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15 BIGGEST
**BRAIN
DRAIN
FROM INDIA**

**DETROIT⁺
AUTO SHOW
2017**

**CES 2017
EXPLORED!**

V-DAY GIFTS
FOR YOUR
VR-LOVER VALENTINE

KNOW THE
SNAP SPECTACLES

4G UNRAVEL REAL
SPEED WITH
D-Link

Tamannaah

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REVIEWED: Moto Z & Mods | Asus GTX 1050Ti | BlackBerry DTEK60 | Zebtronics UFO | Asus Zenbook 3 | Lenovo Phab 2 Plus | Kodak Smart LED TV

DRIVEN: Audi TT | Range Rover Evoque

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FEB 2017



CES SPECIAL

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If you thought your snapchatting experience could not get any better, you might want to rethink. Snap introduced their new glasses and they're going to change the way you take your snaps! >> **14**

AMAZON ALEXA

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CES 2017

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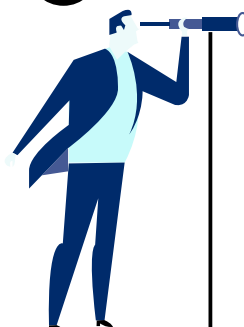


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It's that time of the year when all the news channels especially business have their TRPs at their peak – we are talking about Budget 2017 here and post demonetization it's something that even my driver is asking me – “Sir kya hoag ab?”

Anyways we are just back from CES 2017 and we are all hungover on all sorts of tech - various shapes, sizes and ideas. Believe it or not this was my 8th visit to CES, Las Vegas and these four days of bonhomie consumes me so much that I never really get to explore Vegas and take the grand canyon rides and do the tank shooting and machine gun blasting and driving the Lambo at 250 kmph. Yes, these are the sorts of things you can do but for me, for some reason or the other it always gets pushed to the next year.

Every year CES gets bigger and rips me off my “Vegas experience” and yet I am yet to meet a soul who has walked the show and consumed it all. Now the good news is that the next year CES 2018 will get even bigger with Gary confirming that they have taken one more ground. I am surely coming with my Segway and my ‘Vegas Experience’ can wait for some better reasons in hand.

Also interesting was to hear the CEO of UrbanWear & Carnival for Keynote with a big booth. In short, today every company is a technology company and CES is no more a gadget show but a show on innovation..and I am myself brewing up with all sorts of innovation right now. Not to the level of Jobs ofcourse, but yes the uniqueness of technology has definitely made me more

energetic about my upcoming ideas for Exhibit in the year ahead.

This Year CES was celebrating 50 successful years and we have tried to cover the events to the extent possible - we did live streaming, first ever from Exhibit's kitty - and penned down all the important highlights of CES in the pages inside. Get absorbed and you'll know why I am so excited about this year's event so much.

While I was much into welcoming the new tech, I was at the same time amazed and proud to find so many Indian faces amid the locals standing with their heads held high and making India proud. Again, I was also wondering what made these intelligent brains drained out of the country. Is it just because of the opportunities and scopes. Or is it because of the money they are making abroad which they could never have made staying in India!

And this isn't the first time we are dealing with brain drains. It's been in practice since ages. I wonder if all these men and women were in the country, what gems we could have had. But then, could we have given them their due recognition!

As I conclude I would like to confess something today. I am writing this editorial sitting at the airport lounge in my phone and it's not MS Word that I am working in right now and mahn it's damn tough! But I think generation next is going mobile first, and it's not too difficult to know why.

Okay guys, time to fly..and enlighten myself with some more gyan on tech. Keep waiting for MWC next month.



@somaniramesh



@ramesh somani

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Founder, Publisher
& Chief Editor

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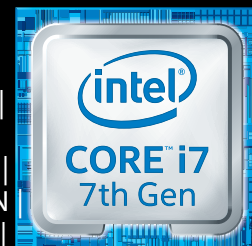
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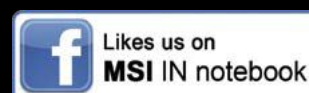
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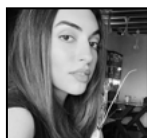
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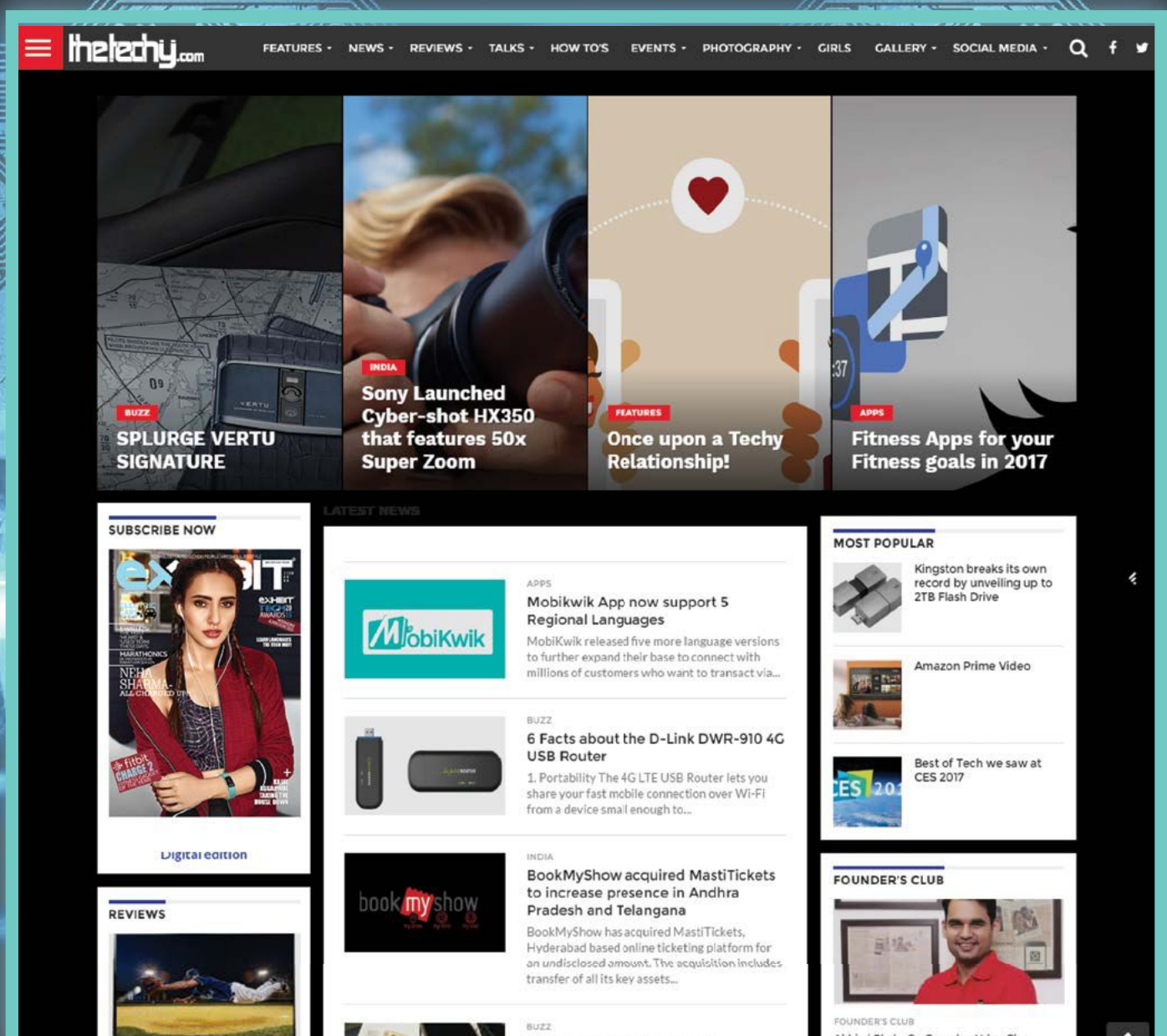
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LAUNCHES OF

VIVO V5 PLUS >>

MV5 Plus is the first-ever innovation from Vivo to offer 20MP + 8MP front camera to capture the crystal clear selfie with bokeh effect. V5 Plus runs on Funtouch OS 3.0 OS(based on Android 6.0 Marshmallow). Powered with a 4GB RAM, 64GB ROM and a popular Qualcomm Snapdragon 625 Octa-core CPU. The device is sleek and features a 5.5-inch FHD display protected by fifth generation Corning Gorilla glass. It is packed with 3055mAh battery, and twin-engine charging technology offers faster-charging speed.

Price: ₹27,980/-

HONOR 6X >>

Honor 6X features 2.5D curved glass that packs vibrant 5.5-inch full HD Display. Included it's own in-house HiSilicon Kirin 655 processor. Available in two variants, one with 3GB RAM and 32GB of internal storage or 4GB RAM with 64GB of internal storage. Speaking about the battery capacity, device packs with a 3340 mAh Battery that last 2 days on a single charge. Honor 6X is packed will Dual lens, One camera captures an image while the other one detects the depth-of-field in an image. Software side, the Honor 6X has got a not-so-boring custom Emotion UI(EMUI) 4.1, based on Android 6.0 Marshmallow Operating System.

Start Price: ₹12,999/-

SAMSUNG GEAR S3 >>

Samsung Gear S3 smartwatch are introduced in two versions: Classic and the Frontier. Houses 1.3-inch(360×360, 278 ppi) circular AMOLED displays with Gorilla Glass SR+-protection, 22mm straps, and 46mm casings, and there's a rotating bezel. They are pretty tough, with IP68-rated dust-and-waterproof protection. It runs Tizen Based Wearable Platform 2.3.2 on 768MB of RAM and 4GB of storage, and both Classic and Frontier support Bluetooth 4.2, 802.11b/g/n Wi-Fi, NFC, MST, GPS and GLONASS. Only the Frontier comes with optional 3G/LTE. An array of sensors including accelerometer, gyro, barometer, HRM and ambient light. All powered by a 380 mAh battery which can be charged wirelessly.

Price: ₹28,500/-

XIAOMI REDMI NOTE 4 >>

The Phone packs a unibody design with delicate finishing for better grip and premium look. On the front, it packs 5.5-inch FHD(1080×1920 pixels) 2.5D curved glass display which provides crystal clear picture quality. Redmi Note 4 Smartphone offers fingerprint reader on the back to enhance the accessibility. Powered by the Qualcomm Snapdragon 625 processor, it comes with 2GB, 3GB or 4GB of RAM, depending on the SKU. Xiaomi Redmi Note 4 offers 4G with VoLTE, Wi-Fi 802.11 a/g/b/n, Bluetooth v4.1, GPS, Micro-USB, and Infrared. Battery capacity is rated at 4100mAh battery. The handset sports a 13-megapixel rear camera and 5-megapixel front camera.

Start Price:

2GB RAM + 32GB storage = ₹9,999/-
3GB RAM + 32GB storage = ₹10,999/-
4GB RAM + 64GB storage = ₹12,999/-



VIVO V5 PLUS



HONOR 6X



SAMSUNG GEAR S3



XIAOMI REDMI NOTE 4

THE MONTH

LENOVO P2 >>

Featuring a 5.5-inch FHD (1080x1920 pixels) Super AMOLED display produce best in class color reproduction. The Lenovo P2 offers powerful yet ultra-efficient 64-bit Qualcomm Snapdragon 625 2.0GHz octa-core processor with up to 4GB of RAM. The 13MP rear camera powered by Sony IMX258 with Exmor RS technology to capture FHD videos. Front camera sports 5MP to capture perfect selfie. Lenovo P2 is available in Champagne Gold and Graphite Grey colors. Hiding under the sleek body is a massive 5100mAh battery that lasts up to 3 days.

Start Price: ₹16,999/-

ASUS MAXIMUS IX CODE >>

Inspired by the Asus ROG Maximus Formula motherboard series, the Maximus IX Code board gives gamers the aesthetic appeal of Aura Sync RGB lighting, onboard Wi-Fi, and the high-quality long-lasting components. It has a added layer of ROG Armor that protects and improves the aesthetics of the board. Asus Maximus IX Code motherboard is based on the latest Intel Z270 chipset to support 7th Generation Intel Core('Kaby Lake') processors.

Price: ₹28,000/-

SAMSUNG C9 PRO >>

The Samsung Galaxy C9 Pro is a feature house with the all-metal unibody design. It's the first smartphone for Samsung with 6GB RAM. In addition, it also comes with an inbuilt memory of 64GB which is expandable up to 256GB. Samsung Galaxy C9 Pro hosts a 64-bit Qualcomm Snapdragon 652 Octa Core Processor. Also featuring a massive 6.0" FHD (1920x1080 pixels) sAMOLED screen and backed by 4000mAh battery with fast charging support. In camera section, it sports enhanced 16MP front and rear cameras both with super wide F1.9 aperture.

Price: ₹36,900/-

SONY CYBER-SHOT HX350 >>

Sony introduced a high-zoom compact cyber-shot HX350 camera in the Indian market. One of the major feature is the 50x Optical zoom and 100x Clear zoom with Carl Zeiss Vario-Sonnar T* Lens for incredible close-ups. The HX350 Cyber-shot is loaded with a 20.4MP Back-illuminated Exmor R CMOS Sensor and BIONZ X image processing engine. Also, embraces with Optical SteadyShot to hide wobbles and camera shakes to provide crisper stills. HX350 also offers 7.5 cm LCD monitor and Electronic viewfinder.

Price: ₹28,990/-



LENOVO P2



SAMSUNG C9 PRO



ASUS MAXIMUS IX CODE



SONY CYBER-SHOT HX350

ALL YOU NEED TO KNOW ABOUT

SPECTACLES BY SNAP

by Utsavi Jha

Snapchat, who recently dropped the “chat” to now be known as Snap Inc. because they needed a name that went beyond just one product, has released a new product and here’s all that you need to know about it-

SPECTACLES BY SNAP

Spectacles, being the first product by Snap Inc., are cool specs that come in Black, Coral and Teal colors and a built-in Snap video camera to allow you to capture moments from your perspective with a single tap on the button on the Specs. These pictures can be saved to your memories on the Snapchat app.

HOW DO THE SPECTACLES WORK?

After you have paired the specs with your phone, you are ready to use

the specs to sync all your pictures through Bluetooth for iOS and Wi-Fi for Android. The clicked pictures remain saved in the specs and can be automatically viewed in the memories section of Snapchat on your phone after they are transferred, wirelessly. You need to tap the button on the top left-hand corner to record a clip that is 10 seconds long. In order to record a longer clip, of about 30 seconds, you need to double tap the same button. Recording stops when you press and hold the same button. The Spectacles are constantly on and ready to take a snap, although they’re not recording till the button has been pressed. The LED ring on the front of Specs illuminates once they’ve been paired with your device, when charging and when the button is pressed for recording. The Specs are equipped with both outward-facing



and inward-facing lights that indicate the wearer and the viewer, respectively, that the Specs are recording.

WHERE TO FIND THE SPECS? AT THE SNAPBOT.

Specs are currently available at something known as a Snapbot which is like a kiosk that lands at select locations in the U.S. and stays in one location for a very short duration, about a day at a time. A Snapbot landed in New York recently and it stays in one location for a very short duration, about a day at a time. The location of the bot, where it is meant to land, is disclosed 24 hours in advance and its location is made known to public through an announcement on the website or through the app. Specs at the bot are available to purchase on a first come first serve basis and the availability of the colors may also vary. Purchase of these Specs priced at \$129.99 + tax is available through a debit or credit card only.

SPECTACLE ACCESSORIES

Each pair of the Specs comes with a charging case, a charging cable and one cleaning cloth.

The charging cable lets you charge the Specs directly, as well as power up your charging case which will then provide charge to the Specs directly as soon as they are placed inside the case.

BATTERY LIFE AND STORAGE

You can view the battery level of your specs by double-tapping on the side of the Specs or when you place them inside the case. When fully charged, one Specs battery cycle lets you click up to 100 snaps that is about a day. A fully-charged case would provide 4 charge cycles to the Specs which is about a week worth of use and 400 photos. Watch out for these signs- inner LED blinking signifies that you are running out of power and five outer LEDs flashing thrice means that you need to free up some storage space. One thing that needs to be kept in mind is the storage aspect of the Specs. The Specs can hold up to 200 images after which they won't store any more snaps. Just so you don't lose out on your moments, keep importing your specs on a regular basis. When fully charged, one Specs battery cycle lets you click up to 100 snaps that is about a day.

KEEP IN MIND!

The Spectacles are not waterproof and one should not make use of liquid to clean the Specs.

It is also possible for your friend to borrow your Specs. However, before you give them, make sure you import all your pictures from the Specs. Pictures taken before pairing with another account won't be imported into their memories. Also, each pair of specs can be paired with only one account at a time.



HASSELBLAD H6D 100C

Bringing to you the second product of the column, Splurge is back with a great product this month for those willing to splash some money. Professional photographers who want nothing short of the best from their digital cameras should consider looking at the Hasselblad H6D-100c luxury camera, the brilliance of which makes even amateurs seem professional.

HASSELBLAD: THE BRAND

Victor Hasselblad is a Swedish manufacturer based in Gothenburg, Sweden, and is known for its medium-format cameras, photographic equipment and brilliant craftsmanship. The company, which has been producing quality modified cameras since 1941, celebrated the completion of 75 years in 2016. They were also the ones who shot the first humans who landed on the moon during the Apollo program mission and that became the most popular use of the camera.

WHAT IS THE H6D-100C LIKE?

There are no second thoughts about the top notch quality of Hasselblad cameras and continuing the trend is the latest model that combines heritage with modern photography. An advantage of having a medium-frame camera as compared to a full-frame camera is the better image quality and more creative control over the depth of field rendered by the huge sensors. It comes with features that provide great ease of use with its new, well-designed 3" high definition touch screen interface that allows users to assign customised favourite functions to buttons and make selections very efficiently. It is also equipped with a huge view-finder. The faster, new generation processor and improved speed provide a faster rate of up to 1.5 frames per second. A redesign has now made the H6D capable of capturing 4k (UHD) videos in the RAW format which can be converted to Cinema DNG. Lastly, additional tools have been introduced to the image processing software Phocus 3.0 to complement the new features of the H6D and make better, precise image corrections.



Other technical details that you might want to look at- The camera is equipped with a large 100MP CMOS that offers an almost full field-of-view, shutter speeds ranging from 60 minutes to 1/2000th of a second, increased ISO range (up to 12800 on 100c), USB 3.0 with Type-C connector, Wi-Fi, HDMI, dual card slot and full support for H lens range.

WHAT WILL MAKE YOU SPLURGE?

Although the brand name is enough to make you invest in the camera, the ease of use, new improved features and additions make for a compelling case. However, it is also the type of camera that, even if affordable, is better suited for professionals as opposed to

amateurs. Image quality is top drawer and it lets you record breathtaking detail, even in poor lighting conditions. And, this breath of tonality has to be seen to be believed. If this is not enough to make you buy it, we don't know what will be.

"IMAGE QUALITY IS TOP DRAWER AND IT LETS YOU RECORD BREATHTAKING DETAIL, EVEN IN POOR LIGHTING CONDITIONS. AND, THIS WIDTH OF TONALITY HAS TO BE SEEN TO BE BELIEVED."

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AMAZON'S ALEXA

ALL ABOUT THIS DIGITAL ASSISTANT SUPREMACY

 by Shreya Bhattacharya

First came the computer. Then the network emerged, allowing multiple devices in the same location to share information. From there the internet evolved, giving humanity the ability to store, sort, and find information with nothing but a typed request.

All signs point to the digital assistants being the next revolution in computing. iPhones have Siri, Google has Assistant, Microsoft has Cortana, and Amazon has Alexa, and all of them can get you results with nothing but a voice command.

