overall: 8/10

KEY SPECS: Android 6 with HTC Sense, 16-megapixel front and rear camera, 5.2-inch FHD 1080p screen, Fingerprint sensor, 2500 mAh battery, MediaTek Octa-core CPU, Mali-T860MP2 GPU, 4 GB RAM, 64 GB ROM

PROS: Looks beautiful, built quality, performance, vibrant screen

CONS: Average battery, no 3.5mm jack, a bit expensive

Capture beautiful snaps quickly: The phone packs 16 MP camera at both sides front and rear. Holding the BSI sensor, it allows you capture images in different light conditions with the fair amount of details. The daylight images come with good details and rich colors. Images are not so over exposed, but considering the price, I was expecting better results.

The camera UI offers different modes including Zoe camera that captures 3 sec of video. It also has pro option where you can control every part be it exposure, sensitivity, shutter speed, ISO and many other. Using the pro, I got better quality images.

Could be better battery: The compact phone is powered by a 2500 mAh battery. It can run for an entire day with moderate usage like calls, internet surfing etc. On the other hand, watching videos or playing games on it will drain the battery soon. In our battery loop test, it lasted for 5 hours 12 minutes while playing video over Wifi with full brightness and volume.

Bottomline: With the beautiful glossy body design, combining powerful hardware, decent camera, and interesting 'U' features, the phone is a good choice but considering the price, I was expecting even better phone from HTC.

HTC U ULTRA

— Ashok Pandey

Recently HTC announces two smartphones with its two new U series devices – Play and Ultra. I have already talked about HTC U Play and today, I am going to explore the functionalities and performance of HTC U Ultra.

Similar flaunty glossy design: In terms of out body shell, HTC U Ultra shares the similar gloss body as U Play. It looks stunning, as the phone has a new, beautifully contoured, liquid surface with symmetrical construction. But, the glossy body attracts smudges, thankfully not works as a magnet to scratches. Similar to U Play it also comes with a transparent back cover to protect the body from smudges and scratches that steal the beauty of the phone.

Vibrant FHD screen: It has the dual display, main screen 5.7-inches, Quad HD (2560 x 1440 pixels) with 513ppi pixel density and secondary 2.05-inches (160 x 1040 pixels). The screen produces vibrant colors and the fair amount of brightness. Protected by Corning Gorilla Glass 5. The display is quite responsive and produces accurate colors with dark blacks. I enjoyed playing games, watching movies, etc on it. Even in direct sunlight, I was able to read texts, thanks to it bright screen.

The secondary screen, which we have seen in LG V20, lets you get various notification and control music without unlocking the device. It could be useful for some of the users, at the same time it can feel annoying.

The U is really cool: As I have already talked about “U” that lets the phone adopt you. It comes with HTC Sense Companion that tracks your activities then suggest you the best. It is a personal companion to every user who is always learning from you and the things you do every day. It can suggest leaving early if heavy traffic congestion on your daily route or any weather change could happen. It can recommend a restaurant when you are looking for a break or be going to celebrate with your loved ones.

HTC Sense can also recognize your voice and respond even when it is locked. You can make a call, send messages, set an alarm and begin hands-free navigation. It can also identify your ear to offer the immersive experience.

Spectacular performer: Packed with Snapdragon quad core processor and 4 GB RAM, it is one of the muscular devices that can handle almost any app. I used the phone for more than three weeks and enjoy several games and did multitasking as well. I played several high-graphics intensive games on it including WWE, NFS, Asphalt 8 Airborne and Mortal combat, etc. The phone manages all the games easily without any visible performance lag. Even while switching between them there was no glitch.

The speaker is as awesome as we can expect from HTC. It produces rich sound with balanced treble and bass. The phone comes with a type C headphone, which is really awesome, but a few people may miss 3.5mm jack as they won't be able to charge or transfer the data while using the headphone.

Capture great selfies and landscapes: The phone packs 12 MP (HTC UltraPixel 2 with 1.55µm pixel) BSI sensor with dual tone LED flash at the back. It captures beautiful images in different lighting conditions with the fair amount of details. The daylight images come with good details and rich colors.



Price: ₹52,990/-

SCORE

PRICE: 7/10

PERFORMANCE: 9/10

FEATURES: 10/10

Overall: 9/10

KEY SPECS: Android 7.0 with HTC Sense, 5.7 inch, Quad HD (2560 x 1440 pixels) + 2.05-inch Dual Display, Corning Gorilla Glass 5, 16 MP front and 12 MP main camera, HTC Usonic, HTC BoomSound Hi-Fi edition, Qualcomm Snapdragon 821, 64 bit quad-core, up to 2.15 GHz CPU, 4 GB RAM, 64 GB ROM, microSD up to 2TB (Use SIM2), NFC, BlueTooth 4.2, USB 3.1 Gen 1, Type-C, HTC Sense Companion, 3000 mAh battery

PROS: Beautifully designed, solid body, performance, vibrant screen, secondary screen, front camera

CONS: No 3.5mm jack, a bit expensive

At the front, it has 16 MP, with HTC UltraPixel mode, BSI sensor to capture amazing selfies. It also has different modes such as Live make-up, Auto Selfie (keep still or smile), Voice Selfie, etc. The camera UI is similar to U Play offering various modes including Zoe camera that captures 3 sec of video. It also has pro option where you can control every part be it exposure, sensitivity, shutter speed, ISO and many other. Using the pro, I got better quality images.