CES 2017 gave us a clear leader in the war for digital assistant supremacy: Alexa. Integrations and partnerships with Amazon were everywhere on the showroom floor, which leaves many people wondering just what Alexa is. Here's all about Amazon Alexa in a quick introduction to this digital assistant

AT A GLANCE EXECUTIVE SUMMARY

What is Alexa? Alexa is Amazon's digital assistant, first launched in 2014 along with the Amazon Echo. Alexa can provide results for web searches, order products from Amazon, and act as a hub for compatible IoT devices.

Why does Alexa matter? Amazon Alexa is a prime example of machine learning in action and is one of the most successful applications of consumer-based use of new advances in artificial intelligence. Systems like Alexa are an early sign of a massive shift in how we interact with machines.

Who does Alexa affect? Alexa primarily affects consumers who use it in an Echo or other Alexa-based device, but it affects competitors as well. Microsoft, Google, and Apple all have digital assistants that are being forced to play catch up with Amazon.

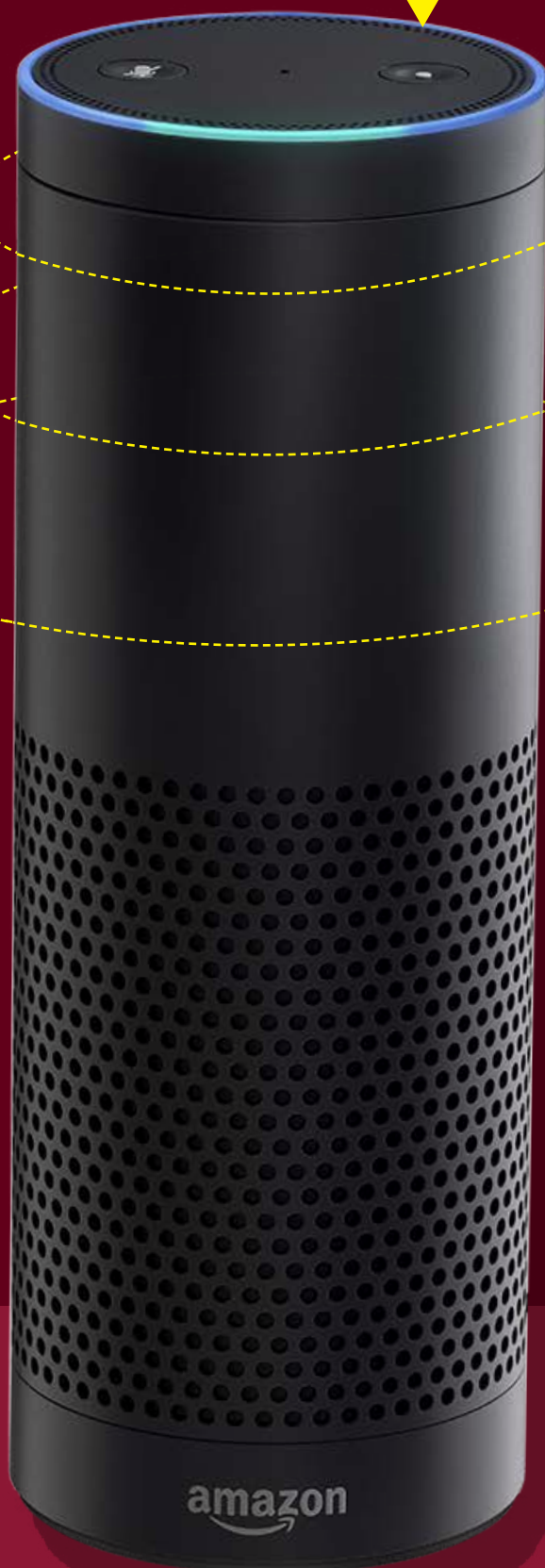
When is Alexa happening? Alexa has been available to the general public since 2015. Amazon recently made Alexa's API available to developers, allowing for integration in non-Amazon devices.

How do I start using Alexa? The best way to start using Alexa is by buying a device it runs on. There are several vendors available and features vary along with price.

A LITTLE MORE INTO IT WHAT IS ALEXA?

Alexa is an intelligent personal assistant that makes use of machine learning and artificial intelligence. It is designed to be always on and woken with a voice command. Alexa can perform web searches, create calendar events, modify lists and notes, order products, play music, and perform dozens of other tasks.

When you speak to Alexa it uses natural language learning and speech recognition to transmit your request to Amazon's servers, which is where the real work is done. Machine learning software processes the spoken request and sends a response back to Alexa, all in a matter of seconds.



Alexa first launched on the Amazon Echo in November 2014. The Echo, and Alexa with it, was initially only available to invited Amazon Prime members.

An Amazon Echo unit, or any other supported device, comes with basic features out of the box. Amazon's Alexa skills store offers hundreds of additional capabilities, allowing it to play games, request an Uber, add items to your grocery list, get recipes, find out if something is recyclable, or even get random cat facts.

WHY DOES ALEXA MATTER?

Digital assistants like Alexa are leading the AI and machine learning revolution currently underway in consumer tech. Humans traditionally interact with computers through typing or touch, and up until recently voice recognition was spotty at best, as anyone who tried using it on Windows XP likely knows.

The past decade has brought enormous leaps in machine learning and speech recognition, which has finally made it a viable consumer product. Amazon and Alexa have jumped to the front of the pack by opening their API for integration into third-party apps and hardware.

With Alexa sales surpassing five million units in late 2016 it's safe to say it's everywhere, and it's actively changing how we see and use the internet and computers in daily life.

WHO DOES ALEXA AFFECT?

Alexa affects two groups of people: Consumers and competitors. How it affects these two groups, however, is very different.

Amazon designed Alexa to be a digital assistant, an IoT hub, an entertainment device, and a web searcher. All of those possibilities in one audio-only device completely changes how the average person interacts with technology.

Consumers with sophisticated smart home setups can use Alexa to turn on lights, adjust the temperature, do laundry, turn on the oven—there are simply too many possible integrations to mention here. The sheer number of Alexa integrations also puts competitors

in the hot seat: Google, Apple, and Microsoft haven't captured nearly as much of the digital assistant marketplace as Alexa has, most of which it has done in the past year. The only other digital assistant to function as a standalone unit is Google Home, but Google has yet to completely open the door to third parties. Actions on Google, the development platform for Google Home, is open to developers, but there isn't currently a date for opening an app store so users can download third-party Actions.

Apple and Microsoft are completely out of the IoT hub game right now, and if they plan on leveraging Siri and Cortana as competitors to Alexa they need to step up: Time is running out and Alexa is soon going to become synonymous with IoT digital assistants.

WHEN IS ALEXA HAPPENING?

Alexa first launched on the Amazon Echo in November 2014. The Echo, and Alexa with it, was initially only available to invited Amazon Prime members. General release for the Echo and Alexa was June of 2015. CES 2017 brought a whole host of new Alexa integrations and third-party products, with many analysts saying Amazon was the dominant force at the show. Alexa may have launched in 2014, but 2017 is the year it's likely to be a runaway hit.

Amazon Alexa is available on the Echo, Echo Dot, and Tap, which are all Amazon products. Several third-party units were announced at CES 2017, meaning you won't necessarily need to buy an Amazon-branded unit in the future.

Don't get confused by the presence of Alexa apps in Google Play or the Apple App Store: Those are just hubs for controlling Echo units. The best way to use Alexa is to buy an Echo or one of the third-party products that function the same way.

amazon

INTERNET TROLLS

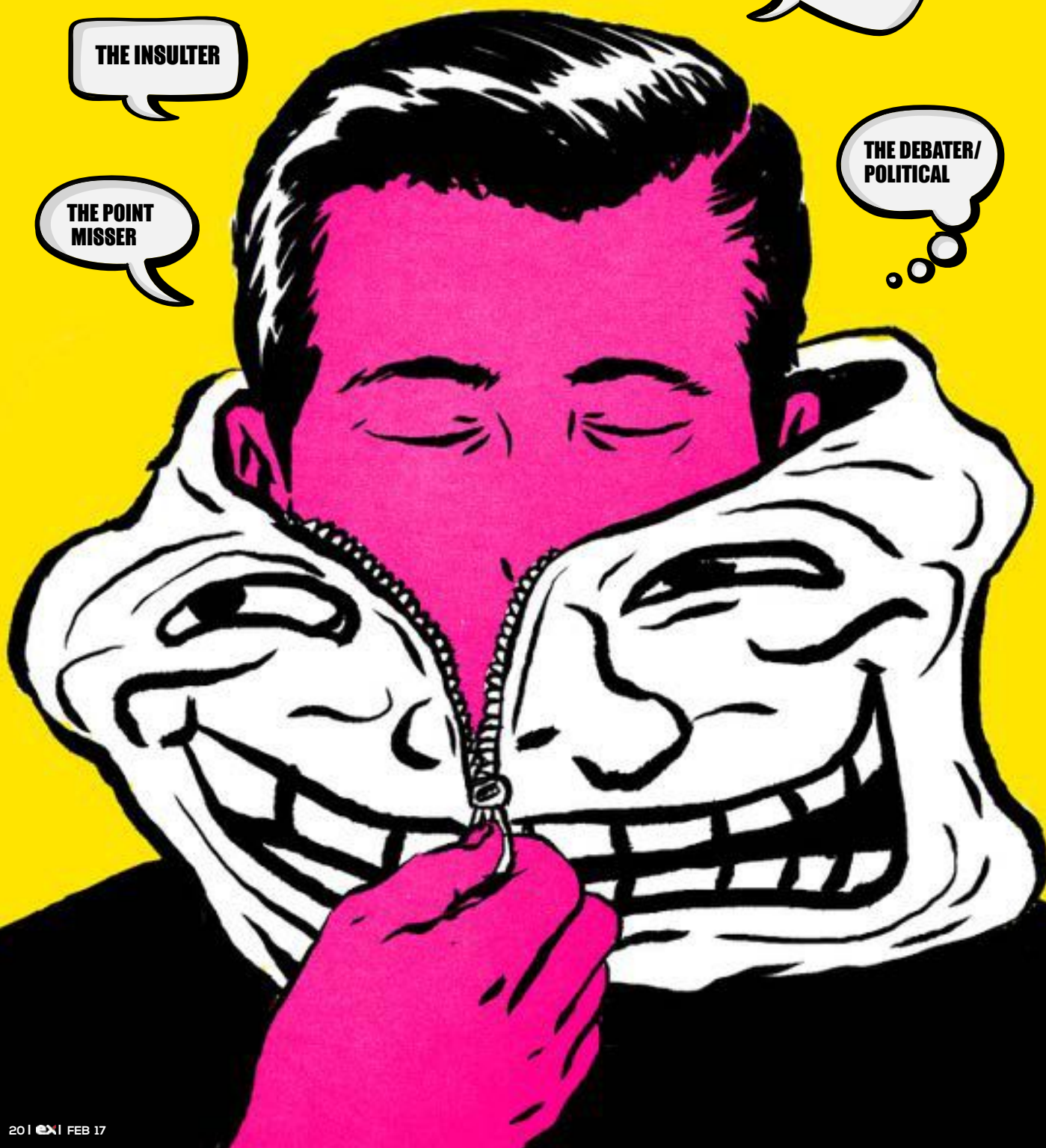
by Utsavi Jha

THE INSULTER

THE POINT
MISSER

THE KNOW-IT ALL

THE DEBATER/
POLITICAL



WHAT ARE INTERNET TROLLS?

For those who don't know what the slang internet troll means, the word troll might give a very vivid imagery of the ugly, gigantic Scandinavian folklore creature that lived in caves, who walks sloppily and unnecessarily causes trouble to people and basically, tries to eat them.

Quite similar to that creature are internet trolls, creatures who sit behind their computer screens and for no apparent or convincing reason, try to keep pestering people on social media in order to make their lives miserable.

While we might have explained it in the subtlest way that we can, Urban Dictionary is on point with its definition that defines an Internet Troll as, *"Being a prick on the internet because you can. Typically unleashing one or more cynical or sarcastic remarks on an innocent by-stander, because it's the Internet and, hey, you can."*

The job of an internet troll is to start an argument and humiliate people with their offensive and off-topic messages in the form of comments on YouTube videos, blog or forum comments, or on Facebook, Instagram, Tumblr, Twitter, Instagram, etc. They often do so for their own amusement as their comments evoke emotional responses from people and that makes them feel good by having put someone down.

TYPES OF INTERNET TROLLS YOU'LL FIND ONLINE

The Internet is filled in abundance with a wide variety of people who religiously do Internet trolling and the following are the very specific types of trolls who exhibit peculiar characteristics thus enabling you to spot them when you read their comments.

1. THE HATER

These people hate on anything and everything and their comments make no sense most of the times. They will

hate you for having the choices that you have to basically even breathing. They ardently hate random celebrities, everyday processes, what people do and everything in general. And they are not apologetic, at all. But, haters gonna hate, right?

2. THE GRAMMAR NAZI

The Grammar Nazi troller leaves no opportunity in correcting English faux pas and, in turn, putting people down with their condescending comments. Their those people (see what we did there?) who will correct people for their you're, your, they're, their and there. So, the best way to help yourself would be to use a proofreader!

3. THE INSULTER

These trolls are more or less like the haters but they will not just hate, but insult you like your existence bothers them and is a stain on existence in general if you know what we mean? Right from your taste in movies to ice-cream flavor, they will not approve of anything and will not shy away from blatantly putting it across. You can find many of these in the comments section of the YouTube videos, religiously hating on the video as if the only thing that ever irks them is the video.

4. THE SHOUTER

These people express all their thoughts in caps lock and that makes it seem like they're shouting from behind the computer screens. They are very aggressive about the way they are conveying their ideas, which are also not very delightful, mind you. Best way to cope with them is to steal their caps lock key!

5. THE ONE WHO GETS OFFENDED ALL THE TIME

There are certain trolls who take offence on anything even if it does not have anything to do with them. They get hurt very easily and always feel that any jibe or comment on social media has been redirected at them. They, hence, resort to getting into the defensive mode. For instance, if someone said that they hate

latecomers, they are going to take it to their hearts and get into explaining why people are late and before you know, you are wiping their virtual tears!

6. THE KNOW-IT ALL

These are the worst kind and you know that because we deal with such people in the living world too, right? These people are ever ready to go on and on about things they know and they are modest at the very least. Answering to show-off their "knowledge" even when not called for is their best talent. Moreover, they keep correcting people over wrong facts because it is necessary for their existence to do so!

7. THE DEBATER

This kind is of the passionate trolls. Do you know why? Because they have a knack for ardently talking about politics and only politics at all times. They constantly express strong views on the political scenario and do not shut up about it. What they also like to do is spin any conversation around to make it into a debate and participate in it with full conviction (while nobody else seems to want to).

8. THE POINT MISSER

Taking everything in the literal sense is what the point misers do. Their severe lack of sense of humor makes them take every tiny joke in its literal sense only to be offended about it later. For instance, if you told them you saw a penguin cross a road with an umbrella today, there is a good chance they would believe that the penguins have migrated for a while. Cute.

9. THE TWISTER

Just do yourself a favor and don't say anything in front of them. They are the trolls your laptop warned you about. For good fun or God knows what, they love twisting simple comments into something tricky and before you know it, you're there explaining yourself for your supposed "inappropriate comment".

HOW TO RESPOND TO THEM?

■ The best way to deal with a troll is to ignore their comments. By reacting,

you are giving the trolls what they want, which is your frustration and botheration.

■ The easiest way to get rid of humiliating and upsetting comments is to simply **block/report/mute/unfriend** the person bothering you and it saves you a lot of time and efforts!

■ Certain comments can be very nasty. By simply taking it in good **humor** and replying to them with humor can be a good way of dealing with trolling.

■ If you're in the mood for adventure and just wish to give the troller a taste of his/her own medicine, then you should just **counter troll**. That will shut them up real good.

■ It is also a widely known fact that you can **kill with kindness** and you can definitely kill the sadistic mood of trolls but being kind to them because you are showing them that you are least bothered about what they say.

■ Finally, in case of real trolls, you can simply track their mother down and **message/call her** to show what a prick their son/daughter was being to you!

The reason why trollery is such a rampantly practiced activity on the Internet is consequence of multiple causes. Most prominent is the increasing amount of toxicity in the society today that is followed by the ease that the Internet provides in the form of anonymity and accessibility.

Trolling makes cowardly people feel stronger. So, most importantly, just try not to take these comments very seriously and try to have a good laugh about it because it turns out that trolling is a way of distraction for many people online as they wish to feel better about themselves by putting someone else down.

THE TWISTER

THE GRAMMAR NAZI (EMPLOY
A PROOFREADER)



He is a DJ, a VJ, an RJ and is fondly called the game changer of the dance music scene in India.

This month, we caught up with Nikhil Chinapa, who is all geared up for the 4th season of Supersonic, to discuss all that fans can expect this season, his thoughts on the music scene in India right now and a whole lot of trivia to go along with it.

ex: The journey of Supersonic.

Nikhil Chinapa: We started Vh1 Supersonic as a festival that was built in just 21 days. Looking back, that was a bizarre time, but it was fuelled with excitement and purpose. That sense of purpose still remains as we march into our fourth edition with some dramatic changes in our lineup, venue and vibe.

ex: What's different this season?

NC: Moving to a new city was always going to usher in changes to the festival. The new venue is lush and covered in grass whereas in Goa, we had our toes in the sand. The venue aside, we've made huge strides with our artist lineup. Eric Prydz – a titan of the dance music scene, is making his way to India for the first time. By booking him, we've essentially achieved what was considered impossible; convincing Eric, a man with a known fear of flying, to get onto a plane to play to his fans in India. We've also introduced a live stage and simultaneously incorporated hip-hop into our music landscape. The hip-hop stage is being headlined by American superstar and four-time Grammy winner Macklemore.

ex: Your reaction to DJ Eric Prydz saying yes.

NC: I've been chasing Eric for 10 years to come and play in India. The feeling for both Pearl and me, on a personal level, is a sense of deep satisfaction. It feels like some invisible cosmic path has come full circle. For our SuperCrew, there's a sense of elation. We're all such big fans of his music and seeing him play live in Pune is a dream come true for many of us.

ex: Best thing about DJ Prydz coming to India.

NC: The best thing about it is being able to live that moment and experience his music with your best friends around

you. Not everyone has the chance to travel to Europe or America to listen to Prydz play – and if you can, your friends invariably cant. This is that one time, when you can gather your clan and live that moment together. He is, in my opinion, the best DJ in electronic dance music.

ex: Fans' reaction to Eric Prydz finally coming here.

NC: You need to look at my Facebook page to truly understand what it means to his fans in India. Most of us had given up hope years ago and had begun to believe it would never happen. This announcement moved many of my friends to tears. One of my friends even called me sobbing – I know that was an extreme reaction – but that's how much it means to many of us.

ex: Inception of Submerge.

NC: Submerge is a dance music collective that was started by Pearl, our dearest friend Hermit Sethi and me back in 2003 as an alternative to the prevalent Bollywood and mainstream scene. It's been curating parties since 2003 and bringing DJs to India since 2001. That was the year that Pearl first started inviting DJs to come play in India even before Submerge formally took shape. She worked on the early artist contracts and booking terms, when these ideas were completely new and alien to the rest of us in India.

“

DANCE MUSIC IS EVOLVING RAPIDLY IN INDIA. WE'RE SEEING THE EMERGENCE OF FRINGE SCENES IN TECHNO AND BASS MUSIC, WHICH ARE SLOWLY TAKING A FIRMER HOLD OF CENTRE-STAGE WHICH EARLIER WAS THE PREROGATIVE OF EDM.

ex: What do you look for in new DJs?

NC: Skill, a sense of music and an understanding of the scene. You also need to be highly motivated and driven to share your musical vision with strangers.

ex: Dance music scene now and 5 years later.

NC: Dance music is evolving rapidly in India. We're seeing the emergence of fringe scenes in Techno and bass music, which are slowly taking a firmer hold of centre-stage which earlier was the prerogative of EDM. We're also seeing the emergence of Grime and Slow House as newer sub-genres and hip-hop seems to be making a significant comeback.

ex: Nikhil and Tech.

NC: I cant live without the internet and by extension, my phone.

ex: Must-haves when attending music festivals.

NC: Good earplugs to protect your ears from dangerous decibel levels, your best friends and lots of water to drink.

ex: Advice for aspiring DJs.

NC: There is no exception to the 10,000 hour rule. Look it up, live by it.

Exhibit: What next for Supersonic fans?

NC: Lots and lots of fun. New music, exciting talent and the best memories of your life.

QUICKIES:

One song you feel didn't deserve the attention it got: Trentemoller –

Always Something Better

Must have tech-gadget that's not your phone or laptop: Custom made hearing protectors with 15db filters

Go to Fashion trend: Grey t-shirt and red cap

One regret: Not being able to play a musical instrument

Favourite tech for musicians: New app called Haptik. Allows you to get on with your music, while haptic takes care of random stuff like life.

What's your poison: Ginger-honey-lemon tea

Your inspiration: Pearl

Beach or mountains: Mountains that come crashing down to the beach

Come,
fly the new feeling.



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NEW BUSINESS MODELS & CULTURE BUILDING IN ORGANISATIONS

While we come to the close of the series, I will like to focus on the need for organisation's culture to be flexible and nimble as per new business models and changing working environments globally. Organisations make business-wise decisions to match or outbid competition, business models are therefore framed to meet certain objectives while balancing the cost efficiencies.

Today, most of the business models are multinational engaging multicultural, multidimensional and multidisciplinary aspects. Employees sit miles and miles apart and often quality of communication become a challenge. When communication is not in sync with desired culture as outcome, it is certainly a grey area, almost a threat to an organisation - as we had earlier observed culture has a bearing on performance or rather underperformance.

The world is much flatter now in terms of work flow than we had ever imagined before. In 2012, Wild Brain, a company which made animation movies took advantage of global supply chain that was now available via web. Higglytown Heroes, an American Children's television series developed by Wild Brain aired on Disney Channel was an outcome of the transformed working business model. The recording for the show was done in New York or Los Angeles in California, the design and direction in San Francisco in California, the writers from Florida, New York, Chicago, LA, San Francisco used to network with each other while the animation characters were done in Bangalore in India with edits back to San Francisco. All these groups worked together on VPN system and shaped up things from various locations almost half a world away from each other.

When teams are sitting across thousands of miles, it can pose challenges in coordination or binding the group into a common culture to help get things done fast yet of superior quality. Video conferencing, emailing are more of basic necessity or hygiene; they certainly do not fill in the gaps of impersonal communications and understanding the spirit of communications completely. For organisations to stay nimble, often business structures are tweaked or moulded for the sake of ever changing culture or developing the most appropriate one.

Almost a decade ago, HP in its pursuit of creating horizontal value creation, rationalized and consolidated its supply chain. They had 87 separate divisions and 87 separate supply chains and were not able to leverage much value. They reduced it to 5 influencing power of a \$50 billion supply chain, the largest in technology industry, pooling expertise and building synergies within.

WPP, one of the global advertising giants eliminated barriers of departments or office cubicles. They literally and metaphorically took down the walls to foster dialogue and collaboration to co-create. They created cross-functional teams again making them flatter and faster. They emphasised a lot on diversity both in creative thinking and work force to challenge conventions and bring ideas, technologies and trends from various parts of the world.

The new models are radical and revolutionary. Organisations are happy being small yet focussed. They do no mind sticking to their core competence rather than offering myriad diversified services, it allows them to concentrate on less but extremely important tasks. In such organisations creating cultural values in parent organisations is handled well, but passing on the same set of values to outsourcing companies is a tricky job yet imperative for seamless

coordination and performance excellence as a long-term gain. Outsourcing companies are generally seen as undertaking transactional jobs; they do not see permanency of association with parent organisations hence is less emotionally driven. Often observed, employees of outsourcing companies consider themselves as lesser to employees of parent company and may not have as much ownership and passion. Inclusiveness is the only solution possible.

Talking further about new business models, a new breed of employees has emerged - Collarless Workers. They have freedom of time though they have their own dos and don'ts. Across many industries, they are dealing directly with customers and provide brand MOT to customers. Examples of such organisations are apparent where business revolves around aggregating services or service providers like Ola, Uber, UrbanClap, Swiggy etc.

Culture to seep down to multiple levels while in absence of hierarchy that had anyways long gone redundant is a very daunting feat to achieve. The models are yet to pass through the test of time, which means many numbers of years before it can be said that values can travel and get absorbed by third party-outsourcing companies the way it was originally formed in a parent organisation. Imagine a driver of Ola resonating with its vision of 'growing business in a socially responsible way' then we may hear lesser incidents of passengers being harassed or where

security and safety was compromised. Interestingly, organisations like Uber and Ola have understood with time that their business models may not be able to cultivate reverberating cultures, not at least within the first few years, they are investing time and energies in conducting trainings and strengthening their customer care teams for regular customer feedbacks but their vision remains technically attached to the business core and not to create larger than life societal impacts. Eg. Uber's vision as Travis Kalanick spelt out at their fifth anniversary "smarter transportation with fewer cars and greater access" primarily centred on 'transportation' aspect of the company, while they had demonstrated eagerness to convert drivers into business partners, they seem to be still struggling as there are pros and cons of hiring this newly formed 'Collarless' brigade.

Cultural build up also seems a challenge to many startups. Despite the high level passion and emotional bonding with business, there is also an immense pressure to 'earn' the respect in the industry. Business must show profitability especially if it is funded by investors. The focus from processes and systems shifts to revenue priorities. Employees remain confused about organisational way and attrition break loose.

It is common observance that society influences culture of organisations. Society can either be an enabler or a barrier in creating healthy communication flow, building teams or resolving conflicts. Professor Geert Hofstede conducted one of the most comprehensive studies of how values in the workplace are influenced by culture. He identified six distinctive values which differentiate culture of countries or organisations:

1.POWER DISTANCE INDEX: Degree to which people in a society or an organisation accept inequality.

2.INDIVIDUALISM VS. COLLECTIVISM: A society's position is reflected in whether people's self-image is defined in terms of 'I' or 'We.' It has a bearing on decision making process and team efforts.

3.MASCULINITY VS. FEMINITY: The Masculine culture gives importance to higher salaries and recognition whereas feminine culture is more about team work, job security and importance to family life.

4.UNCERTAINTY AVOIDANCE INDEX: It signifies degree to which the members of a society feel uncomfortable with uncertainty and ambiguity, how a society deals with the fact that the future can never be known: should we try to control the future or just let it happen? Countries exhibiting strong

CULTURE TO SEEP DOWN TO MULTIPLE LEVELS WHILE IN ABSENCE OF HIERARCHY THAT HAD ANYWAYS LONG GONE REDUNDANT IS A VERY DAUNTING FEAT TO ACHIEVE.



UAI maintain rigid codes of belief and are intolerant of unorthodox behaviour and ideas.

5.LONG TERM ORIENTATION VS. SHORT TERM ORIENTATION: Every society has to maintain some links with its own past while dealing with the challenges of the present and the future. Societies who score low on this dimension, for example, prefer to maintain time-honoured traditions and norms while viewing societal change with suspicion. Those with a culture which scores high, on the other hand, take a more pragmatic approach, they encourage efforts in modern

education as a way to prepare for the future.

6.INDULGENCE VS. RESTRAINT: Indulgence stands for a society that allows relatively free gratification of basic and natural human drives related to enjoying life and having fun. Restraint stands for a society that suppresses gratification of needs and regulates it by means of strict social norms.

Creating culture in Head Office and subsidiaries based out of different markets get affected by above value factors. Fixing culture is critical.

But as per my experience and of many others who have successfully led major transformations, culture isn't that something you fix. Rather cultural change is what you get after you've put new processes or structures in place to tackle tough business challenges like reworking an outdated strategy or business model. The culture evolves as you do that important work. Leadership beliefs, attitude and style plays critical role in evolving cultural values. Continuous and consistent communication helps and a true leader who walks the talk and reinforces it all.

ABOUT THE AUTHOR:



Dr. Yasho V Verma is a Management Thinker & Philosopher, a Mentor and a Strategy Consultant, an Academician and a Veteran in consumer durables and retail.



INVENTION AND EVOLUTION OF:

WIFI

by Shreya Bhattacharya

If I ask you what one single (manmade) thing you can't survive without, what would be your answer? Well, mine is Wi-Fi...and there's no second thought about it. It has been the most crucial part of our life and all our smart gadgets literally "breathe" Wi-Fi. And that indirectly implies, we too survive on Wi-Fi, literally.

Wi-Fi is a term that most of us hear almost everyday and is a service most would consider an integral part of our lives. From our smartphones to our game consoles and computers, most devices on the market today are equipped to use Wi-Fi. While Wi-Fi has become critical to routines of many, a large portion of us don't know anything more than the basics. Let's explore the ins and outs of Wi-Fi and its history.

WHAT EXACTLY IS WIFI? HOW DOES IT WORK?

For most of the people, Wi-Fi is synonymous with an internet connection. However this is far from the truth. Wi-Fi is actually a wireless standard for connecting to a router from your device.

A router is a device that creates an internal home or office wireless network, and acts as the hub of this network. When you type in a website address from your phone or computer, it sends the address to the router. The router requests this page from the modem. The modem then connects to your ISP and sends the address to a DNS server.

A DNS (Domain Name System) server acts as a phone book, getting the numerical IP (Internet Protocol) address for the website address you typed. It then sends the IP to your computer, which saves it for later use and then requests the page from the ISP using the new address. When the ISP (Internet Service Provider) delivers the page, the modem sends it to the router. The router then sends it to your device.

WIFI: THE INVENTION STORY...

Wi-Fi would certainly not exist without a decision taken in 1985 by the Federal Communications Commission (FCC), America's telecoms regulator, to open several bands of wireless spectrum, allowing them to be used without the need for a government licence. This was an unheard-of move at the time, other than the ham-radio channels, there was very little unlicensed spectrum. But the FCC, prompted by a visionary engineer on its staff, Michael Marcus, took three chunks of spectrum from the industrial, scientific and medical bands and opened them up to communications entrepreneurs.

These so-called "garbage bands", at 900MHz, 2.4GHz and 5.8GHz, were already allocated to equipment that used radio-frequency energy for purposes other than communications: microwave ovens, for example, which use radio waves to heat food. The FCC made them available for communications purposes as well, on the condition



WI-FI IS A TERM THAT MOST OF US HEAR ALMOST EVERYDAY AND IS A SERVICE MOST WOULD CONSIDER AN INTEGRAL PART OF OUR LIVES.

that any devices using these bands would have to steer around interference from other equipment. They would do so using "spread spectrum" technology, originally developed for military use.

Though the 1985 ruling seems visionary in hindsight, nothing much happened at the time. What ultimately got Wi-Fi moving was the creation of an industry-wide standard. Initially, vendors of wireless equipment for local-area networks (LANs), such as Proxim and Symbol, developed their own kinds of proprietary equipment that operated in the unlicensed bands. Inspired by the success of Ethernet, a wireline-networking standard, several vendors realised that a common wireless standard made sense too. Buyers would be more likely to adopt the technology if they were not "locked in" to a particular vendor's products.

In 1988, NCR Corporation, which wanted to use the unlicensed spectrum to hook up wireless cash registers, asked Victor Hayes, one of its engineers, to look into getting a standard started. Mr Hayes, along with Bruce Tuch of Bell Labs, approached the Institute of Electrical and Electronics Engineers (IEEE), where a committee called 802.3 had defined the Ethernet standard. A new committee called 802.11 was set up, with Mr Hayes as chairman, and the negotiations began.

The fragmented market meant it took a long time for the various vendors to agree on definitions and draw up a standard acceptable to 75% of the committee members. Finally, in 1997, the committee agreed on a basic specification. It allowed for a data-transfer rate of two megabits per second, using either of two spread-spectrum technologies, frequency hopping or direct-sequence transmission.

The new standard was published in 1997, and engineers immediately began working on prototype equipment to comply with it. Two variants, called 802.11b (which operates in the 2.4GHz band) and 802.11a (which operates in the 5.8GHz band), were ratified in December 1999 and January 2000 respectively. 802.11b was developed primarily by Richard van Nee of Lucent and Mark Webster of Intersil (then Harris Semiconductor).

Companies began building 802.11b-compatible devices. But the specification was so long and complex—it filled 400 pages—that compatibility problems persisted. So in August 1999, six companies—Intersil, 3Com, Nokia, Aironet (since purchased by Cisco), Symbol and Lucent (which has since spun off its components division to form Agere Systems)—got together to create the Wireless Ethernet Compatibility Alliance (WECA).

THE NAMING STORY:

The idea was that this body would certify that products from different vendors were truly compatible with each other. But the terms "WECA compatible" or "IEEE802.11b compliant" hardly tripped off the tongue. The new technology needed a consumer-friendly name. Branding consultants suggested a number of names, including "FlankSpeed" and "DragonFly". But the clear winner was "Wi-Fi". It sounded a bit like hi-fi, and consumers were used to the idea that a CD player from one company would work with an amplifier from another. So Wi-Fi it was. (The idea that this stood for "wireless fidelity" was dreamed up later.)

IS WIFI SECURED?

As revolutionary as Wi-Fi is, it is not without its faults. In this day and age, it's incredibly easy to spy on your internet connection. Hackers can utilize many tools to steal your personal information such as credit cards, email and social network passwords, and much more. In fact, in a study conducted by Symantec, the total cost of cybercrime in 2013 was \$113 million!

Thankfully a FlashRouter can be the remedy to these problems, due to the inclusion of VPNs and encrypting your Wi-Fi signal/activity, along with a wealth of features such as power saver mode, graphing your network usage, managing network access restrictions and a firewall.

WIFI STANDARDS OF THE FUTURE:

Wireless AC is just starting to become a reality after its inclusion in the newest iPhone, but even more versions are on the way. Some future protocols have been named as extensions of the 802.11ac naming protocol: 802.11ah, (targeted for the end of 2016), 802.11aj, and 802.11ax (coming at you around 2019).

802.11ah is reported to boast lower energy consumption and other features adhering to the concept of "The Internet Of Things", the concept of connecting objects such as blenders and coffee makers over Wi-Fi so you could, say, have your coffee machine send you an email when it needs its filter replaced.

Barely anything is known about 802.11aj, except for hints of improved performance. As for 802.11ax, reported Huawei 802.11ax device hit a max speed of 10.53Gbps, or around 1.4 gigabytes of data transferred per second.



GARY SHAPIRO

PRESIDENT AND CEO
CONSUMER TECHNOLOGY ASSOCIATION

Our Chief Editor, Mr. Ramesh Somani, caught up with **Mr. Gary Shapiro**, the President and CEO of Consumer Technology Association that owns and produces CES. He is also the author of a number of best-selling books. In a quick interview, Mr. Shapiro sheds light on CES from his perspective and gives his take on the future of Tech.

RAMESH SOMANI : Hello Gary, the fabric of CES has changed extensively with auto companies taking stage and now there are cruise companies, clothing companies like Under Armor and Carnival coming in, which means that the canvas of CES is getting much wider. What are your thoughts on that?
GARY SHAPIRO: Nowadays, every company is a Tech company and that's why we get CEOs from around the world to come here because they want to see the future. If they stay in the same place, others are going to pass them by. The companies that succeed in the future are those who could cut across vertical lines of their industry and those who can cut

“
THE LARGEST CRUISE LINE IN THE WORLD - CARNIVAL - IS HERE WITH A MAGIC “MEDALLIAN”. THE FLOATING CITY COMES WITH A CONTROLLED ENVIRONMENT AND YOU CAN WEAR THIS MAGIC THING AROUND YOU USING WHICH YOU WON'T NEED KEYS TO YOUR DOOR, IT WILL KNOW YOUR DRINKS, WILL KNOW WHAT YOUR PREFERENCES ARE, YOU CAN GAMBLE AND YOU CAN DO ANYTHING YOU WANT WITH IT.”

deals and can go forward on the basis of different brands. There's also a huge focus on startups. We have around 600 startups taking part and the change is that we're looking at startups seriously now as potential partners, investors and mentors. The whole deal-making process that goes on at CES is absolutely huge! Deals are being cut all the time and this is what we try to position the show as. We strive to make it as easy as possible for anyone who's focused on the business of innovation from around the world to come here for one week and do all sorts of deals and establish relationships. It's funny how I'm from the Tech world representing tech companies but if you think that you can just do everything over the Internet, well you can't. You can't have the eye-to-eye contact, can't gauge the company, can't get a sense of the relationship or the trust people exhibit. You also can't tell the value of serendipity when you discover something that you didn't even know you didn't know!

RS: What were the hottest trends at CES this year and did you see any gadgets that you'd like to take back home?

GS: The trends are- connectivity, if there's one thing. Things are connected; IoT, AI are being used everywhere and that is fuelled by these very low cost sensors because of the prevalence of smartphones. So, literally billions are being made and smart people are thanking them. But we got away from just being a gadget show; what we are now is a show about innovation generally and trends in tech. As for the trends this year, well the real truth is that I don't get to see much of the show!

RS : Everything is become tech-oriented nowadays. What else do we see happening in the next 5 years?

GS : We just broke ground a few days ago to add an additional convention centre that'll be huge next year. But in terms of trends, they are really from areas of sci-fi so we know robotics will be big, AI will be big, we know that 5G is coming here and next year, you will see smart cities at this event. The largest cruise line in the world - CARNIVAL - is here with a magic “Medallian”. The floating city comes with a controlled environment and you can wear this magic thing around you using which you won't need keys to your door, it will know your drinks, will know what your preferences are, you can gamble and you can do anything you want with it. That will change the hospitality industry and it also is where we're heading with smart cities- total convenience, customisation but still with your privacy and still with the experience that you'll want as an individual.

RS: There is so much to see and do at CES that a visitor will definitely fall short of time. What do you recommend for a first timer to definitely see at the show? Any advice you would like to give?

GS: CES is where the world gathers if you're in the business of innovation. We have almost 4000 technology companies showing different things and putting their best face on to the world of innovation. We attract, from around the world, CEOs of major companies, CMOs and others. What the trends are and what is being shown here are big categories whether it's in the automotive area with the connected car, the self-driving car and the zero emissions car. For that matter, even wearables are big trends using which you can monitor not only your steps and your heart-beat but you can start sending information to the doctors around the world or be alerted of something bad that's about to happen. Also, there are so many drones! We're also seeing the future in form of 5G, Robotics, which are areas that we know are going to grow rapidly. We have new things; a whole area focused on sleep technology because sleep is so important to what we do. Then there are areas that are traditional but expanding like the video and TV screens have gotten thinner and better and actually cheaper, and the audio experience is getting even more wonderful. If you think about just focusing on the five senses, we've even had products that could smell things hooked up to your smart phone and companies that make the perfect drink for you in different ways whether it's coffee or wine or whatever you want. Even touch; there's haptic technology that's growing very quickly and you can experience things without actually touching something and it gives you a feeling that you're touching something. And of course, Artificial Intelligence, Augmented Reality and Virtual Reality are very big. We are going into the future very quickly and this is where it happens every year! Some quick advice for newbies- don't buy new shoes, break all your shoes and bring different pairs of shoes, change them, rest up drink plenty of water and don't drink alcohol. Also, in Las Vegas, things are further than they appear, so make use of our transportation system. Perhaps you can use this advice for CES 2018 now.