Decent battery: The phone is backed by a 3000 mAh battery that can easily run for more than one day with moderate usage like calls, internet surfing etc. On the other hand, watching videos or playing games on it will drain the battery soon. In our battery loop test, it lasted for 6 hours 08 minutes while playing video over Wifi with full brightness and volume.

Bottomline: The beautiful phone is prone to smudge that steals its beauty, but it combines powerful hardware and great cameras at both ends. Boasting interesting ‘U’ features, this is one of the good choices, but LG V20 is one of the strong competitor with dual-lens at the back and wide-angle selfie camera.

KODAK ALARIS SCANMATE i1150WN

— Ashok Pandey

In our day-to-day jobs, we all struggle with documents, especially when it comes to storing important docs in digital format.

Most of the companies either already moved towards digital or in progress, but the major challenge is managing those old docs in a manner that can be dug easily when required.

Kodak is working towards the solution, earlier we saw Kodak i1190E document scanner and now we got ScanMate i1150 scanner which is less expensive than i1190.

Compact and easy to setup: The compact in size scanner can easily fit on your table's corner. It can be easily setup with your PC or you can configure it on your existing network to share the device with other colleagues. The wireless document scanner capacitive buttons those help you to operate the machine easily without touching the PC. You can select scan type, start & stop scanning and one button to power on/off and a button arranged information. The scanner comes with a screen on the top displaying info like SSID and IP address. Don't be confused about the IP address it shows, as it's a network scanner thus it can be used by a group of people working on a shared network.

It offers both wired and wireless connectivity option, once you configure it on the network, it is ready to be used by your family members or office colleagues. One can also scan a document directly via using Wi-Fi direct by adding one app on the mobile device "ScanMate+", available on both iTunes App Store and Google Play store. You can connect the scanner to your network and use the wireless connectivity you can scan the document wirelessly. Also, it increases the flexibility, the scanner can be shifted anywhere, once setup is done, and you need to only power it on to begin the scans.

You can set about 9 self-configuring so-called SmartTouch profiles on the machine, however it comes with standard nine already created profiles. Kodak just making it convenient for users to customize the profiles as per their requirements.

Rich colors and sharp texts: I setup the scanner on our lab's network to test its performance. It took approx 10 minutes to configure the device and setup my mobile device for wireless activities. The scanner tray can accommodate up to 75 pages of sizes varying from Folio (8.5 x 14") with a maximum page length of 3 meters, to as small as 2 x 2.5" visiting or ID-cards, giving flexibility in documents sizes that it can process.

The optical resolution of the scanner is 600 dpi (dots per inch is a unit of optical resolution). One can toggle between output resolutions ranging from 100 dpi to 1200 dpi. With a scanning frequency of 40 pages per minute (at resolutions up to 300 dpi), the scanner fulfilled expectations by scanning both sides of 25 A4 sized sheets in approximately 44 seconds; average time per page is thus 1.7 seconds. For resolution higher than 300 dpi, the scanning time is considerably higher, exhausting up to 10



Price: ₹46,500/-

SCORE

PRICE: **9/10**
 PERFORMANCE: **9/10**
 FEATURES: **9/10**

Overall: **9/10**

KEY SPECS: Up to 75 sheets, 600 dpi, 100 to 1200 dpi output resolution, CMOS Based CIS Scanner, LCD display, USB 2.0, Wireless 802.11b/g/n, Ethernet 10/100 Base T, ScanMate+Mobile App, INTEL ATOM D525/D2550, 1.8 GHz, 2 GB RAM

PROS: Compact, Easy to setup, scan quality, speed, connectivity

CONS: Only nine scan definitions

seconds per page. The depth of output colour is commendable, images are sharp and text is clearly readable.

Let's talk about the OCR function, it read the text without error as small as 6 points with Arial and 8 points with Times New Roman. Its performance was less consistent with some of the non-standard fonts in our suite, but that's not unusual.

About the bundled software, it lets you edit scans easily and comes with options including straighten, add or remove the border, rotate, scanning of paper, brightness and contrast, color balance, sharpening, filter stripes, color removal and empty graphics erase.

Bottomline: No doubt that it is one of the potent scanners that can be used in your network as well. It scans documents quickly with excellent quality as well as the OCR capabilities.

XEROX DOCUCENTRE SC2020 PLATEN

— Ashok Pandey

Xerox recently announce DocuCentre SC2020 Platen all-in-one device for SMBs. Focusing on the small businesses, Xerox tried to make the machine as compact they can as well as added mobile access option. Let's see how much efficient it is?

Easy to configure: It's similar to other MFPs, you can simply plug in the power, attach USB cable to your PC and add LAN cable to configure it on your network. It comes with a bundled software that lets admin control the machine. Admin can restrict access to a particular user or create categories of users for different usage.

Loaded with functions: It comes with Xerox's proprietary laser scanning technology and produces scan speeds of 24 ppm for monochrome and 19 ppm for color documents. It is capable of continuous printing of up to 999 pages per job and efficient scanning with the 110-page Duplex Automatic Document Feeder. The machine boasts IReCT (Image Registration Control Technology) which is a digital image registration control technology offering 2400 dpi and ensuring highly accurate dot placement resulting in outstanding print quality.

It's not only an MFP, it's smart as well helping you to save paper. You can print both sides of an ID card or a two-page document side by side on a single side of the paper. The user can also export documents scanned by DocuCentre SC2020 to smart mobile devices via wireless local area network. Scanned documents can be easily uploaded from PCs to the Working Folder and accessed anytime, anywhere or shared amongst co-workers; or viewed and edited on DocuWorks as paper documents.

It is a fax machine too, enabling users to send files by fax directly from their computers. Users can and configure the device to upload incoming faxes to a server or send them to registered email addresses, thereby reducing paper waste. Also, DocuCentre SC2020 has 4.3-inch touch screen panel leads users through operations, such as copying double-sided ID cards with step-by-step directions.

The toner saving function has three settings allowing you to manage your toner usage by choosing the toner setting best suited to your needs. For example, for internal documents that may not need high image quality, simply select 'light' or 'lightest' to save toner.

Awesome print and scan quality: With the S-LED print head technology, it can achieve an output resolution of 1200 x 2400 dpi and that is visible with all the prints. Also having the EA-Eco toner the print quality of every image pops out every inch of details.

We tested its printing capability, in our standard ISO test with 5% ink coverage, it printed 5 A4 pages in about 16 sec with the first page out in 5 seconds. The test included text pages, graphics pages and pages with mixed content for both black and white and color. The output quality is excellent and text looked sharp and detailed. The print quality of the image comes with vibrant colors and rich blacks.



Price: ₹1,35,000/-

SCORE

PRICE: 7/10

PERFORMANCE: 10/10

FEATURES: 9/10

Overall: 9/10

KEY SPECS: Copy, Print, Scan, Fax, 1200 x 2400 dpi print resolution, 350 sheets paper capacity, 10/100 BaseT Ethernet, USB 2.0, 600 dpi scan resolution

PROS: Compact, excellent print and scan, silent

CONS: A bit expensive

We tested its printing capability, in our standard ISO test with 5% ink coverage, it printed 5 A4 pages in about 16 sec with the first page out in 5 seconds. The test included text pages, graphics pages and pages with mixed content for both black and white and color. The output quality is excellent and text looked sharp and detailed. The print quality of the image comes with vibrant colors and rich blacks.

The optical resolution of the scanner is 600 dpi (dots per inch is a unit of optical resolution). One can toggle between output resolutions ranging from 150 dpi to 600 dpi. With a scanning frequency of 24 pages per minute B/W and 19 ppm color (at resolutions up to 200 dpi), the scanner fulfilled my expectations. It scanned a printed image on a normal A4 size print paper at 300 dpi, still the scan output was stunning. The depth of output color is commendable and sharp.

Bottomline: With excellent print and scan quality, the Xerox DocuCentre SC2020 Platen is perfect for small businesses as it consumes less space as well as electricity. The bundled software the cherry on the cake enabling admin to control and manage all the activities on the machine.



MFPs

HP LASERJET PRO M227FDW

— Adeesh Sharma

We really appreciate the switch to white shades the new HP MFPs and this one, specifically target at the SME segment, looks equally elegant. Also, there has been a significant reduction in weight and this one at 9.4 kg is extremely compact to handle. The MFP features an intuitive 2.7 inch color LCD touch screen with a scan-to-drive option that allows users to send digital files direct to a USB drive, email or network folders. We've worked on MFPs with 3-inch color screens, so this one feels a tad too small for big fingers. Sometimes we even slid the screen around instead of the intended press of an icon. The recommended monthly page volume in output is between 250-2500 pages, to optimise device performance. However, the monthly duty cycle can be as high as 30,000 pages, which indicates the robustness of this MFP.

The right mix of features for an SME: The HP LaserJet Pro M227fdw MFP serves up plenty of features to assist in an SME's workload in addition to HP's standard array of print, copy, scan, and fax functions. This device bundles in triple connectivity options by way of Ethernet, Wi-Fi, and mobile print capability, as well as double-sided printing, a 35 sheet automatic document feeder for hands-free scanning. The touch screen does a good job of providing a simple and easy way to navigate through various functions. The 250 sheet input tray is decent enough to handle light to moderate duty workloads as a shared printer in a small office environment. The supported media types include paper (laser, plain, photo, rough, vellum), envelopes, labels, cardstock, and postcards.

Excellent print quality: Setting up the MFP is easy with both USB or Ethernet and the installation took only a few minutes. It printed 23 B/W A4 pages in a minute with first page out in just 8 seconds, post warmup. The text looked sharp, crisp and highly readable even at small font sizes. The output quality of documents is good enough for any business use. There were issues with pages curling very slightly at the edges, so maybe this aspect needs a bit of an improvement. It copied 22 B/W A4 pages in a minute giving the first page out in 8 seconds. The print quality in copying is also good. You can take a maximum of 99 copies at a time with size adjustable from 25 to 400%. The copy resolution is 600x600 dpi. The USB print feature also worked fine and readable formats such as .jpeg, .pdf, .doc, .tiff, and .png.