RS: CES is now crossing boundaries with CES China now becoming very centre-staged at that part of the world. Where will the CES flag be hoisted next?

GS: China sure is growing very quickly, and our show in June will be even bigger. We have a show that is growing quickly in Paris and we have little events around the world, too. However, I cannot disclose it on record!

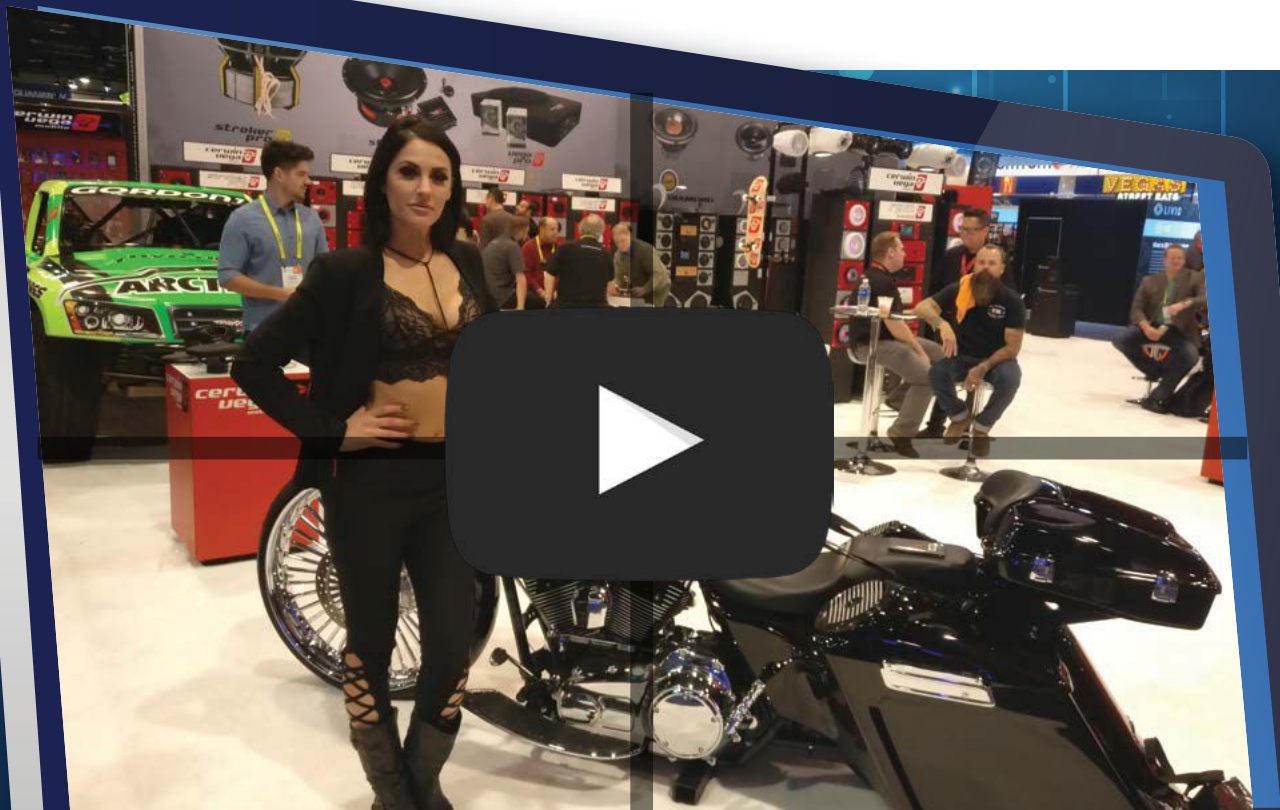


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DAY 1



DAY 2



DAY 3



DAY 4

Reliance Digital presents Exhibit Live at CES covered the 2017 edition of CES and Exhibit came back home with abundance of new technology and great new learnings. With Nashpreet Singh as the host who took us through the show, Exhibit had an eventful 4 days as we covered the best of gadgets, interviewed the man behind CES, Mr. Gary Shapiro himself, among many other things.



OUR TECH HOST NASHPREET SINGH EXPLORING TECHNOLOGY AT THE BIGGEST TECH SHOW



OUR EUROPEAN SALES DIRECTOR, CHRISTOPHE BRISSET & RAMESH SOMANI HAVE A REUNION ACROSS SEVEN OCEANS



RAMESH SOMANI, JOHN T. KELLY AND KAUSHAL NEVREKAR SHARE A CANDID MOMENT



OUR VIDEOGRAPHER & PHOTOGRAPHER NICOLAS ROQUEFORT-VILLENEUVE & NASHPREET HARD AT WORK



WITH JEAN CHRISTOPHE LINDER, FOUNDER OF MACWAY.COM



CES SPECIAL



CES SPECIAL

CES[®]

2017

Consumer Electronic Show(CES), one of the biggest Technology festival, saw numerous launches and unveiling of new innovative products. And we travelled over 10000 kms to see what gadgets and technology will set the tone for the rest of the year. We'd got some of the biggest exhibitors like Samsung, Intel, LG, Fitbit, Sennheiser and lot more brands here at CES convention center. Now let's take a look at what all made it's mark at CES 2017.

by Shintu Dhang

EXCLUSIVE

SMARTPHONES

Asus Zenfone AR

A phone with three cameras! Yes, you heard it right. Asus launched Zenfone AR integrated with three-camera in a single phone and named Asus TriCam system. Three cameras system consisting of a 23MP main camera, motion tracking camera, and depth-sensing camera.

This device is the first smartphone that will be Tango enabled and Day Dream ready. Tango is a set of sensors and computer-vision software by Google that enables unique AR(Augmented Reality) experience such as AR gaming, AR utilities and indoor navigation. DayDream is a Google's platform for high-quality Mobile virtual reality and support DayDream VR apps. Speaking about specs, Asus packs powerful Qualcomm Snapdragon 821 processor that is optimized for Tango. And with the launch, it became the world's first smartphone that features whooping 8GB RAM. Also, sports beautiful razor-sharp 5.7-inch Super AMOLED WQHD display and comes with latest Android 7.0 Nougat Operating System.



Asus Zenfone 3 Zoom

Optical zoom is rarely found in a smartphone. But Asus went one step ahead to introduced Asus Zenfone 3 Zoom that features optical zoom. It comes with Dual camera system comprises two 12MP cameras. One with a wide-angle lens for a ultra-wide shot and the second with 59mm lens for 2.3x optical zoom.

Talking about specs, Zenfone 3 Zoom packs high capacity 5000 mAh battery in a super-slim 7.9mm full metal body and it weighs just 170 grams. Powered by Snapdragon 625 processor and paired with 4GB RAM. And hey, this Zenfone 3 Zoom can also be used as high-speed powerbank to charge other devices.



Honor 6X

Honor 6X features 2.5D curved glass that packs vibrant 5.5-inch full HD Display. Beside the Honor logo at the bottom, the front of the mostly remained unchanged from his predecessor Honor 5X. Included it's own in-house HiSilicon Kirin 655 processor. Available in two variants, one with 3GB RAM and 32GB of internal storage or 4GB RAM with 64GB of internal storage. Speaking about the battery capacity, device packs with a massive 3340 mAh Battery that last 2 days on a single charge. Honor 6X is packed with Dual lens, One camera captures an image while the other one detects the depth-of-field in an image. Software side, the Honor 6X has got a not-so-boring custom Emotion UI(EMUI) 4.1, based on Android 6.0 Marshmallow Operating System.





CES SPECIAL



Mi Mix Pearl white

Last year Xiaomi launched bezel-less smartphone Mi Mix in Black color. Now at CES, Xiaomi introduced a new Pearl White version of Mi Mix. The price hasn't been mentioned yet, but it seems to be remain the same as that of the Black color variant. Mi Mix comes in two variants based on RAM and inbuilt memory storage. Mi Mix sports a 6.4-inch QHD(2040x1080 pixels) display and runs on Qualcomm Snapdragon 821 processor. It has a 16MP rear camera with PDAF and a 5MP front-facing camera. It is backed by a 4,400mAh battery with support for Quick Charge 3.0



Huawei Mate 9

Huawei Mate 9 which becomes the first phone in the world to have Amazon Alexa voice services pre-installed. A gorgeous 5.9-inch curved QHD(1440x2560 pixels) AMOLED display, Dual Camera, and in-house Kirin 960 processor. It bears a fingerprint sensor on the rear panel, which supports gestures. In camera department, it packs 20-megapixel monochrome sensor and a 12-megapixel RGB sensor, both with f/2.2 apertures. On the front part, it bears an 8-megapixel sensor with a f/1.9 aperture. It also has a 4000 mAh battery in it.



ZTE Blade V8 Pro

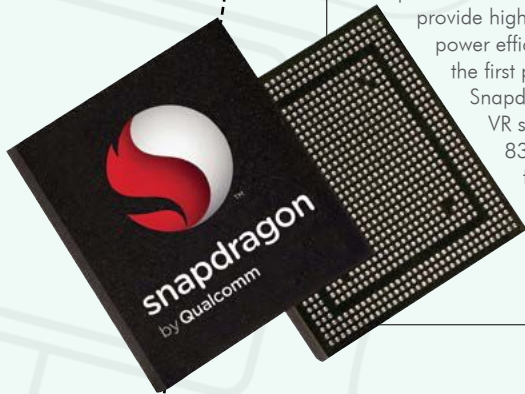
ZTE launched Blade V8 Pro with dual camera setup. Both rear cameras are 13 MP, with an 8 MP front camera. Speaking about specs, it comes with 5.5-inch full HD IPS Display with Snapdragon 625, 3 GB of RAM and 32 GB of internal memory which is expandable up to 256GB. It packs 3140 mAh battery with Quick Charge 2.0 support.



EXCLUSIVE

Qualcomm Snapdragon 835 SoC

Chip manufacturer Qualcomm has introduced its newest mobile platform Snapdragon 835 processor with X16 LTE modem, which will provide high performance and enhanced power efficiency. Qualcomm announced the first product to run on the new Snapdragon 835 SoC – ODG's AR/VR smart glasses. Snapdragon 835 is built on the 10nm FinFET fabrication process by Samsung. The new Snapdragon 835 processor features support for Quick Charge 4.0.



ZTE Hawkeye

ZTE showcased Hawkeye smartphone that can adhere to various surfaces and perform hands-free operations. You can also able to perform a task like general navigation and page scrolling all with the eye gestures and voice commands. Powered by a Qualcomm Snapdragon 625 processor and other specs include Dual 12MP + 13MP cameras with optical zoom, 8 MP front-facing camera, 5.5-inch full HD display, 3GB RAM, 32GB internal storage and packed with 3000 mAh battery.



LG Stylo 3 and new K series smartphones

The LG Stylo 3 (Stylus 3 outside of the US) is a mid-range device. The 1.8mm diameter fiber-tip stylus pen is meant to "provide the feel and feedback of an actual pen when writing on the screen." It pack's with a large 5.7-inch HD screen with 3 GB of RAM and a MediaTek MT6750 octa-core processor. It has 13 MP rear and 8 MP front cameras, and be available in two colors: Titan and Pink Gold.

The four K series phones will come in various sizes: 5.3 inches (K10), 5 inches (K8 and K4), and 4.5 inches (K3). The K10 offers the best specs that include a fingerprint scanner, wide-angle 5 MP front camera, and a 13 MP rear camera. The K8 and K4 share a 5-inch touchscreen, but the K8's is HD while the K4's is FWVGA. The K3's screen is the smallest of them featuring tiny 4.5-inch FWVGA display. The cameras are a main differentiator between the three smaller models. The K8's cameras have 13 MP rear and 5 MP front camera, the K4 has 5 MP both front and back, while the K3 has a not-so-impressive 5MP rear and 2 MP front camera. The only exciting thing about any of these phones is the removable battery.





CES SPECIAL

MEMORIES

Nikon D5600

The D5600 was first announced in Europe late last year, but now it's coming to the India. The D5600 sports a slimmed-down body compared to the D5500. We got our hands on it at CES. The new Nikon D5600 sports 24.2 Megapixel APS-C sensor, 3.2 inch touchscreen display with flip out screen and latest Expeed 4 Processor. It can continuously shoot at 5 frames per second and 39 auto focus point with 11 cross type autofocus point. Built-in Bluetooth & WiFi for photo sharing on your smartphones or Laptops.



Sony Alpha 6500

Sony Alpha 6500 is the flagship APS-C mirrorless camera featuring 24 MP sensor that can continuously shoot at 11fps. It has a 5-axis optical image stabilization. Features a 2.4 million dot XGA OLED electronic viewfinder with the ability to extract stills directly from the movie footage. There are also a wide array of connectivity options including WiFi, QR and NFC.



Sony RX100 Mark V

Sony's RX100 series has been one of the best high-end compact cameras. Company's latest offerings provide its speed – the camera can shoot 24 RAW images per second. At the heart of RX100 V, there is a new 315-point phase-detection AF system. The camera also has the world's fastest autofocus system at 0.05 seconds. Sony RX100 V features the same one-inch type 20.1MP Exmor RS sensor. There is also optical image stabilisation for those crisp 4K videos along with a pop-up OLED electronic viewfinder. The max ISO also remains at 12,800 ISO. Sony RX100 V can shoot 4K videos at 24 or 30 frames per second and slow motion videos at 1000fps.



EXCLUSIVE



Canon PowerShot G9X Mark II

Canon Powershot G9 X Mark II features 20.1-megapixel 1.0-inch CMOS sensor and powered by the DIGIC 7 imaging processor. It sports a 28-84mm lens that offers 3x optical zoom with Image Stabilization. 7.6cm LCD display with a 1040k-dot resolution. Supports full-HD video recording up to 60fps. Connectivity-wise it offers Wi-Fi, NFC, and Bluetooth.

Canon PowerShot SX430

Canon PowerShot SX430 features 20-megapixel 1/2.3-inch CCD sensor and powered by the DIGIC 4+ imaging processor. Has 24-1080mm lens, capable of 45x optical zoom with IS. 7.6cm LCD display with a 230k-dot resolution. It offers Wi-Fi and NFC functionality.



Canon IXUS 185 and IXUS 190

Both are the slimmest cameras that also feature Wi-Fi connectivity. Sports 20-megapixel 1/2.3-inch CCD sensor and powered by the DIGIC 4+ imaging processor. 6.9cm LCD display with a 230k-dot resolution. IXUS 185 bears a 28-224mm lens with 8x optical zoom, weighs 126 grams. IXUS 190, it comes with a 24-240mm lens with 10x optical zoom with Image Stabilization.



Kingston Ultimate GT 1TB & 2TB

Kingston decided to break its own record by unveiling Ultimate Generation Terabyte (GT), the world's highest capacity USB Flash drive. DataTraveler Ultimate GT offers up to 2TB of storage space and USB 3.1 Gen 1 (USB 3.0) performance. Power users will have the ability to store massive amounts of data in a small form factor. With 2TB of Data, you can store up to 70 hours of 4K video, 500000 MP3 files and 256000 High quality photos in a compact size, just like any other Flash drive.



CES SPECIAL

COLORFUL LIFE

Sony A1E series Bravia OLED TV

Sony unveiled A1E series Bravia OLED TV that is 4K HDR enabled. Integrated with unique acoustic surface technology that vibrates display and enables Sound output direct from TV screen. That eliminates the use of Traditional speaker, so it becomes speaker-less and stand-less form factor as the sound is emitted from the screen, the picture and sound become as one.



Sony Bravia X93E

Sony Bravia X93E features Advanced Slim Backlight Drive+ technology, taking brightness and contrast to even greater heights. It's a 4K HDR enabled OLED TV with incredible resolution that makes images crisp and clear. Packed in a Stylish form factor that widely improve aesthetic of your home.



Xiaomi Mi TV 4

Xiaomi Mi TV 4 includes new feature and improvements over its predecessor. The Xiaomi Mi TV 4 has 4.9mm slim modular design with a standalone 4k display and the Mi TV Bar. The Mi Bar houses the motherboard along with two upfiring speakers, subwoofer and two rear wireless satellite speakers. It has a new UI from the company which is based on Android. The modular design allows users to just change the Mi TV bar without replacing the display unit.



EXCLUSIVE



CES SPECIAL



LG Signature OLED TV W7

LG OLED TV introduced incredibly thin design TV that allows the W7 to be mounted on a wall in such a way that it almost looks like a part of the wall. There's even a special magnetic mounting system that ensures no gap installation. Powered by WebOS 3.5, it is colorful and fun to navigate. It's a two-part system: the main display up top, and a Dolby Atmos soundbar below it.



Sony VPL-VZ1000ES Laser projector

Sony VPL-VZ1000ES has a space-saving design that can comfortably fit into a living room. Ultra-short throw lens can project from as close as 6 inches away from the surface. The Sony VPL-VZ1000ES Ultra Short Throw projector combines SXRD imaging technology with a laser light source for exquisitely detailed, high contrast native 4K images with HDR compatibility. Ultra short throw lens can project from as close as 6-inches away from surface. It's reliable, energy-efficient Z-Phosphor laser source allows quick start and maintenance-free operation with no need for lamp exchanges - translating into ease of use compared with conventional projectors.



Samsung QLED TV

Samsung new QLED TV implements Quantum dot technology that improves light efficiency and stability. That lets the TVs to show off a wider range of color. It also show off full color in brightness mode without losing color accuracy. The new QLED TV features truly deep black levels and perfect color accuracy. The new QLED TV panel design also reduces reflection to deliver bold detail with high level of contrast.



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Unveiling the new **HyperX Cloud Stinger Headset**, perfect for hardcore gaming.
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PORTABLE SYSTEM

ACER ASPIRE V NITRO BLACK EDITION & ASPIRE VX

Both notebook series packed with 7th Generation Intel Core i7-7700HQ processor for immersive 4K support and longer battery life. The inclusion of latest NVIDIA GeForce GTX 1060 or 1050ti graphics will definitely bring gamer in you. The Aspire V17 Nitro Black Edition featuring a 17.3-inch display. With 6GB of dedicated GDDR5 VRAM and up to 16GB of DDR4 system memory, upgradable to 32GB using two soDIMM modules. They also come with a NVMe PCIe Gen 3 or SATA SSD, and a HDD of up to 2TB capacity for additional storage. Connectivity-wise it has USB Type-C port with Thunderbolt 3 for speeds up to 40Gbps and support for dual 4K video output simultaneously, fingerprint sensor, two USB 3.0 ports (one featuring power-off USB charging), two USB 2.0 ports, and HDMI connection. It connects wirelessly through 2x2 802.11ac WiFi, while a Gigabit Ethernet port is available for wired connectivity needs.

The Aspire VX 15 features large cooling vents for enough cooling, clearly showing dedicated for gaming. The red backlit keyboard makes a superb gaming laptop. The Laptop weigh 2.5kg comes with up to a 7th Generation Intel Core i7-7700HQ processor, NVIDIA GeForce GTX 1050 Ti graphics with GDDR5 VRAM. Offering up to 16GB DDR4 memory out of the box and can be user-upgradeable to a maximum of 32GB. Storage is provided by a 512GB SSD and 1TB HDD. Also has a 15.6-inch Full HD IPS screen.