Price: ₹27,299/-

SCORE

PRICE: 8/10
PERFORMANCE: 9/10
FEATURES: 9/10

Overall: **9/10**

KEY SPECS: Print, Scan, Copy, Fax, 800MHz Processor, 256 MB RAM, 250 Sheet Input Tray, 150 sheet Output Tray, 35-sheet ADF, 30,000 page duty cycle, Wi-Fi, USB 2.0 Port, Ethernet Port, Media sizes supported: A4, A5, B5 (JIS), and A6, 9.4 Kg weight

PROS: Fast, high-quality text and graphics, wired and Wi-Fi network connections, Wi-Fi Direct and NFC, both cloud-based and Wi-Fi mobile printing support

CONS: Low paper capacity

You can directly scan to USB drive from this MFP, the format being restricted to pdf and jpeg. Scanning a B/W A4 page to a USB drive took 12 seconds and scanning to a desired network folder took 15 seconds in pdf format. The touch screen is quite responsive and registering the desired input is does not take much of an effort.

We tried the HP AirPrint feature to print from an iOS device without an additional application and it worked fine. The proprietary HP ePrint feature also worked well. You can also print directly through your smartphone without being connected to a network, through the Wi-Fi Direct printing feature. The MFP also has the NFC touch-to-print enabled, so you can simply tap the smartphone to the MFP at the specified sensor spot and get the job done.

Bottomline: A good fit as an MFP for SMEs having light to moderate requirements. It delivers high-quality text and graphics, is fast in speed, and also provides mobile printing support.

iBALL COMPBOOK i360

The year 2017 is for affordable devices, from smartphones to laptops, we have seen various products ranging low budget to high. In the laptop category, first Micromax and then iBall began its journey. Though, Lenovo, Dell and Acer already competing with each other to grab the affordable laptop market, iBall also registered its name with two devices in the CompBook series last year. In the new Year, iBall recently announced a new member – CompBook i360, which has several similar components to other available devices, yet looks promising.

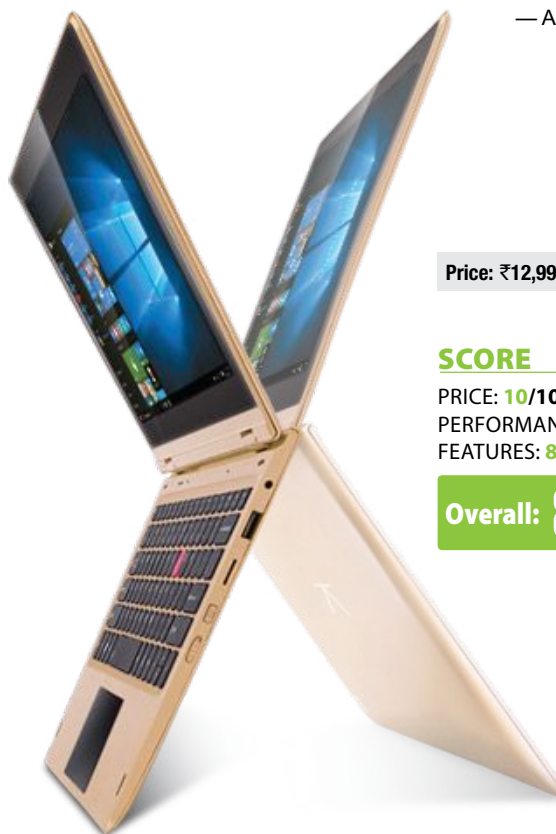
The budget device with four different modes: The laptop is built with durable plastic with a glossy finish on the top but has average build quality. The compact laptop is available in an in-vogue soft gold color. In the first glance, you may not notice any flex but while using the keyboard in full swing, you can notice cracks. The screen is also suffering from the same, even pressing the screen gently, a lot of wrapping can be seen easily.

With 17mm thickness, it carries about 1.35 kg weight and offers four different modes: Laptop, Tablet, Stand Mode and Tent Mode with the dual hinge. The 360° mechanism, holds the screen in place at every angle. It comes with several connectivity features as well including USB 3.0 port, one USB 2.0 port, Mini-HDMI, a 3.5mm headphone and microphone combo port, and a microSD card slot supporting up to 64GB. On the right side, there is a button alongside the power button to disable and enable keyboard while switching to tablet mode. Though, I have seen automatic keyboard lock, while this is another manual solution.

The 11.6-inch HD screen: In the golden shell, a 1.6-inch TFT LCD screen with a 1366×768 resolution. The multi-touch display produces decent colors and has wide viewing angles. However, it disappointed with low resolution, but considering the price, I think this can be ignored. You can enjoy watching movies and videos on it, but the lower resolution will surely trouble you.

i360 has a wide trackpad with smooth buttons and multi-touch feature to enable smooth operation. But quite often, I minimized the windows while moving the cursor. These are interesting gestures to control the PC but requires a lot of practice still you can repeat the same mistake often. The machine has the island-style keyboard with good key travel but keys are too mushy, meaning not very comfortable in typing experience.