Razer Project Valerie

Razer's 'Project Valerie' has immersive triple-display laptop which showcased in his booth. If you're not familiar with Razer brand, it's known for its gaming laptops and accessories. Razer unveiled its latest product titled Project Valerie, which makes it as the world's first triple display laptop. Project Valerie features a Razer laptop that's equipped with one main display and two fold out side displays, all of which are 4K. Each display measures 17.3-inches, and Project Valerie is powered by a NVIDIA GTX 1080 GPU and supports NVIDIA Surround View with a resolution of 11520 x 2160 for an immersive gaming experience. Project Valerie has a form factor that's comparable to other 17-inch gaming laptops on the market. It is about 1.5 inches thick and weighs approximately 12 pounds.



EUREKA STARTUPS



CES SPECIAL

FoldiMate

FoldiMate is a laundry-folding robot. It's a home robot designed to fold your clean clothes all by itself with professional skill and quality results. It is about the size of a standard domestic washer or dryer. FoldiMate is small and intended first for household rather than institutional use.



Hease Robotics

Hease Robotics is a humanoid social robot. With Taller design, a larger touchscreen, and custom software to make Hease a strong player in the service robotics market. The robot can also be connected to the cloud for more capabilities.

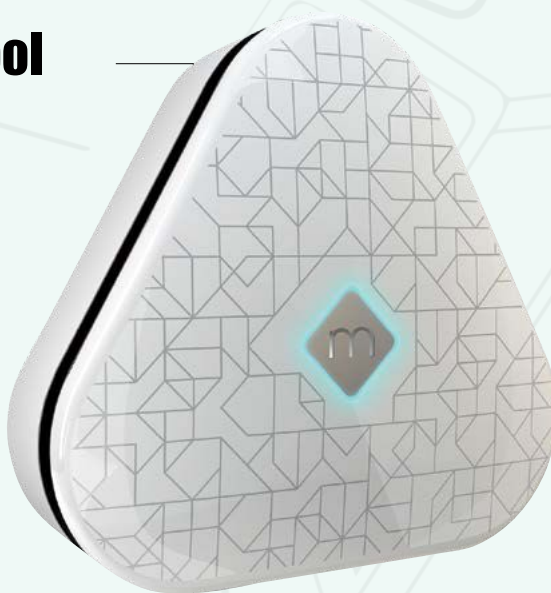
Wize&Ope Hype8 Kicks

The Hype8 Kicks implemented led strips on a shoe which you can personalize boundlessly. Choose among 16 million colors to match your taste and look. It has the magical effect and the impact lightening mode that will save energy and enables Hype8 Kicks to last at least up to 6 hours without charging. With wize&ope application you can select your own music and combine them with automatic lighting profiles. It also has a navigation mode with Google Maps when walking or bicycling.

EXCLUSIVE

Momit Cool

Momit Cool allows air-conditioner owners to easily control them remotely by using a smartphone, either at home or on the road. This device is very useful, for example, for starting your air-conditioner before returning home. You can just restart your air-conditioner using a smartphone application before returning home from the office.



Stratio LinkSquare

Stratio showcased LinkSquare infrared scanner that detects the difference between the real and the fakes medicines. Light reflects off of every object differently. LinkSquare lights up an object placed on the lens with various sources and spectra light. Then it records what's reflected and compares it to data from the file. The device is linked up via USB to a smartphone, that holds a database of scanned objects.



Prynt cases

Prynt turns your smartphone into Polaroid camera and can print instant photos. Except hardware component, Prynt also has an app that lets you scan photos to view short video clips. In addition to the physical photo, you can also save the photo to your smartphone gallery. With the app, you can scan a photo by pointing smartphone camera at a Prynt photo to view the video.





CES SPECIAL

SOUND

▶ Altec Lansing DVR-DJ

Altec Lansing DVR-DJ Style headset is the wireless headphones feature 40mm drivers and have a DVR camera built into one earcup. The video can be streamed immediately using Wi-Fi, or copied onto the headset's 8GB internal storage. You can also add up to 32GB of external storage through a microSD card slot.



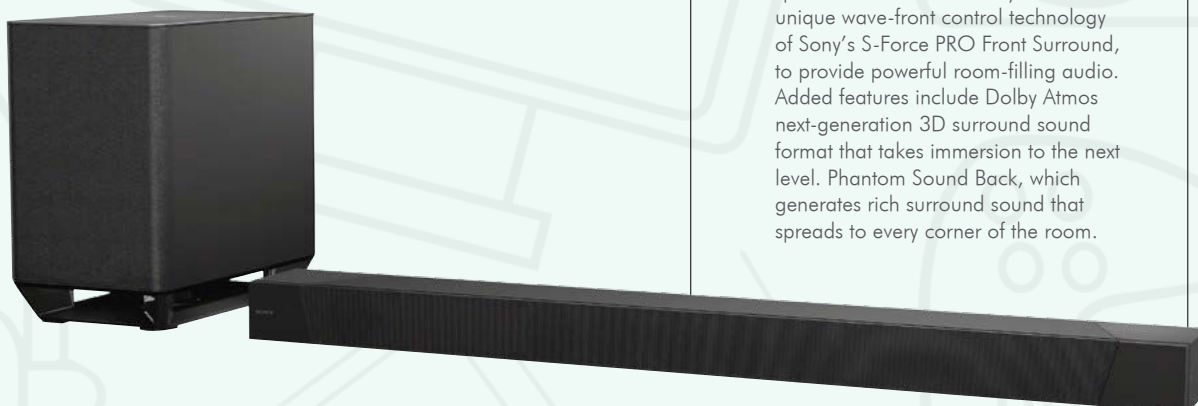
▶ Altec Lansing Free True wireless earbuds

Altec Lansing also unveiled Freedom True wireless earbuds. Apart from connecting wirelessly to your device, Freedom True wireless earbuds also get rid of the cable between the two earbuds themselves. Each earbud has its own battery, and receives an independent Bluetooth signal in each ear. The Freedom True earbuds is also IPX7 water resistant and offers a claimed six hour of battery life.



▶ Sony HT-ST5000 Sound bar

Sony HT-ST5000 sound bar packs 12 speakers into its sleek body and has a unique wave-front control technology of Sony's S-Force PRO Front Surround, to provide powerful room-filling audio. Added features include Dolby Atmos next-generation 3D surround sound format that takes immersion to the next level. Phantom Sound Back, which generates rich surround sound that spreads to every corner of the room.



EXCLUSIVE

HIDDEN TIPS AND TRICKS: MICROSOFT WORD

by Shreya Bhattacharya

Once upon a time, there was a piece of paper, now it is the .doc file that serves the same purpose. Notepad tried to do its level best, but it wasn't upto the mark ever. There are thousands of people (like me) who have been so dependent on the Microsoft Word for their daily needs! Well, I mean for their professional need. But sadly, many of us don't know the shortcuts and quick tricks of doc file. When it comes to bashing out everyday documents, there's rarely much need to venture beyond Word's Home tab. But tucked away within the interface, there's a wealth of additional tools waiting to be discovered. These features aren't really "secret", but many users never find them – and they could save you considerable time and effort.

20 MOST OVERLOOKED FEATURES OF WORD:

1. SELECT SIMILAR FORMATTING

The Editing section, at the far right of the Home tab, includes the handy option to "Select all text with similar formatting". This lets you easily highlight all your ad hoc headings, captions and so forth at once and tweak their appearance in a single swoop – or apply a style for easier management in the future.

3. TRANSLATE

Word's Review | Translate function sends the text of your document to the Microsoft Translator web page and displays a translation in a browser window. In Word 2010 and 2013, you can also activate Review | Translate | Mini Translator, which presents a ghosted tooltip when you hover over a selected passage of text; move your pointer onto it to see a pop-up translation in your selected language. There are dozens of languages to choose from: browse them by selecting Choose Translation Language from the Translate dropdown.

4. KERNING

Professional desktop publishing software supports kerning – the selective adjustment of spacing between characters to make text more aesthetically pleasing. Word doesn't do this by default, but it can be turned on by clicking the pop-out icon in the Font section of the Home tab and ticking the box labelled "Kerning for fonts"; enter a minimum point size in the box to the right.

2. CLIPBOARD PANEL

The clipboard panel offers a convenient way to keep more than one element on your clipboard at once. Click the tiny pop-out icon within the Clipboard section of the Home tab to open it. Up to 24 recent cut and copy operations are remembered, and you can click on any one of them to paste it at the insertion point. The Options dropdown at the bottom lets you control when the Clipboard panel appears; one option is to make it appear when you press Ctrl+C twice.

5. INSERT CHART

If you want to include an Excel chart in your document, you don't have to leave Word. Selecting Insert | Chart in Word will open a miniature Excel view, in which you can edit or import your data. Just close the Excel window once you're done – it will be presented in chart form within Word. At the top of the Word window, the Chart Tools tabs give you full control over the design and appearance of your chart, so there's no need to launch Excel manually.

6. SMARTART

SmartArt helps you illustrate processes and relationships through almost 200 pre-designed layouts for pyramid organisations, cycles, hierarchies, matrices and more. To use it in Word, simply click Insert | SmartArt and select a template. Then type your labels into the floating panel that appears and drag the handles to resize the SmartArt. If you want it to float over your document, you can achieve this easily by creating a textbox (via Insert | Text Box) and putting your SmartArt inside it.

7. INSERT SCREENSHOT

If you're writing a tutorial – or you simply want an easy way to include in your document an image from another program – you can grab an area of the Windows desktop by selecting Insert | Screenshot; the dropdown menu lets you directly import any open window as an image. Alternatively, you can select the Screen Clipping option to drag a rectangle with the mouse and capture a customised area of the screen.

8. PAGE COLOR

If you want your document to stand out, you can use the Page Layout | Page Color dropdown to apply a background wash; select Fill Effects and you can add patterns and textures. Fills and patterns are automatically applied to all pages of your document. Also, although you can see them onscreen, they're not printed, so they won't interfere with the readability of your hard copies.

9. INSERT QUICK PARTS

Select a passage of text, then select Insert | Quick Parts | AutoText | Save Selection To AutoText Gallery. You can now reinsert that text into any document by selecting it from the Insert | Quick Parts | AutoText menu. You can also set up Quick Parts for elements such as your company name and email address, and in the Building Blocks Organizer you can set up quick-access templates and objects, too.

10. HYPHENATION

Allowing the odd word to spill across two lines can keep your right margin from becoming too ragged or, in fully justified text, it can prevent large “islands” of white space from appearing between each word. Word can automatically hyphenate words as needed, but the feature is turned off by default: to enable it, go to the Page Layout tab and select Hyphenation | Automatic.

12. DIGITAL SIGNATURES

It isn't always obvious whether a digital document is an authentic original. To sign a document with a personal encryption key, go to the File tab, select Protect Document and choose “Add a digital signature”; you'll be prompted to save the document before your signature is added. The signature will be automatically invalidated if the document is altered, so its presence is a guarantee of authenticity. If you want to invite someone else to sign a document, go to the Insert tab and, within the Text section, select Signature Line.

15. CITATIONS

For academic works, Word can also help you manage your citations. On the References tab, you'll find a button to Manage Sources; here, you can enter the details of each work you refer to, then insert references to them by clicking the Insert Citation dropdown. You can choose a citation format from 14 recognised styles, including APA and MLA standards, and at the end you can generate a bibliography with one click.

18. OUTLINE VIEW

Go to View | Outline to access a hierarchical display that lets you mark-up headings and collapse the body text under them; this gives you a clear overview of your document, which can be effortlessly reorganised by moving sections around. You can also collect several documents into one master project: click Show Document in the Master Document section of the Outlining tab to import or create subdocuments.

13. WATERMARK

When you're circulating a draft of a document, or sharing something private with a work colleague, it's useful to be able to watermark the page so you can see at a glance what type of document it is. The Watermark dropdown, under the Page Layout tab, lets you add a large grey watermark saying “DRAFT”, “CONFIDENTIAL” or “URGENT” in two clicks. Select Custom Watermark to place your own text or an image.

16. COMBINE AND COMPARE DOCUMENTS

Word can automatically compare or combine two documents: you'll find the tool under Review | Compare. If you prefer to do the job yourself, click View | View Side by Side; this will automatically position your documents next to each other at identical zoom factors, so you can easily look back and forth between them. If you click the Synchronous Scrolling button, they'll even scroll up and down in lock-step when you move the cursor around or drag the scroll bar.

19. DOCUMENT INSPECTOR

Press officers and civil servants have landed themselves in hot water in the past for distributing documents with sensitive information embedded in their metadata, or that's recoverable via Word's Track Changes option. Don't make the same mistake: in the Info section under the File tab (or the Orb in Office 2007), you'll find a selection of options under the “Prepare for sharing” dropdown that let you check for hidden information (and confirm compatibility with other editions of Word).

11. LINE NUMBERS

If you're referring to code, legal documents or even poetry, you might want to number your lines for easy reference. Word's numbered-list tool applies indentation settings that may not be what you want: select Page Layout | Line Numbers instead and Word will apply neat numbering in the document margin. By default, line numbering is applied to the whole document, but you can make it skip selected text by choosing Line Numbers | “Suppress for current paragraph”.

14. MACROS

Office's scripting interface is sophisticated to say the least, but if you want to automate a simple, repetitive task, there's no need to type a line of code. On the View tab, click the Macros dropdown and select Record Macro. In the dialog that opens, choose a button or keyboard shortcut (remember to click Assign to confirm your choice); then perform the task you want to automate. When you're done, go back to the dropdown and select Stop Recording. Now pressing your chosen button or key combination at any time will repeat the operations you recorded.

17. INSERT INDEX

A third useful feature for longer works is the ability to automatically generate an index. To use this feature, you must first mark your references in the text by selecting the relevant word or phrase, then clicking References | Insert Index. When you've marked up all your headwords, click Insert Index to create an index. This will contain references to the instances you've marked, and self-updating links to the page numbers on which they appear.

20. CUSTOMISE RIBBON

If you select File | Options | Customize Ribbon, you can add new functions to it, and remove ones you don't want to see. You can add features that aren't normally exposed at all – there's a helpful selection of “Commands not in the ribbon” – and even create your own tabs. If that's too complicated, you can customise the Quick Access toolbar that appears at the top of the screen by using the tiny dropdown arrow at its right end.



“

I THINK YOU'RE KIND OF FALLING BACK IF YOU'RE NOT ONLINE. PERSONALLY AND PROFESSIONALLY, THERE IS NOTHING THAT CAN'T BE DONE ON A LAPTOP OR A PHONE ANYMORE.

FASHION DESIGNERS OF THE MONTH

GAURI & NAINIKA

Gauri & Nainika, the sister duo, are making news with a long list of celebrities dressing in their creations back home and abroad and they just seem to be catching more and more momentum. This month, we had a long chat with them and we got on to talk about their journey, collaborations, likes, dislikes and many many other things. Read the whole interview here-

ex : What's your journey?

GAURI & NAINIKA: It has been a very exciting journey till now. We started with the 1st red carpet event in 2006. The brand has grown and evolved since then. At that time, there was no one in the country who designed western couture and evening wear for women. It was a new concept and people were not even sure of who would wear it. So, for us, it has been very gratifying to have been involved in being able to change people's mindset and be catalysts towards that. The Indian market has grown and people's tastes have changed. And we are happy to say that we have grown too. It has been a very beautiful and inspiring journey for us and we wish to continue the same way; evolving and growing more and more.

ex : First big break.

G&N: When Vogue launched in India, they had a huge show in Jodhpur. That was the first red carpet appearance we had where Bipasha Basu wore a gown designed by us and it got a lot of attention since not too many people were wearing gowns. At the same time, Aishwarya Rai Bachchan too wore a gown by us as the showstopper for the show, which also got a lot of attention. These were the first times when Indian actresses actually started wearing gowns when initially they would only wear Indian dresses. Also, our gown got featured on the cover of Vogue. After that, we started styling actresses for various events and ever since, we've crossed many milestones.

ex : Your style for you is?

G&N: I think it is timeless, extremely feminine, elegant and glamorous. At the same time, I would say our dresses are very clean and very comfortable and flattering on the body. All women wearing our clothes tell us that they feel like a movie star because the clothes compliment them and are very flattering on their body.

ex : Thoughts on the Fashion scene.

G&N: The fashion scene in India has really grown and has become extremely international with the way people are dressing. In the next 5 years, it will just go forward with all the international brands and luxury brands coming in. The world is shrinking and I think Mumbai & Delhi for that matter are going to be the fashion hubs of our country like any big city in the world.

ex : Gauri and Nainika + Koovs.

G&N: Koovs.com caters to the younger audiences, targeted towards an age group between 17 to 27 years. Their aesthetic is younger, fun and sexier at the same time. The brands approached us as there was a match between their aesthetic and ours, however we retain our key signature and style. The brand

chose clothes from our collection, the best-sellers to come up with a line that suits and works best for the target they cater to. The collection called The Ultimate Party Dress collection has been a great success and we are happy with this collaboration. It was fun, flirty and at the same time, feminine, timeless and elegant. Each piece was a statement making one.

ex : How Techy are you?

G&N: I think you're kind of falling back if you're not online. Personally and professionally, there is nothing that can't be done on a laptop or a phone anymore. Looking at how many people shop online, I think the collaboration with Koovs.com worked wonders.

I am a little bit old-fashioned; I do not use too many apps, though I use everything online. I would still prefer the old traditional mannerism. So, even though I use everything, I am not very tech-savvy personally.

ex : High points and Obstacles.

G&N: There have been so many high points in my career graph! From the first time the country saw a celebrity wearing our creation to it becoming a fashion trend. The Golden Globe, the Oscars, the Grammy; all were high points. Sia, who is my favorite, also wore a dress by us and we were extremely excited about it. Even the collaboration with Koovs.com has been thrilling. So all in all, this has been a fabulous journey.

There have not been any obstacles as such. But there has been a difficulty for 2 girls starting a line to dress the women not only of India but also the world. There were some publications that didn't want to write about us and that was disappointing but the brand eventually gained traction. That has been challenging and the whole process has been very organic.

ex : Your Inspiration?

G&N: Everything. We are inspired from our travels, films, fashion history because we always look back and fabrics.

ex : Gauri and Nainika as individuals.

G&N: We're sisters, just one year apart and have grown up liking the same things. We share the same thoughts, same ideas and the same sense of style. At times, we complete each other's sentences and have been extremely blessed. I believe that we really complement each other's capabilities. Nainika is excellent

technically when it comes to construction, sketching, putting details into design, a tiny ruffle here or there; she knows how something is cut and stitched. I, on the other hand, look at the broader picture and have more clarity on the concept, the philosophy, the idea or the design.

ex : Your favourites!

G&N: We've pretty much dressed everyone, right from Priyanka Chopra, Deepika Padukone, Aishwarya Rai Bachchan, Bipasha Basu and a lot of the actresses from the younger generation. We've also dressed a lot of stars abroad like Charlotte Riley, so it's been great!

QUICKIES:

1. **Best piece of advice given to you:** "Tomorrow is another day" from Gone with the wind and "This too shall pass."
2. **Go-to fashion trend:** Red lips and deep cuts, and also jeans
3. **One fashion trend that you'd like to make obsolete forever:** Purple lipstick
4. **Runway or Red Carpet:** Both!
5. **One person that you would've liked to dress from the past:** Audrey Hepburn



‘HOW I MOVE FROM ONE END OF THE LENS TO THE OTHER’

-TORANJ KAYVON

I have been photographing since the age of 15. Having started so early I learned a lot through trial and error. It is exciting to look back at my work since then and see how my experiences behind the camera are now influencing my work in front of the camera as a new actor. In November of 2016 I signed an English feature film (directed by the brilliant Jai Tank) here in India and began shooting right away. For almost a year leading up to the film, I had been studying as an actor with Bandra based acting coach, the wonderful Jeff Goldberg. What I stumbled upon on set was that a lot of what I did both technically and instinctively behind the camera as a photographer greatly correlated with my choices and techniques in front of the camera. I discovered 3 dominant factors that play a role in my being behind or in front of the lens: environment, mood, and passion.