Average performance: It looks good and offers four mode operation, but ultimately you need performance and you can't forget that this is an entry level device. The machine combined decent hardware which lets you manage the day to day tasks easily. I operated it for my daily office tasks like internet surfing and used productivity apps such as MS-office. It was able to handle them easily. As I already mentioned that it is an entry level device so you can't expect much. I loaded a few light games like car racing etc. still, the performance was average.



— Ashok Pandey

Price: ₹12,999/-

SCORE

PRICE: **10/10**

PERFORMANCE: **7/10**

FEATURES: **8/10**

Overall: **8/10**

KEY SPECS: Intel Atom Processor Z8300, up to 1.84 GHz, 11.6-inch (1366x768p) screen, Touch Pad with Multi-Touch functionality, 0.3 MP Camera, 2 GB DDR3 RAM, 32 GB In-built storage expandable up to 64GB, 10000mAh Li-Polymer Battery

PROS: Four modes, battery life, price

CONS: Average build quality. Low-resolution screen, poor gaming performance

The screen supports up to 10 fingers and the touch response is quite decent and useful when converted into the tablet mode.

The CompBook is packed with 10000 mAh battery that lets you operate the device for more than a day. In our loop test, it lasted for 6 hours and 12 minutes while playing video over Wi-Fi with full brightness and volume.

Bottomline: The budget laptop is a decent upgrade from iBall, yet it's for basic day to day tasks. Consumers with limited usage can consider buying it. However, there are several other choices available yet if you are looking for a device with multi-modes then this could be the one.



ROUTER

PORTRONICS SEESAW

— Ashok Pandey



Price: ₹3,999/-

SCORE

PRICE: 7/10

PERFORMANCE: 7/10

FEATURES: 8/10

Overall: 7/10

You are going to office leaving your parents or children behind and worrying about them. This situation is becoming common with most of the people. Seems only one solution to such problems, surveillance camera, and for this no need to buy entire surveillance setup, CCTV camera, DVR, etc. Wireless cameras like Portronics SeeSaw could be an easy solution. Previously, I reviewed ANG QTW918-DP which was also a wireless camera that can be operated using a smartphone. So, today I gonna tell you about the new Portronics SeeSaw, again a wireless surveillance camera.

The HD Camera has a two-way audio capability to interact with the person on the other end. One can easily install it in a room or hall, simply plug microUSB cable to it for power and add microSD card up to 64 GB to store the video footage. Install U-Cam app from the Play Store and you are ready to connect the camera to your wireless network. Just follow the simple steps in the app and you will be done within few minutes.

SeeSaw is a 1-MP camera comes with 720p HD advanced CMOS sensor and can record video at 30 FPS. It uses MPEG (Motion JPEG) and H.264 compression. It shows color video in good light conditions and black & white in the dark ambient light conditions. It is equipped with a mic and a mini half-watt speaker enabling remote two-way audio communication using SIP/VoIP with your connected smart device.

Performance: The camera is efficient to recognize the face, it is capable of capturing decent quality video even in low light conditions. One can easily setup the device and access the video footage directly from the smartphone being anywhere. Being a surveillance camera it does pretty well, but as it also comes with mic and speaker to interact with the person on the other end, it is a disaster. The tiny speaker is not clear whether you whisper or scream the next person won't be able to easily recognize your voice. Similarly, the mic is average, you need to be loud and clear so that other person can get you.

KEY SPECS: 1 MP camera comes with 720p HD advanced CMOS sensor, 30 Frames/Sec, micro-USB up to 64GB, integrated mic and mini half-watt speaker

PROS: Decent camera for both day and night, looks cool, decent build quality, easy setup

CONS: Poor mic and speaker

Bottomline: Considering the price against the features you will get, I can say it is a wireless camera to keep an eye while you are not at home or office, but the poor performance of mic and speaker makes it a little expensive.

ROUTER

DIGISOL DG-BR5400QAC

— Raj Kumar Maurya



Price: ₹2,899/-

SCORE

PRICE: 9/10

PERFORMANCE: 9/10

FEATURES: 8/10

Overall: 9/10

Digisol DG-BR5400QAC is an IEEE 802.11ac wireless router that can easily use for sharing an Internet resource and files such as HD video, music, and documents. DG-BR5400QAC uses Quad 5dBi antenna technology to transmit multiple streams of data which enables you to receive wireless signals faster at your home. Not only the IEEE802.11ac technology extends your wireless range, it also works with previous-generation IEEE802.11b/g/n wireless devices. The wireless router also includes QoS (Quality of Service) prioritization technology that analyzes and separates multiple data streams based on sensitivity to delay, enabling multiple applications to stream smoothly across your network. DG-BR5400QAC supports the following security protocols: WEP, WPA, WPA2. DG-BR5400QAC also supports 64/128 bit WEP encryption which offers the first level of security choice to home users to provide confidentiality of the wireless network. It also provides a provision for connecting USB drives for storing and sharing important files on the network.

The router comes with 4 ports 10/100Mbps LAN, one 10/100Mbps WAN RJ45 port, and 1 USB port. The maximum wireless transmits power is 20dBm and supports three modulation type: DBPSK, DQPSK, CCK, and OFDM. The router has square design with four antennas at the edges to give equal amount good coverage in all directions.

The router comes with various security features including WAN or LAN, service access control based on source IP addresses, IP filter, and more.

Setting up the device will take only a few minutes. The simple user-interface guide allows you to add and configure it quickly. The 802.11ac wireless router has 4 antennae that offer good coverage for longer distance. While testing the router we were able to get the wireless connection for more than 10 meters. However, the signal strength weakens drastically due to obstacles.

This 867 MBPS wireless broadband router performed well in our testing. We used an isolated 'N' network with the router connected to two machines, one wirelessly and the other with cable. Using the 'Qcheck 3.0' benchmark, we checked the average throughput with a 1000 KB payload. In this test we clocked an average speed of 200.43 MBPS which is better than previous routers, we tested in PCQuest Lab. We transferred 61 MB of data from one machine to the other and here too,

KEY SPECS: Up to 867Mbps Wireless Speed on 802.11ac, Upto 300Mbps Wireless speed on 802.11n, Support Dual band 2.4Ghz and 5Ghz, Quad 5dBi Antennas, 4 RJ45 port, USB Port for connecting Mass Storage

PROS: Easy to setup, Good coverage, dual bands

CONS: Nothing

the time of 3 seconds only. Using Wi-Fi Network Analyzer, we tested the wireless speed of the router and it resulted in 72 Mbps of speed and -67 dBm of signal strength.

Bottomline: Digisol DG-BR5400QAC Wi-Fi Router is available at a very competitive price point and delivers good wireless speed. It is well suitable for small medium businesses and home usage.

SPEAKERS

GENIUS HS-M225

— Raj Kumar Maurya



Price: ₹649/-

SCORE

PRICE: 9/10
 PERFORMANCE: 9/10
 FEATURES: 9/10

Overall: 9/10

Genius HS-M225 is another great product we got after reviewing their portable speakers. The Genius HS-M225 has a pair of earphones that produces sound with a strong neodymium magnet commonly used in headphones.

Design and Components: The review unit we received was black in color, it also available in white and Red color. The earphone drivers sit very ergonomically in a circular pipe fitting on conical chamber designed shell. Because of its good design and soft buds, it provides good isolation from the ambient noise. But the isolation at the cables and drivers end is not good and can be break easily with an accidently applied pressure. Also, the material used to made the drivers shell is plastic, however, we can't expect the aluminum shell at this price point.

For different sized ear holes, it comes with 2 sets S/L silicon fittings. It offers a 1.2mm long tangle prone cable that includes remote. The one-button in-line microphone can use for voice calls and playback controls, such as track backward/forward, pause and play.

Performance: For driving the sound out, Genius HS-M225 Review features 9mm neodymium driver having an impedance of 16 ohms and frequency range of 100 Hz-8 KHz. It has a sensitivity of 95dB. With the low impedance and sensitivity of 95db, this earphone is good for low power devices such Mp3 players. The sound quality it offers is worth to listen, as earphones, what sound quality it offers is better than the most of the earphone coming in this price range both in the bass and vocal. On tracks with intense sub-bass content, it delivered decent bass. It produces good and clear sound along ample amount of bass. Also, its comfortable level is great and easily fits in the ear without any pop out problem. Also, there is no hissing and buzzing sound while playing jazz acoustics. There is fidelity clarity in vocals when listening to music at lower volume levels. The built-in

KEY SPECS: Driver unit: 9 mm, Sensitivity 95 dB ± 3 dB @ 1K Hz, Frequency response 20 Hz – 15K Hz, Cable length 1.2 m, Connection 3.5 mm jack, Colors Red, black, white, Microphone YES, Impedance 16 ± 15% Ω, Weight 12.6 g

PROS: Good bass range, Solid upper pitch range

CONS: None

mic remote of the earphone can be used to manage music and calls, we used it for calls and we didn't find any drop in voice while conversation.

Bottomline: It produces good and clear sound along ample amount of bass. Also, its comfortable level is great and recommend for those who want good sets of earphone at a reasonable price.

SPEAKERS

GENIUS SP-906BT BLUETOOTH

— Raj Kumar Maurya



Price: ₹2,209/-

SCORE

PRICE: 8/10
 PERFORMANCE: 9/10
 FEATURES: 9/10

Overall: 9/10

Looking for a small, pretty but loud speaker? Then Genius SP-906BT is not going to disappoint you. Wireless speakers are now in trend and can prove very helpful in cutting out boredom from our life by playing your favorite music on the go. Let's see the Genius SP-906BT can become your next outdoor companion.

Genius SP-906BT Design and specifications: The Speaker comes in a variety of colors: Blue, Green, Black, Orange, and Red. It has a carabiner hook built of steel aluminum, solid and smooth. Also, the hook is durable and resistant to rust while the silicone rim is flexible and tough. It can be used to hang it from somewhere on the wall, or wherever you would like it. The front side of this has grills, under which it has 3W (40 mm single dynamic) speaker. The building material used in it is plastic which seems quite durable.

For placing all ports and controls in such a small and portable speaker, the Genius designed all the controls at the back side of the speaker. The controls you will find at the speaker's bottom side to manage it are power toggle switch, the play, the pause, the playback, the fast forward, and the call button. The micro USB port at the back near the bottom at the side of the speaker.

Genius SP-906BT Performance: This Bluetooth wireless speaker has built-mic support for hands-free talking. It equipped with the state-of-the-art circuit protection IC and Bluetooth 4.1 technology and the 10 meter is the maximum wireless operating distance.