As a photographer I know that whether I am shooting someone who is not used to being photographed, or if I am shooting a professional model or celebrity who practically lives in front of the camera, if I do not create an environment where my subject can feel their confidence, it will show in their expression and greatly influence the outcome of the shoot. Great work is a byproduct of being focused on the direction you want to go, so I have learned that noting to my subject and team what is working, is far more productive than pointing out every time something is not working. That may even mean continuing with positive reinforcement when they appear uncomfortable, as that will ultimately allow my subject to settle into their comfort and pose. I don't take this practise for granted no matter how experienced or professional my subject is; I am approached after shoots by even the most photographed personalities and thanked for the positivity on set, and for how notably comfortable they were made to feel in front of my camera. When a great

environment is maintained, not only is the experience pleasant, but I am able to build trust with my team which in turn opens the gates to experimentation and creating images that are distinct and memorable. As an actor amidst a film shoot, the very same concept applies. From my own experience and conversations with other actors, I know that as a new or veteran actor, walking onto a set full of people and having to perform an emotional or intimate scene can be nerve-racking. Since I signed Jai Tank's film, Jai has made it a habit to express his confidence in his actors; not only does this make for a pleasurable experience and unify the team, but as an actor I feel confident about exploring my character and doing things that are completely new to me, and importantly I feel confident about opening myself up to both my own and my character's vulnerabilities. On our set, there is simply no fear of making a mistake, thanks to Jai's encouraging attitude. Similarly, because I know what I know as a photographer, even as an actor when I am watching my own playback after a scene, I know that in order for me to be honest to my character, I must abandon self critique and observe myself and the choices made as the character—even if those choices don't necessarily appeal to my personal preferences, or the way that I like to see myself as Toranj.

As a photographer, I often tell my model or personality to recall a particular kind of memory or moment in their life (for example one that makes them feel pride) when I am wanting to capture a particular mood. Now, that I am working in front of the camera, I understand that that instinct is absolutely accurate. When a close up is being taken during a scene, the camera picks up the movement of every facial muscle and eye movement. If the sum of all body language is not sharply congruent with the speech and scene mood, the result is flat acting. We all know that body language plays a big role in communication, but even more specifically, our minds are able to interpret mood and genuineness from even the most subtle alterations in facial muscles. The

camera amplifies this communication and as an actor I discovered that the best way to deliver an honest performance, is not to only be extremely present in my scene, but to develop my character deeply, so that the camera records both the dialogue between me and my co-actor(s), and the internal dialogue within my mind as the character to which my nervous system reacts to and therefore displays in my body, facial muscles and eye movements. More on mood, as a photographer I may sometimes ask my subject to slow down their breathing in order to relax their mood and alter their choices in posing. One day, on set while I was performing an intense scene that called for high energy and panic, I felt I was not hitting the emotional note I wanted to; I remembered this tactic of mine and decided to apply it, but instead by speeding up my breath. Not only did the alteration in breathing immediately help me feel the emotions necessary for the scene, but I felt it even change the chemistry in my body. The scene required high adrenaline, and I could feel my body producing it, so much so that I had to effort to calm myself and stop my body from crying after my director cut the scene. Looking at expressions and body language through a lens all these years has allowed me to spot genuine versus forced posing in images. A great example is when I photograph people smiling; if a smile is felt in the body (all facial muscles are lit up and it reaches the eyes), it can make the person looking at the image smile, whereas a fake smile can even make its audience feel uncomfortable.

While some people believe that the presence or absence of passion is a natural occurrence and out of our control, I believe it can be stimulated and is necessary for impactful work. I was raised in a family that wanted to direct me into law or medicine; needless to say I had to have passion to convince my parents of the life and career I actually

I HAVE THE ABILITY TO MOVE MY TEAM, AND WHEN WE ARE MOVED TOGETHER, WE CREATE WORK THAT MOVE OUR AUDIENCES TOO.

wanted to pursue. However, no matter how much passion I started out with, because challenges come and go, and with it passion, I have found that passion is like a muscle that needs to be exercised at the gym; you need to focus into passion to keep it active and growing. For me, as a photographer or as an actor, I have discovered a passion activating ritual that is foolproof. Before a shoot and during the time it takes for me to be dropped to my set, I quiet my mind and remind myself of the reasons I do what I do. I also begin reviewing the things I am grateful for in my work. I express gratitude about how much fun I have focusing my eye towards all that makes the person I am photographing beautiful, I express how grateful I am to be performing with actors who's work and focus inspire me, and I can go on and on until I reach my location. When I enter my set with a passionate mindset, whether I am behind or in front of the camera, my instincts become stronger and my mind starts to look for ways to make

things work, I am making a commitment to excellence. Simply put, when I feel moved, I have the ability to move my team, and when we are moved together, we create work that move our audiences too.

As a photographer, my eyes always look for beauty that begs to be discovered, and to be remembered, and as a photographer turned actor, I am inspired to explore and bring to light the genuineness that make moments, scenes, characters and films undeniably memorable.

ABOUT THE AUTHOR:



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Toranj Kayvon is an Iranian fashion, advertising and celebrity photographer from Canada. She has been shooting in Mumbai since 2012, and as of 2016 begun her journey in the acting arts.



DO YOU HAVE
THIS ALREADY?

FUJIFILM INSTAX MINI 8 INSTANT FILM CAMERA

If this is not on your list, we wonder what your wish list looks like. Coming back to how the Instant camera now tops bucket lists of almost everyone, we review the new Instax Mini 8 and here's all you need to know about it.

FUJIFILM: THE BRAND FOR DUMMIES

Incepted in the year 1934 to be known as Japan's pioneering photographic film maker, Fujifilm Holdings Corporation, better known as Fujifilm or simply Fuji, is a Japanese multinational photography and imaging company that has delved into a number of avenues with cameras and films being widely popular. "Instax" is the series of Instant cameras by Fujifilm.

THE MINI 8 AND ITS FEATURES

The Instax Mini 8 comes with a lot of simple features-

- The **pop-out lens**, the tiny yet **accurate viewfinder**, the **exposure determiner**, the **flash** and **cutesy appearance** all come together to make up the Mini 8.
- Right above the lens, it is equipped with 5 different **exposure settings** with them being- home, cloudy, sunny, very sunny and Hi-Key. Hi-Key is for those pictures that require more brightness than that of a home-lit surrounding. The camera determines the right exposure for your pictures depending on how bright your surrounding is and blinks on the respective symbol. That enables you to reset your settings and take the perfect click.

- The camera operates on **double AA batteries** and automatically goes off into the **power-saving mode** when not used for more than 5 minutes.

- The **film size**, as you must've picked from the name, is mini, which is smaller than the regular film. But, nevertheless, it is cute as hell!

WHAT WE THINK ABOUT IT

- The Instax Mini 8 is very **user-friendly** and that is the first aspect that needs to be highlighted. For beginners who are apprehensive about using an Instant camera and seasoned users, alike, the Instax Mini 8 provides great ease of use.

- The camera is also all about **convenience**. A tiny indicator tells you how many photos you have left, the camera starts with the click of a single button, which makes the lens pop out to be click-ready and of course, how easy it is to insert the film into the camera!

- The camera requires a film that isn't very **expensive** but not that cheap, at the same time considering how many and how often you'd want to take the pictures and how many you'd end up not liking and thus discard.

- The **camera exposure** might not be very accurate despite the fact that the camera suggests you the right exposure level to have. Keeping in mind the fact that the Mini 8 does not have a lot of focusing options, **clarity of images** is not the best and could've been better.

WHY YOU MUST ABSOLUTELY HAVE IT!

All the pros and cons disappear into thin air because the Mini 8 is a keeper for those who wish to have a fun, quirky experience and just play around with an Instant camera. Apart from the fact that it is **portable**, **fuss-free**, **very easy to use** and also **pocket-friendly**, one very important point is that it brings back old school physical films and that is a great change in the world today where we thrive on digital devices taking 100 images at a time only to never look back at them ever again in life.

"INVESTING AND USING THESE FOR A NOVEL EXPERIENCE IS DEFINITELY WORTH THE BET!"



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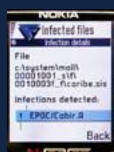
There are almost
3.5 billion
active Internet users and
Facebook has almost
1.5 billion
users and around
100 million
fake profiles.

Currently, there are more than
three billion
computers,
two billion
Television sets and around
four billion
smartphones being used
around the world.



The first open phone call was made by
Mr. Martin Cooper
on April 3, 1973. He made the first
handheld cellular phone call in public
from the prototype Motorola DynaTAC.

Google listed it's
1 trillionth
one of a kind URL on July 25,
2008 and now has almost
35 trillion pages.



In 2004,
cabir.a
was the first mobile
phone virus ever
discovered.

QUICK TECH FACTS THAT WILL



Almost
160 billion
e-mails are sent
day by day, 97%
of which are
spam.

9

out of each
1,000
computers are
contaminated
with spam/
virus.



booogle

YOUR
MIND



A person who has more
than a million followers on
Twitter is called a
twillionaire.

The
**motorola
dynatac
8000x**
was the first mobile
phone sold in the
world on April
11, 1984. It was
designed by Mr.
Rudy Krolopp.



Every single Google
search produces around
0.2g of co2.



To every
12 million
messages rolled out, the
spammer only gets 1 positive
conversion, still it makes them
a considerable profit.



**htc
dream**

was the world's first Android phone.

*all of the above data has been collated from
various sources on the Internet and can be dated.

WHO'S THE BEST?

AMAZON PRIME VIDEO VS NETFLIX VS HOTSTAR

 by Shreya Bhattacharya

Today the world is all about “survival of the fittest”. Comparison and competition is everywhere on the peak and the best one is walking away with the cake while the rest is being ignored or compromised on. Be it technology or gadgets, it's all about a race and winning the crown. And right then, we thought... how about comparing all the ones that are taking part in the rat race. Let us start off with internet video streaming services.

The battle of live streaming services is really on in India (and everywhere else). Netflix's entry into the market has put other streaming services on guard and while the world renowned service itself isn't perfect, to say that it's got competition in India would be a massive understatement. Welcome Amazon Prime Video – the most talked about in the headlines these days and need not forget competitors like Hotstar which has already got its own user market.

We did some research on these 3 streaming services that are making news in India and tried to do a fair comparison of them. We would not discuss the question of Internet speeds and data consumption here, let's stick only to the services at the moment. Here is what we concluded...check out whether or not you agree with us.



HOME PAGE CONTENT CATEGORISATION

The home page is the first thing that you come across when you fire up the apps. It is a major contributor to how long you will stay on the app. Considering these are video streaming apps, the home pages are generally visually heavy, and require multiple scrolls to see all the categories.

NETFLIX

The featured image on Netflix is generally an announcement with a call to action. Netflix uses this top featured image to push out its recent shows or give you an idea of which new shows have been added to its catalogue. Then you have the 'Continue Watching' tag, which lets you resume watching the shows from your last played locations. Apart from these features, you then come across a whole list of categories: Recently Added, Trending Now, Watch It Again, New Releases, Popular On Netflix, Kid's TV, Because you watched <insert show name>, and so on and so forth. Netflix keeps mixing and matching these categories from user to user which not only helps in keeping the categories dynamic, but also help with easy discovery of some interesting content.

HOTSTAR

With Hotstar, the featured image at the top is dynamic. It presents a carousel with a mix of Live TV, free to stream movies or TV shows as well as Premium content – each having a call to action. This is followed by a multiple-scroll list of categories with Popular Movies and Popular shows up top, followed by the latest trending live TV content, Premium content,

Must Watch Clips, popular Premium content and so on. Considering Hotstar also has the whole bouquet of TV channels, the categorisations on the home page are much more dynamic than Netflix or Amazon Prime Video, with playlists not just across genres, but also based on TV shows. As compared to Netflix and Prime Video, you get a lot more information than just a TV show or movie poster. At the base of the app, there are tabs such as Home, TV, Movies, Sports and More which makes navigation more easier.

AMAZON PRIME VIDEO

Just like Hotstar, Amazon Prime Video also has a carousel with the most popular and premium content up front. This is followed by 'Watch Next' which is instead of directly playing the show from the last played moment, adds in an extra unnecessary step, which takes you to the TV show page, with a button for 'Resume Episode'. Then there are categories such as Amazon Original Series, Latest Movies, Latest TV, Exclusive Movies, Kid & Family TV, Movie Genres and so on. It would be too early to say if the categorisation on the home page for Prime Video would be dynamic at this stage, but going by what we have seen on Netflix and Hotstar, it would be safe to assume that it would. The Home, TV Shows and Movies tabs are present right at the top.

One common design element that is common on Hotstar and Amazon Prime Video is the film-strip like layout for every category with a 'See More' or 'See All' on the far right hand side. Netflix on the other hand does not have anything on the far right, you just scroll horizontally through the entire category.

PLATFORM AVAILABILITY

NETFLIX

Netflix plans start from ₹500 onwards and with the basic plan you can watch simultaneously on 1 screen, with standard plan that goes to two screens and with premium you can take that to four screens. You can watch Netflix via the Android and iOS apps, on the web browser and also through apps as part of smart TVs

HOTSTAR

Hotstar offers free streaming for TV content, but charges a premium of Rs 190 for international TV shows and movies or latest Hindi movies. You can only play one premium video from one subscriber account at a time. You can stream free content on multiple devices, as that does not really require a login. Hotstar is available on Android and iOS apps, on the web browsers

AMAZON PRIME VIDEO

Amazon Prime members do not have to pay additional charges for the Prime Video service. You can watch content on three devices simultaneously from one login according to Amazon. I tried it by playing Dear Zindagi on my laptop, my Android phone and an iPhone, and all three worked smoothly. The app is available on Android and Apple stores, it can be viewed on the web and it will also be part of smart TV ecosystems.

ONCE THE VIDEO STARTS TO PLAY

NETFLIX

The playback screen on Netflix shows subtitle menu, list of episodes and if you are using an iPhone, then Airplay mirroring. There is no option to change the streaming quality on the fly in Netflix simply because the resolution of streaming will depend on the plan you have taken. The UltraHD plan is for Rs 800/month, HD plan is available at Rs 650/month and SD plan starts at Rs 500/month. Even with an HD / UltraHD plan, you will have to change the streaming resolutions at a system level from the settings menu. When streaming on cellular data, you get the option to select the quality of the stream from Low, Medium, High, Unlimited, which stops playback after a GB is reached. The different settings give different durations that you can watch for.

HOTSTAR

The playback screen on Hotstar only has Closed Captions, Settings and display size resizing options on the top right hand corner. The Settings menu lets you select video quality on the fly, between Auto, Low (180p), Medium (360p) and High (720p). Closed captions are available in English only.

AMAZON PRIME VIDEO

Amazon Prime Video has an interesting X-ray feature and IMDB integration into the app, which gives you a lot of information about characters in a TV show or movie in real time as the video is playing. Even what soundtrack is playing! This is a great value addition. When playing back a video on Prime Video, you get the subtitle menu and the Airplay mirroring option. Changing of resolutions has to be done at a system level, just like Netflix.



OFFLINE OPTIONS

India may be a heavy consumer of videos, but bandwidth is still a question mark. There are very few among us who would stream content when we are commuting without having even the slightest nagging fear at the back of our minds of hitting our FUP limits. Hence the need for Offline viewing is paramount. Hotstar started the offline viewing feature earlier this year, which was followed by Netflix India and Prime Video offers it out of the box.

NETFLIX

Taking a video offline on Netflix is pretty easy. Just navigate to the TV show or movie page. On the right hand side you will see a Download icon, just hit it and it will start downloading. Beware that not all TV shows or movies are downloadable. You can view your downloaded content in 'My Downloads' section in the settings. You could set the app to download only on Wi-Fi connection, keep the video quality as Standard or Higher. There's also an option to 'Delete All Downloads' in case you don't want to go through the rigmarole of selecting individual show and deleting it from the My Downloads segment.

HOTSTAR

Just like Netflix, Hotstar also offers download only on select content – TV shows and movies. For instance, Premium content does not have the download button. With Netflix and Prime Video, upfront you get a lot more featured shows with a download option. Also another pointless thing is to actually have the Download button (it's of a light shade) for shows which

cannot be downloaded. Also for a lot of TV shows and movies, the disabled download button gets activated only when you start streaming the content. Once the download starts, you can do other things while it is happening in the background. On the whole, the experience of finding download worthy content on Hotstar is a struggle. Also the whole user experience needs to be relooked at. The only silver lining on Hotstar though is that it gives you an exact resolution and file size when you do eventually find that Download button. This is much better than Netflix or Amazon Prime Video, which does not specify the resolutions or file size. Double thumbs up for that!

AMAZON PRIME VIDEO

Amazon has activated the download option for most of the content. There wasn't any TV show or movie that did not have a Download button. But unlike Netflix or Hotstar, the downloaded content for offline viewing will disappear after 48 hours. So don't keep that show you want to binge-watch on Saturday, to download on a Monday. You may have to re-download it on Saturday. There are only two options in the Download settings – button to activate Downloads only on Wi-Fi and the Download Quality which varies from Good (1 hour video uses 0.1GB storage), Better (1 hour video uses 0.6GB storage) and Best (1 hour video uses 0.9GB storage).

REGIONAL CONTENT

All said and done, if a streaming service has to thrive in India, regional content just cannot be ignored. India has a vast range of languages and every state has its own favourite local GEC channels where consumers watch shows and movies in local languages. For streaming services to really go mainstream, they have to attract people with regional content as well.

NETFLIX

Netflix content catalogue is heavily biased towards English language content, but it also has a lot of Hindi movies onboard. Regional language cinema is quite limited currently and not really well categorised. Everything falls under the 'Indian Movies' umbrella. This could prove to be Netflix's Achilles heel if not checked as the other two players have got this aspect quite right

HOTSTAR

This app became famous as an alternative to watching TV specially as it has the entire bouquet of Star channels on board. So GEC is front and centre on this app along with the live TV option. Hotstar also neatly demarcates things according to languages and how much content it has in these languages. In fact the settings menu has a tab for Languages. It cov-

ers Hindi, English, Malayalam, Tamil, Bengali, Telugu, Marathi, Kannada, Gujarati languages and each one shows how many movies and TV shows are available. This is one of the best categorisation for regional content.

AMAZON PRIME VIDEO

Amazon has been operational in India for over three years now, so naturally it has a good grip on the Indian consumer. Keeping this in mind, not only did Amazon launch the Prime Video service with focus on regional content, but also announced around 18 TV shows which will be part of the Amazon Originals program. Languages currently covered by Prime Video include Tamil, Telugu, Marathi, Bengali and of course Hindi. It does neatly demarcate the regional content, but not as well as Hotstar. But the good thing about Prime Video is that it has added subtitles in regional languages as well. So you can watch Seinfeld with Hindi captions. But if you lose the jokes in translation, then don't complain. Regional language captioning is a really good move as it exposes people who may have not considered watching content in a language they aren't fluent in, now have the support of subtitles. However, not all content has subtitles in all languages.

INTERNET
VIDEO
STREAMING





2017 WILL REPLACE FINGERPRINT SCANNING

by Shreya Bhattacharya

Things that are change the fastest – weather, mood, economic stability, political views, icecream amount in my freezer...err...leave that...and technology.

That last one is probably the most predictable and most awaited yet too fast to handle. Today a technology trend comes up and within a week, it gets an upgrade. Even the latest of tech trends are getting upgraded this year.

This regular column will be dedicated to all those technologies that will get replaced or upgraded in 2017. We start off this column in this issue with Finger print scanning.

FINGER PRINT SCANNING

Fingerprints are in vogue, now available even in entry-level phones. If you're vigilant about your privacy and unwanted peaks into your screen set turmoil in your heart, you must already be using a fingerprint or a similar biometric sensor for unlocking your phone. Thanks to Apple's Touch ID which was introduced with the iPhone 5s in 2013 fuelled the momentum of trends shifting in favour of fingerprint sensors.

Biometric sensors have witnessed a major riot of opportunities in 2016 itself. These biometric sensors include the traditional fingerprint sensor, Iris scanners, and blood vein scanners such as a heart-rate monitor. Nearly 40% of the smartphones available globally deploy fingerprint on-board.

As the prices of fingerprint-enabled phones are declining and cheaper alternatives flouting the trade, the concern over the security of fingerprint has soared like hot smoke. As the fingerprint is becoming the key to our security and privacy, innovators are exploring the area of fool-proof fingerprint scanning, with due attention to the resistance against threats or data forgery.

Below are some technologies that can replace the traditional flat-bed fingerprint scanner in 2017.

1. SYNAPTICS FS9100 – OPTIC-BASED & BUTTON-FREE FINGERPRINT SCANNER

While optic-based fingerprint scanners have been hot in trends, Synaptics is the first company to exhibit a ready-for-procurement batch of optical sensors, titled FS9100. This optical fingerprint sensor is capable of reading fingerprint through a sheath of 1mm thick glass. Protected under scratch-proof glass, it will

be readily water-resistant and will not require a separate cutout. Further, in collaboration with facial recognition firm called KeyLemon, Synaptics displayed at CES 2017 a smart engine for incorporating facial recognition with the fingerprint, making it convenient and firmly secure for the user. Samsung has a history of sourcing its fingerprint sensors from Synaptics and we can anticipate an optical fingerprint sensor being featured on the Galaxy S8, set for launch this year, the use of facial recognition may lag behind.

2. SECUGEN UN20 AND HAMSTER PRO 45 – CROSS-PLATFORM AND FBI-CERTIFIED

SecuGen, manufacturer of optical fingerprint technology showcased UN20 which is an optical serial fingerprint scanner capable of being used with various devices such as mobile phones, access control units, industrial applications and financial solutions (ATMs and PoS). It comes with Unity BDP (Biometric Development Program) which allows OEMs to integrate SecuGen fingerprint in a nearly endless number of devices. The UN20 Bluetooth is a cross-platform fingerprint scanner which, as suggested by the name, is Bluetooth-enabled and doesn't require wired for connection with the native device.

Hamster Pro 45 from SecuGen is a badass dedicated to forensic research and law enforcement. Made especially for the FBI, Hamster Pro 45 boasts a two-finger scanner instead of just one. This increases the accuracy of fingerprint reading. We may soon experience such a solution on commercial devices citing increasing attacks on consumer technology.

3. APPLE READY TO COUNTER SAMSUNG

Read it somewhere (read a reputed source) that Apple has filed a patent request for "a capacitive fingerprint sensor with electrostatic lens." This will allow Apple to rid away with the Home button which is being carried along as emotional baggage, as well as let Apple compete its bezel-less iPhone 8 with likes of the Xiaomi Mi Max.

The present range of capacitive fingerprint scanners cannot identify any change in the magnetic field of users' fingers based on the distance between the two surfaces. The electrostatic lens will remediate this by identifying the electric field of the user's finger and adjusting the parameters in play while reading fingerprints – resulting in increased accuracy and security.



SECUGEN UN20

4. CHINESE BRANDS SUCH AS XIAOMI AND HUAWEI CATCHING UP

Huawei's latest upcoming devices – Honor Magic, Mate 9 Pro and Mate 9 Porsche will boast FPC1268, an under-glass fingerprint scanner. Xiaomi is a repeat customer of FPC, a fingerprint manufacturer, and is likely to utilize the latest model FPC1268 on its flagships in 2017. This will catalyse the transcendence of glass-based fingerprints into affordable smartphones.

AND THE BEST INNOVATOR AT CES 2017 OFFERS:

Goodix Technology was revered as the Best Innovator of embedded technology at the CES 2017 because it unveiled Live Fingerprint Detection Sensor. Goodix analysed that present class of capacitive fingerprints are not very reliable, and its fingerprint solution uses Infrared and a heart-rate monitor to easily detect fake and cloned fingerprints. After being convinced that it is a "live" finger, the scanner recognizes a "friendly" finger based on its conductivity. It is likely to feature on phones such as Gionee M2017 and Meizu PRO6 Plus.

The use of fingerprint has seemingly evolved into a market trend, with cheaper solutions being leveraged with almost every affordable smartphone. Fingerprint scanners are a cardinal essence of a majority of the flagships. Capacitive fingerprints gave birth to security issues when some 3D printing artists managed to manipulate templates of users' fingerprints, now calling for more advanced and secure technologies.

As the popularity of fingerprint grows, we will have more users as well as intruders, thus calling for more advanced and nearly sci-fi tech, available for a wide range of devices including biometric smart cards. Simultaneously, other biometrics such as Iris scanners may strive to increase the security of our data. 2017 is here to upgrade a lot of technology...and it would also bring around so many new tech or old one in new pack. Keep checking the column as we come up with one tech every month.

YAMAHA RAY ZR

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THE YAMAHA RAY-ZR HAS JOINED OUR LONG TERM FLEET AND HAS BEEN HELPING ME TO TACKLE MUMBAI RUSH HOUR TRAFFIC. AFTER SPENDING ALMOST 40 DAYS WITH THE RAY-ZR, HERE IS THE FIRST REPORT.

My daily travel from office to home is less than 5 kms but since I have to cross link road in Andheri West during my commute at around 6pm, it choked with traffic. Driving through the rush hour traffic definitely means wasting 20-30 mins, straining the clutch unnecessarily and of course the headache. So the Ray-ZR has been of great help off late.

The Ray-ZR uses a 113cc, air-cooled, Blue Core engine that shares with the rest of the Yamaha family. It is good enough for 7.2PS of power and 8.1Nm of torque which is adequate enough as the Ray-ZR only weighs 103 kgs. It maxes out at around 85kmph which is good enough considering that the Ray-ZR has only been focused to be a city commuter.

Riding posture is also very comfortable for city riding and the front discs ensure that you always have sufficient braking power. The analogue instrument cluster is a letdown since Yamaha has targeted this scooter for the youth with all its styling and the marketing campaign. It also misses out on a USB charging slot which is a present in most of its competition.

Log on to www.thewheelz.com for more updates and the reliability report of the Yamaha Ray-ZR.

PROS

- Good city fuel economy
- Looks
- Easy riding posture

CONS

- Low-end power
- Analogue Console
- No USB charging slot



Total distance covered- 290 kms
Fuel Economy - 51 kmpl in city
Costs Incurred - None

the wheelz .com

EXTREME

TECH CARS AT CES 2017

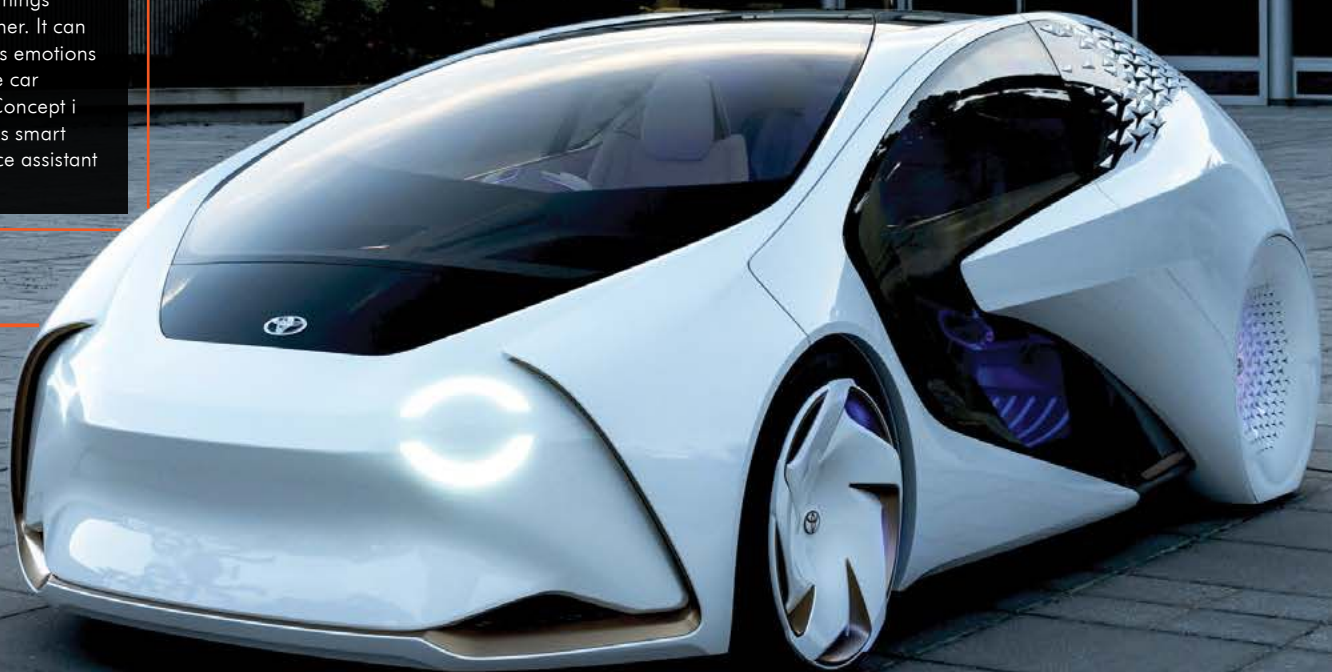
CES which stands for Consumer Electronics Show takes place in Las Vegas every year and has been mainly focused on Tech ever since it's inception. The last two editions have been focusing on automobiles as well with major players like Toyota and Ford have started showcasing futuristic technologies. Our team was in CES this January and covered the entire event.

by Konark Tyagi

Here are some interesting car concepts and futuristic technology showcased by different automakers at the 2017 CES.

TOYOTA

Toyota showcased the Toyota's concept car is car Concept i (Autonomous i.e self driving). It looks very techy and futuristic but is still in the concept stage and is far from production. The main focus of Toyota's concept car will be safety and that's what the design and engineering team has been focusing on. According to Toyota, the concept i car will learn from the user and tune things according to him/her. It can also read the user's emotions and work upon the car accordingly. The Concept i will feature Toyota's smart artificial intelligence assistant - YUI.





Ford will be integrating Alexa in future Ford cars. Alexa is Amazon's intelligent personal assistant and integrating it in a vehicle will mean that Ford owners will be able to play and resume audiobooks, order items on Amazon, search for and transfer local destinations to the in-car navigation system, and more. Remotely, Ford vehicle owners will be able to start, lock or unlock doors, and get vehicle information using voice commands. Also, Ford drivers with the latest SYNC 3 will be able to access weather reports through Alexa to read weather reports, play music and do the other basic bits. Alexa will also be able to control the basic things in your house even before you enter your house like to control the lighting, air conditioner, security from your car.

It even works the other way around as well. With the help of Alexa, users will also be able to control their electric vehicles from their home using the Amazon Echo, Echo Dot or Amazon Tap.

Command to Alexa from a user will sound something like this, straight out of a sci-fi movie- User: "Alexa, ask MyFord Mobile to lock my car." Alexa: "Sending lock command to your car. Pretty cool, isn't it?"

NISSAN IDS CONCEPT CAR

Nissan has showcased the IDE concept car, Nissan will be launching Leaf Mk 2 Next Year which will come with semi-autonomous mobility. Nissan plans to launch a system it calls Seamless Autonomous Mobility. It has taken inputs from NASA for the same. The idea is that actual humans will monitor the vehicles' progress – the head of a fleet of autonomous cabs, for example – and if a car gets confused by a road layout, it'll pause, send its human an alert, and they'll use its cameras and location to guide it around obstacles and back on track.



HYUNDAI'S MOBILITY VISION - CONNECTED CAR

Hyundai's mobility vision was an interesting concept showcased at this year's CES. Basically, the connected car is a part of the house or like an extra room inside the house when parked. (similar to a space shuttle and space centre concept). The car's door and the house wall are similar and can conjoin with each other and the car totally integrates into the home and is able to share its seats with the room, its power with the grid and its air conditioning system with the home. The house and the car share a digital connection as well, allowing the user to bring elements of the car's infotainment into the home space when parked and maintain a virtual connection to the home network and the cloud while moving.

The car can detach itself from the house when the user wants to drive it outside, just like a space shuttle connection with the space centre.

So the house and the car of the future are two parts of one unit.



VOLKSWAGEN ID AUTONOMOUS CAR CONCEPT

Volkswagen showcased the ID Autonomous car at 2017 CES. According to a few reports, the Volkswagen ID Autonomous car concept will be an actual car by 2020. Along with the Volkswagen showcased the Smartphone car-key integration. Basically, you won't need a key for your car anymore, your smartphone will act as a key. You can also integrate all of your media through it as well.

However, the challenge for autonomous cars being practical in India is still a far fetched thought. There are certain challenges like the chaotic traffic, narrow streets, car charging stations and the high battery maintenance costs. Electric-car giant- Tesla has plans to set shop in India by 2020. Once that happens, we can expect other car manufacturers shifting rapidly towards greener technologies. Also, aid from the government in the form of subsidies will further strengthen the case of electric and autonomous vehicles in India.






SPECS:

ENGINE- 2.2-litre diesel
POWER- 188 BHP
TORQUE- 420Nm
ACCELERATION - 0-100kmph -
9 seconds
TRANSMISSION - 9-Speed
Automatic, AWD

ORANGE IS THE NEW BLACK

RANGE ROVER EVOQUE TESTED!

 by Konark Tyagi

WHAT IS IT?

Range Rover's fashionable and chic baby SUV- Evoque. If practicality is the main thing that you look forward to in a car, then the Evoque won't fit the bill for you. It's a brilliant looking car as it was designed with inputs from Victoria Beckham and the 'how does it look' section will be the biggest section in this review. Even though it is a 4X4, most Evoque owners will hardly take this compact SUV off the road and is most likely to stay mostly in urban landscapes.

HOW DOES IT LOOK?

This one is more of a fashion statement than a proper SUV. As mentioned before, most of the owners who have bought it in the past must have hardly taken it off-roading. Range Rover's design team absolutely nailed it with the Evoque's design and it is one of those cars which sells mainly on the looks front. The interiors were originally designed by Victoria Beckham and they do feel special. The dashboard layout is simple, classy and stylish at the same time. It comes with an 8-inch JLR InControl touchscreen infotainment system which offers Navigation, 360 degree cameras and all the connectivity you will ever need. It also gets a 10.1 channel Meridian sound system that just sounds phenomenal. It is one of the best sounding music system I have heard in a car priced south of the crore rupee mark.

These were the good bits. Now, where the Evoque falls short is in terms of practicality and utility. The rear seats feel really cramped for an 'SUV'

and seating three abreast on long journeys will be torcherous. Even the rear footwells are really small and there is hardly any scope for movement. The rear windows are really small and it's only the panoramic sunroof which saves the day in an otherwise cramped rear seat. But again, as mentioned in the beginning, it's a 'fashion statement' and a 'looker' so if practicality is your main purpose, then you are better off with the Evoque's seven seater cousin-the Discovery Sport.

Overall, it will make you feel good when you see it from the outside, continue the feel good factor on the inside(of course at the front 2 seats) with its well laid out cabin and an awesome music system along with that huge panoramic sunroof that gives an airy feel to the cabin.

WHAT'S UNDER THE HOOD? HOW DOES IT DRIVE?

Under the hood is a 2.2-litre diesel engine which is good enough for 188bhp of power and 420Nm of power. The 0-100 acceleration run can be achieved in a modest 9 seconds and has a limited top speed of 195 kmph. It isn't outrightly fast and aggressive in it's approach and it could have done with a big more of low-end grunt. It is mated to a 9-speed automatic gearbox which shifts smoothly through the cogs most of the times but can get a bit confused especially during sudden acceleration. The steering offers good feedback and the car feels quite stable at triple digit speeds. The suspension is slightly on the stiffer side which means that you can feel the tarmac undulations every now and then but that aids to the handling part. The Evoque doesn't feel SUVish when you are try and chug it into tight

corners and feels more like a sports sedan on stilts. There are certain hints of body roll and understeer but not something that can be a deal breaker. Another thing worth mentioning here is the fuel efficiency. During my 200-250km run in the city, Evoque managed to return a handsome 11 kmpl which is praiseworthy for a luxury car.


SHOULD I BUY ONE?

As mentioned before, the Evoque is a brilliant fashion statement which drives decently as well. If you are a page 3 celebrity and are willing to trade in practicality over looks, then the Evoque makes a very strong case for itself. It drives well, looks awesome and is fuel efficient as well. Having said that, all that the Evoque has to offer is present in its cheaper sibling - the Discovery Sport with the practicality dose of a 7-seater!



TT BY THE BAY

IS AUDI TT THE EVERYDAY SPORTSCAR?

 by Konark Tyagi

“

DURING MY 100-120 KMS RUN IN THE CITY, THERE WAS HARDLY AN INSTANCE WHEN THE TT SCRAPED ITS UNDERBELLY.



The Audi TT has been a major success in the automotive world and has been able to find a nice niche between high-end sports cars and low-end luxury cars. The first time I saw the TT in flesh was almost a decade back. It was doing some rounds in a narrow street in south Delhi. That one was fitted with an aftermarket exhaust though and was very loud.

A decade later, the car here in picture is the Audi TT's third generation which was launched in India last year. The TT has always been known to be a small bubbly sportscar with which give you the smiles and thrill of a proper sports car with a mix of everyday

practicality. We took the TT out in crowded Mumbai streets during peak hour rush traffic to see whether it can be termed as the everyday sportscar.

If you compare it with motorcycles, it will be like the middleweight 600cc superbike, something that you would learn on how to tackle the gestures and nature of a proper litre-class superbike. So the TT is a bit like that, it gives you the slight nicks and picks of a proper supercar which has been sedated, de-cylindereed and de-capacitated. But why am I comparing bikes with cars?

IS IT A LOOKER?

Aesthetically, the new TT is no more the round and bubbly looking 'cute'

sports coupe. It now flexes a quite sharp jawline, the front DRL's, front-grille will instantly remind you of its elder sibling-the R8. And that's a good thing right?

Crawling in city traffic at single digit speeds, with a sane and muted exhaust, the TT still manages to turn heads. Infact under the ₹1 Cr bracket, the Mustang and the TT would be the only cars that can really get a crowd excited.

Talking about city speeds and traffic again, the TT is only 4177 mm in length and 1966 mm in breadth which means that maneuvering it in city traffic is not a pain at all. It makes U-Turn like a normal Skoda sedan and even the ground clearance

isn't much of an issue. During my 100-120 kms run in the city, there was hardly an instance when the TT scraped its underbelly.

WHAT'S UNDER THE HOOD? IS IT FAST?

Let's get the technical engine capacity bit first and then to the fast part. It draws power from a 2.0-litre turbocharged petrol engine which is good enough to churn out 226 horses and 370 Nm of torque. Now these number might not look very exciting on paper for a "sports car" but since it uses the new lightweight MQB platform, the TT is a quick little car. It does the 0-100kmph sprint in just 5.3 seconds and has a limited top-speed

SPECS:

ENGINE- 2.0-litre TFSI

turbo petrol

POWER -226 BHP

TORQUE - 370 Nm

0-100Kmph - 5.3 Seconds,

Top Speed - 250kmph

Transmission - 6 Speed DSG , AWD



of 250 kmph. So yes, simply put, the TT is a fast car.

HANDLER? HOW'S THE RIDE QUALITY?