At its 500 mAh battery, we managed to get about 3.5 hours on continuous playback time from this speaker at full volume. It takes about 2.5 hours to get fully charged after completely drained out.

If we talk about the sound quality, then vocal or treble genre songs at low and medium volume are clear and work very well even the bass is good and enjoyable. We didn't expect a good bass quality from such a small size speaker. However, when you play the songs at full volume there is no distortion in treble and vocals. If you want to enjoy music instantly, this speaker will prove a very useful option, due to its portability and loud sound, and also it can fit in your pocket easily.

If you need a speaker to fulfill your daily dose of personal music then Genius SP-906BT speaker is sufficient for you. The audio quality is good even at full volume. Moreover, from a price point of view, the speaker comes at Rs. 2,209/- which makes it a value for money product.

KEY SPECS: Drivers: 40 mm single dynamic (3 watts), Frequency response: 100 Hz - 20 KHz, Battery: 500 mAh Li-Pol, Connectivity: Bluetooth 4.1, HSP, HFP, A2DP, AVRCP, 3.5 mm, Dimensions: 87.7 x 80 x 45.1 mm, Weight: 144 g

PROS: Solid build and Good Sound

CONS: None

Bottomline: If you need a speaker to fulfill your daily dose of personal music then Genius SP-906BT speaker is sufficient for you. The audio quality is good even at full volume. Moreover, from a price point of view, the speaker comes at Rs. 2,209/- which makes it a value for money product.

SHRM INDIA'S '3RD HR TECH CONFERENCE 2017' GATHERS OVER 850 DELEGATES

The 3rd edition of SHRM Tech Conference & Exposition 2017 identifies various aspects and developments in the industry to edify the future of HR and technology

– Tanya Jain



India's adolescent HR Technology vertical is growing potentially and attracting investors from all directions. According to studies, the market is expected to experience a boon and grow at the rate of 25% in coming five years. Observing the same, the Society for Human Resource Management (SHRM) came up with a successful third edition of HR Technology Conference and Exposition in Hyderabad.

On April 20, 2017 Achal Khanna, CEO, SHRM India welcomed over 850 delegates and media professionals in the conference. She addressed the audience acknowledging participation of delegates and renowned

companies. "SHRM Tech is proud to bring technology and human resource together for industry and professionals", she said. She stated that now is the time for HR professionals and corporate leaders from all industries to gather under a common platform. It is imperative to identify and engage in discussions innovations and technology revolution for future of HR technology.

The conference witnessed delegates from business, HR and technology arena making SHRM Tech 2017 as the biggest HR Tech congregation in the nation. It kicked off with a dash of panel discussions, presentations and intellectual sessions. Eminent professionals and speakers

from across the globe were seen sharing their experience and insights on the market and developing arena of HR technology in India and the world.

Mr. Josh Bersin, Principal, Bersin by Deloitte, Deloitte Consulting LLP, during the media briefing stated, "HR Tech market now stands at \$400mn and is rapidly evolving in the disruptive industry." He also said, "HR needs to be constantly updated on what is going on in technology industry." On similar lines, Jeff T.H. Pon, Chief HR and Strategy Officer, SHRM added, "It is easier now, unlike marketing and finance, we have analysts to tell the status of the companies HR and employee production and scenarios."

Whilst Christopher Arnold from Wells Fargo asserted, "HR is an undiscovered industry and technology altogether. HR professionals need to work on productivity. Technology is fun, creative and more but it does not increase productivity. So, it is imperative to work as a team and increase productivity."

In an engaging session - SHRM Tech-X, the renowned professionals focused on the future of a workplace. Krish Shankar, Group Head HRD, Infosys talked on 'Don't People Hate Technology?' He shared, "I think technology is good but we need to look at other aspects of it. And, how can we use much more effectively to get the benefits of it." Shankar also shared his experiences from 'Yammer' project and how technology can be a bane sometimes. "We launched 'Yammer' but hardly 15-20% of people are using it. It is going downwards. And, why is it? Because people are not using it, it is all about people and technology and their preferences."

Dr. Chandrashekhar Sripada, President and Global Head HR, Dr. Reddy's Labs engaged the audience with an energetic session on 'You can't email empathy or Twitter your emotions?' He divulged his experience in simple words saying, "Technology legitimately invades privacy."



Achal Khanna
CEO, SHRM India

"The two day conference saw a series of powerful sessions by CEOs as well as global HR and technology thought leaders on the scope and impact of technology on the human resources domain"

He concluded the sessions with three points of advice for professionals, "We live in a vendor-led world and profession of HR is to use all the needs that are created."

- Influence company to observe a weekly e-mail free day
- Don't forward unwanted mails
- Create happy hours for interactions amidst employees

SHRM Tech 2017 also had an interactive and informational exposition area where renowned companies exhibited latest HR technologies and innovations, thus providing primary experience of digital solutions and productivity enhancers for HR professionals. Companies included Indeed, Belong.co, People Strong, HealthifyMe, ZingHR, and eKincare.

All in all, the conference and exposition highly focused on the development and enhancement of digital human resource architecture as well as management. Achal Khanna, CEO, SHRM India concluded the conference stating, "The two day conference saw a series of powerful sessions by CEOs as well as global HR and technology thought leaders on the scope and impact of technology on the human resources domain. The panel and corroborative discussions led by senior

professionals in relevant fields are truly enlightening and has led to an enhanced understanding of the various HR technologies and leveraging them effectively in order to stay ahead in the rapidly evolving corporate landscape."

"SHRM Tech '17 provided a common platform at the right moment for industry leaders to brainstorm and access the impact of technology on their businesses as well as identified the best way forward. The annual SHRM Tech conference has in a short span of time elicited overwhelming response becoming a leading event to analyze emerging trends and have an impact on how the trends shape up, going forward," she added further. □



COOLPAD NOTE 5 LITE

— Raj Kumar Maurya

The Coolpad Note 5 Lite (35051), as the name suggests, is a stripped down version of the Coolpad Note 5. The Phone comes under 10000 and can provide tough competition to other Chinese smartphone players in India such as Xiaomi, Lenovo and more.

Coolpad Note 5 Lite Design and Display: The device has unibody design but built with plastic which doesn't look cheap and resembles the metallic phone looks. It has curves around the edges that allow it to easily sits in your palm and feels comfortable. The two silver color antenna band and same around the body gives it little bit premium finish. At the back side, it has a 13MP camera along single LED flashlight on the right side and fingerprint sensor just below the camera. The upfront portion of the display uses for the 8-megapixel camera along Sensors, Notification LED and the LED flash. At the bottom of the display, we got three capacitive touch navigation buttons.

Coming to the display, the face of Coolpad Note 5 lite is not bad, it has 5.0-inch IPS LCD display(294 ppi) with a resolution of HD (1280 x 720 pixels). The 2.5D glass of phone is scratch-resistant and protects your phone from minor scratches getting from daily use. The colors were accurate and enough saturated to give a balanced and natural look of images and videos. The outdoor legibility is good but the same problem, which we face almost in every phone is the reflective glass.

Coolpad Note 5 Lite Camera: At this price point, most of the smartphone companies don't give much importance to the camera quality. But in the Coolpad Note 5 Lite this is going to be changed, the Note 5 lite comes with a 13-megapixel rear camera with LED flash and autofocus. The camera is good and gives you standard detailing pictures with natural colors. The camera autofocus is not much fast but it is acceptable. The camera app also comes with pro mode but there is no option to control the focus manually. Besides these, you will get HDR mode, beauty mode, GIF mode, Paranormal, Video and Night mode. The rear camera can shoot a 720p and 420p videos. The front 8MP camera quality is basic but the front flash will help a lot in low-light selfies but also the selfies comes out with little bit yellowish under flash. Overall at the price point, both the cameras are good and best to full fill the daily need of mobile photography.

Coolpad Note 5 Lite: Performance review: Under this beautiful budget phone body it has 1GHz Quad-core MediaTek MT6735CP along 3GB RAM and 16GB storage that can expand up to 64GB. Well, though 64GB is a little less for expansion when compared to other devices priced around Rs 8,000, however, not a lot of people in India going to buy a 128GB microSD card. We had used this device about 2 weeks and we didn't face any issues at all. We used it to play heavy games like Mortal Kombat, the game works fine but it heavy games takes the time to get load and run. But after loading, there was no heating or lag issue. The device was responsive and pretty smooth while navigating across the whole user interface. The fingerprint of the phone is fairly responsive and can use to perform multiple tasks such as can click pictures, receive calls, open applications, close alarm, video



Price: ₹8,199/-

SCORE

PRICE: 8/10

PERFORMANCE: 7/10

FEATURES: 8/10

Overall: 8/10

KEY SPECS: Coming to the specifications, it is powered by 64 bit 1.0 GHz quad core MediaTek MT6735CP processor, assisted by Mali – T720 GPU and 3GB of RAM. It runs on Android 6.0 and is powered by a 2500mAh non-removable battery, with a stand by time for upto 200H. The connectivity options include 4G LTE, 3G / HSPA+, EDGE / GPRS, Wi-Fi 802.11 b/g/n, Bluetooth 4.0, GPS, Micro USB port and 3.5mm audio jack.

PROS: Budget Price, Good Design and Camera

CONS: Low storage

record, double tap for screen-off and of course unlock your device. The touchscreen is fairly responsive but does attract quite a lot of fingerprint smudges. Call quality is good and we didn't have any issues with 4G either.

The 2500mAh battery lasted for 6 hours and 20 minutes in our continuous video test on full brightness and volume. This is pretty much good for a 2500 mAh battery phone. Also in regular use, the phone can easily stand for a day with 4G usage. The phone took about 2 hours to get fully charged once drained out completely.

Bottomline: The Coolpad Note 5 Lite is a well-designed phone not unique. The phone almost offers all things which you need in a phone such as a good camera, fingerprint sensor, standard performance, 3GB RAM and 16GB onboard storage. Overall, the phone comes under the good budget smartphone phone categories but surely, it has to face a tough competition at this price with the other phones like Redmi 3S Prime coming in the same category.

Ooh la la!

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QUICK DRYING**



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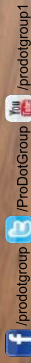
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