Yes, Quattro(All-wheel-drive) tech means that have tons and tons of mechanical grip no matter how hard you try and push the car into corners. Since we were driving the car inside city landscapes and not on the race track, we were not trying to be very brave either. Our test car was running Pirelli Cinturatos which further enhanced the overall grip.

About the ride quality, as mentioned before that we were mostly driving the car inside the city limits which

means tackling speed bumps and the undulations in tarmac, the TT did leave us mighty impressed. It comes with 135mm of ground clearance which is quite sufficient for everyday usage. It also comes with four different drive modes- Efficiency, Comfort, Auto and Dynamic. There's also an individual mode in which you can mix and match the steering, gearbox and suspension characteristics according to your need. Put it in comfort mode and the exhaust mode dulls away, the ride softens up a little and makes the TT completely city-ready. The efficiency mode ensures that the car upshifts quicker and does not rev unnecessarily, saving fuel. It also come with a coasting feature that basically disengages the gearbox

with the engine whenever you are rolling with no throttle inputs which basically similar to pressing the clutch in a manual car while rolling in gear. Dynamic mode sharpens up the throttle response, stiffens the suspension and adds some base to the exhaust note. The exhaust lets off a meek brap when you redline the car in dynamic mode which sounds really nice and sporty and leaves you wanting for more.

SHOULD I BUY ONE?

If you want a car that you can drive from office to work everyday and even take on the racetrack over the weekend, the TT makes a lot of sense. After driving it in peak hour traffic, we

can safely say that it can be driven sanely at city speeds. But having said all of this, at a price tag of almost ₹70-75 lakh including all the taxes, you even have the Mustang on sale in India now and it comes with a big V8 block with all the character one can expect from a sportscar! Audi also has plans to launch the TT RS in our country this year which would be a very interesting car to drive. Yes, the TT is more fuel efficient and more drivable inside city traffic than the American but as of now, I would put my money on the Mustang.

CAR & BIKE LAUNCHES

by Konark Tyagi

Tata Motors has launched the all-new Hexa at an introductory price of ₹11.99 lakh (ex-showroom Delhi). The car has been priced very aggressively and it undercuts its direct competition – the XUV 500 and the Innova Crysta.

Here's a detailed variant-wise price breakup of the New Tata Hexa. XE – ₹11.99 lakh, XM – ₹13.85 lakh, XT – ₹16.20 lakh, XMA (Automatic) – ₹15.05 lakh, XTA (Automatic) – ₹17.40 lakh, XT (4×4) – ₹17.49 lakh (*all prices are ex-showroom Delhi). The Hexa is powered by a 2.2-litre Varicor 400 engine which is good enough for 156PS of power and 400 Nm of torque. It comes with an option of a 6-speed manual and a 6-speed automatic gearbox. The manual variant gets the new Shift-on-fly Super Drive modes. The Hexa even gets a Varicor 320 engine option which has a power output of 148bhp and 320Nm of torque mated to a 5-speed transmission.

The top of the line XT model is rich on features such as dual front airbags along with side and curtain airbags, ABS, ESP. It even comes with additional features like climate control, ambient lighting, a 10.1 channel Harman sound system, leather seats and cruise control. Bookings for the Hexa had already started last year in November at a premium of ₹25000. Log on to thewheelz.com for a detailed review of the Tata Hexa.



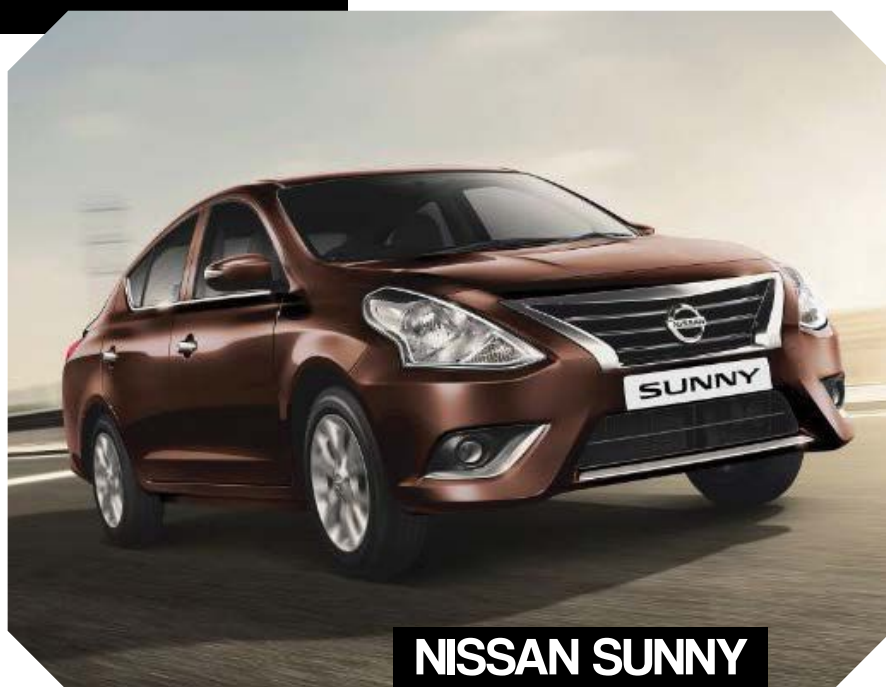
TATA HEXA

Nissan India has launched the 2017 model year variant of the Sunny in India. This update hasn't come with a price increase and the same the car is still priced at ₹7.91 lakh (ex-showroom Delhi).

It now gets a new exterior color 'Sandstone Brown', chrome door handles, all-black interiors which include black fabric seats and black interior panels. Mechanically, the Sunny retains the same engine options as the outgoing model- a 1.5-litre petrol engine mated with a XTRONIC CVT unit and a 1461cc diesel engine coupled with a 5-speed manual transmission. The fuel efficiency of the diesel engine remains at 22.71 kmpl.

In a press release addressed to the media, Arun Malhotra, Managing Director, Nissan Motor India Pvt. Ltd. said, "Nissan India is constantly listening to the voice of our customers. The New Sunny 2017 is a testimony to this with its spacious interior, comfortable drive feel and fuel-efficient engines. The new features and color options offer more to our customers at the same price and we are confident this package will attract new Nissan car buyers."

The 2017 Sunny will face tough competition from the hot-selling Honda City and the Maruti Ciaz in the sedan segment. Log on to thewheelz.com for a detailed review of the 2017 Nissan Sunny.



NISSAN SUNNY

Tata Motors has launched the Xenon Yodha pickup truck in India at a price tag of ₹6.05 Lakhs. This is the first vehicle launched by Tata in 2017 and the same has been done in the presence of Bollywood Actor Akshay Kumar who was appointed the brand ambassador for Tata late last year.

Yodha is powered by a 3.0-litre diesel engine which comes in two trims – BS 3 and BS 4. The BS 3 variant has been tuned to deliver 72bhp of power and 223 Nm of torque whereas the BS 4 variant will churn out 85 bhp of power and 250Nm of power. It will also have the option of a 4X4 and a 4X2 setup along with a single/double cab option. It comes with 210 mm of ground clearance and 16-inch tyres which will be a boon in the rural landscapes.



TATA XENON YODHA



MARUTI SUZUKI IGNIS

Maruti Suzuki's upcoming hatchback, the Ignis was launched on the 13th of January at ₹4.59 Lakh (ex-showroom Delhi) for the entry-level petrol variant. It was first showcased in India last year during the Auto Expo and has been amongst the most anticipated cars of this year. The top end diesel variant has been priced at ₹7.8 Lakh (ex-showroom Delhi).

The Ignis continues to use Maruti's tried and tested units- the 1.3-litre Multijet Diesel and the 1.2-litre K-Series Petrol engine. The diesel unit is in the 75PS tune (similar to Swift and Baleno) and the cherry on the cake is the convenience of an automatic gearbox mated to a frugal diesel engine. Ignis is rich on safety as well as all the variants of Ignis come with airbags and ABS as standard i.e even the lower end variants will have these features. Log on to the wheelz.com for a detailed review of the Ignis.

Japanese bike giant, Yamaha has launched the latest iteration in the FZ series- the FZ250 at a price tag of ₹1.2 lakh (ex-showroom Delhi).

John Abraham was present at the bike's launch event in Delhi and as always, he has been a hardcore Yamaha fan. The bike gets compact fairing upfront, full LED headlamp and LED taillamp, LCD instrument cluster and a big fuel tank. Powering the new FZ25 is a 249cc, oil-cooled, single-cylinder engine boosted with fuel injection and Yamaha's Blue Core technology. It is mated to a 5-speed transmission which churns out 20.6 bhp of power along with 20 Nm of torque.

The FZ250 will compete against the KTM Duke 200 and the Honda CBR 250R and log on to the wheelz.com for a detailed review of the FZ250.



KTM RC 390 & RC 200

KTM has launched the updated 2017 variants of the RC 200 and the RC 390. The RC 200 has been priced at ₹1.71 lakh whereas the RC 390 at ₹2.25 lakh (both prices ex-showroom Delhi). The main changes include addition of ride-by-wire tech, side slung exhaust, a slightly bigger 320mm front disc brake, adjustable levers, UV resistant paint, wider rear view mirrors, BS4 compliant motor with a 1Nm increase in peak torque and a slipper clutch. With the added gadgetry, the overall weight of the motorcycle has also increased by 7kgs. Log on to the wheelz.com for more details on the new KTM Twins.

YAMAHA FZ250



EXTREME

Evelyn Sharma



Reigning the Tech Diva throne this month is the bubbly yet gorgeous Evelyn Sharma who talks about her unprecedented affair with Bollywood, shares a piece of her mind and her favourite tech, of course!

EX: *You didn't belong to the film industry in any way but then you entered Bollywood and instantly became a huge hit. How has your experience in Bollywood been so far?*

Yes, coming from a small town in Germany, it sure is a big change in my life! I came to India to discover my Punjabi roots and was instantly picked up by the film and fashion industry. A big beauty brand signed me as their brand ambassador and it became my ticket to Bollywood. I signed 5 films in my very first year and now 4 years later I've had an amazing ride working with the top names of Bollywood in over 12 films! It's been nothing short of amazing and I am super thrilled to now even be a part of Imtiaz Ali's new film with Shah Rukh Khan and Anushka Sharma. Life really is what you make it!

EX: *What are your thoughts on the fact that you are offered more "sexy roles" and that people may typecast you into one category?*

I love being offered sexy roles! Which girl doesn't want to feel beautiful and glamorous when the world looks at her in awe? But I think people mistake me often for being this hot and sexy diva because in real life I am quite the simple girl. My most successful films like Yeh Jawaani Hai Deewani, Main Tera Hero or Yaariyan all showed me in sexy avatars, but if you see my other films like Ishqedarriyaan, From Sydney With Love or Nautanki Saala, you will see that there are more sides to Evelyn.

EX: *Name any one film you wish you had been a part of and any one type of film that you wish to do in future? What niche would you like to attach to yourself?*

I am extremely happy with the movies I have been doing so far and I have a beautiful rom-com coming up with Amit Sadh in the lead which I really enjoyed acting in. I would love to work with the most amazing director Sanjay Leela Bhansali in an Indian epic someday. I am a huge fan of costume films and would love to get into a Mughal era avatar for a film.

EX: *Everyone is talking about your part in Imtiaz Ali's "The Ring". How did you land the role and how was your experience working in the film?*

It's been amazing working with Imtiaz sir! He is one of the most creative minds I've met in Bollywood and of course, I've been a fan of his movies since Jab We Met. Also, working with SRK is always fun. He is a thorough gentleman and always ready to crack a joke. Anushka is wonderful, too! I love her natural style of acting and can always learn a few things from her.

EX: *Please share with us the most rewarding moment of your career so far.*

I hadn't seen YJHD before it's release and wasn't sure whether my role would even be seen in the film. But at the day of the premiere, people went mad over Lara and I received so much appreciation for this performance of the little ditz in love with Ranbir! The most rewarding thing as an actor is when your director loves your character and makes it look bigger than you imagined. I'm forever grateful to Ayan Mukherjee and Karan Johar for making me such a prominent part of this wonderful film.

Interviewed by Utsavi Jha



“

**I LOVE BEING
OFFERED SEXY
ROLES! WHICH
GIRL DOESN'T
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BEAUTIFUL AND
GLAMOROUS
WHEN THE WORLD
LOOKS AT HER IN
AWE?**



Scan the QR code and
catch all the action in the
making of this shoot or
simply log on to
[/exhibitmagazine](https://www.youtube.com/exhibitmagazine).



ex : *How easy or difficult was it for you to make a place for yourself in Bollywood? Tell us about the most difficult experience you've had in your career so far.*

I love acting and I love my career in Bollywood. I am a positive and loving person and have gotten very lucky with the people who want to work with me. From Rohan Sippy to David Dhawan and Divya Khosla Kumar, I have worked with the most amazing directors so far. I know there are lots of politics and shady behaviors in this type of industry, but I decide to stay away from that and don't associate with people who bring negativity in my life. And look where it brought me! I met Imtiaz Ali on a plane and he offered me a role in the most amazing film! My mantra is: Good vibes only.

ex : *After observing this industry closely and how things work, what other avenue would you like to work in other than acting?*

Last year, I started my NGO "Seams For Dreams" that uses fashion to give back to humanity. It has been my dream since I was a teen to start my own charity foundation one day. Now combining my two favorite things, fashion and helping people in need, is the best parallel career to my films that I could have wished for. Check out our website www.SeamsForDreams to know more and get involved. There is nothing better in life than helping others.

“

**MY FRIENDS
THINK I'M SUPER
TECH-SAVVY.
BUT WHEN I
LOOK AT MY
PHONE, I HAVE
NO CLUE WHAT
I AM DOING,
HAHA!**

Outfit : Saai Couture by Ankita
Shoes : Christian Louboutin
Accessories : Rosado by Binal & Sonali

Quickies

- a. Favorite costar: SRK
- b. Whom would you tag on a #ManCrushMonday: Ranbir Kapoor
- c. Go-to Fashion trend: Eco Fashion
- d. One gadget you can't do without that's not your phone or laptop:
Does my hair curler count?
- e. Most exotic vacation: Philippines
- f. One guilty pleasure: French Fries
- g. One beauty routine you never skip:
Take off my makeup before I sleep
- h. Mandatory Fashion brand to have:
Roberto Cavalli
- i. Car you drive: Honda City



Outfit : Urbanatic Fashion Wear
Accessory (Orange Neck Collar) :
SaaJ Couture By Ankita
Shoes : Urbanatic Fashion Wear
Belt : H&M



ex : *'Evelyn and Tech- what is the relationship like?*

My friends think I'm super tech-savvy. But when I look at my phone, I have no clue what I am doing haha! I hope technology will keep getting easier and consumer friendly. My mom still doesn't know how to connect her laptop to the wifi. I'm waiting for technology that does everything on voice command to make things simpler. But yes, everything is moving onto your phone and online. I kind of love this as a celebrity because now people come to my instagram and twitter to find the real news about me, instead of reading false gossip in newspapers. So, follow me on @evelyn_sharma for nothing but the truth!

ex : *'How do you deal with the pressure of having to look good all the time especially since you came from a completely different walk of life?*

To be honest, it was quite difficult in the beginning. In this industry of modeling and acting, there are a thousand people every day that give you their opinion on your looks. Even when you are the most beautiful walking the red carpet, people will comment saying you didn't look great. I think it is most important to know who you are, yourself. Look into the mirror and just love yourself. This is how God made you, it's perfect! Embrace your own beauty, not what other people think your beauty should be. Don't hide behind makeup to look like someone else, but enhance your own unique features and you'll be surprised how good you will feel being just yourself!

ex : *'What is next on cards for 'Evelyn Sharma? Which is the most interesting project you have in hand right now?*

2016 has been a busy year with shooting for my two upcoming films. I've also shot for an item song and hope it will come in the first half of next year. My charity foundation Seams For Dreams keeps me constantly busy, too. 2017 sure will be an amazing year.



“

I'M WAITING FOR TECHNOLOGY THAT DOES EVERYTHING ON VOICE COMMAND TO MAKE THINGS SIMPLER.

Outfit : Nitya Bajaj
Shoes : Christian Louboutin
Accessories : H&M

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*Check us out on our YouTube Channel – The Wheelz and connect
with us on social media. Let the race begin zzzzzz.....*



15

BIGGEST BRAIN DRAIN FROM INDIA

"Brain Drain: The situation in which large numbers of educated and very skilled people leave their own country to live and work in another one where pay and conditions are better."

Above is the basic definition of brain drain. It's actually a common term in today's scenario in India. We often come across reports of how much talented Indians are and are conquering the world in the field of technology and business. There are several reports suggesting that Indians dominate the technology industry of USA. If you are a techie at heart, you might instantly recall few names from the biggies in the technology world who are all Indians – either by origin or by birth. Satya Nadella, Sundar Pichai and Shantanu Narayen are few of them and we already know much about them.

Here we enlisted 15 names – all Indians, all talented and all brain-drained outside India.

by Shreya Bhattacharya



CHAITAN KHOSLA

He developed a treatment for celiac sprue, a disease that affects many in India. His work in biodiesel is globally significant too.

PROFILE: He is the founder of Sitari Pharmaceuticals; Wells H. Rauser and Harold M. Petiprin Professor in the School of Engineering; Professor of Chemical Engineering, Chemistry, and Biochemistry at Stanford University.

HIS MAIN AREA OF WORK:

His research lies at the intersection of chemistry and medicine. He has been working with genetically modified soil bacteria to develop new medicines (called polyketides) to treat cancer, infections, and other diseases. In 1995, he co-founded biotechnology company Kosan Biosciences, which was

acquired by drug maker Bristol Myers Squibb in 2008. Later, he founded Alvine Pharmaceuticals, which is developing an oral enzyme drug discovered in his laboratory for the treatment of celiac sprue—an autoimmune disorder, triggered by gluten in cereals, that affects the small intestines.

HOW HIS RESEARCH CAN BENEFIT INDIA:

A decade ago, one in 1,000 of the population were affected by celiac sprue but the occurrence has increased. Today, one in 310 people in India are affected by the disease and one in 120-300 of the population in Europe and North America. His work in biodiesel is globally significant too. If successful, his work could help propel biodiesel to a commercial market from the niche space it occupies now.

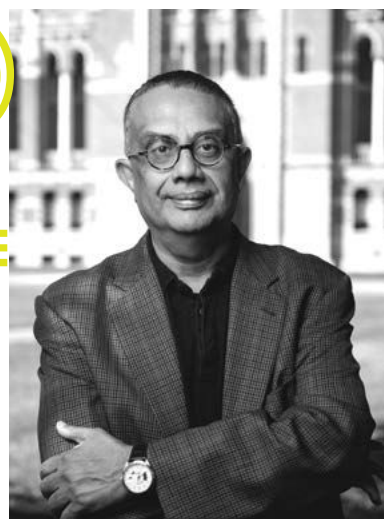
KRISHNA PALEM

He has devised a new microchip that uses less energy; also, his solar-powered notepad, iSlate, is being tested in India.

PROFILE: He is head of the Rice-NTU Institute for Sustainable and Applied Infodynamics (ISAI), Singapore.

HIS MAIN AREA OF WORK:

His research is focussed on embedded computing, including low-energy computing and nanoelectronics. He's pioneered a "pruned" microchip technology. An "inexact hardware" that drastically reduces power demands of microprocessors by allowing them to make mistakes, it is the harbinger of the next-generation power-stingy processors. Called probabilistic pruning, this technology makes the integrated circuits perform twice as fast, use half as much energy, and occupy half the space of the traditional circuits. This, says Krishna, is done by cleverly managing the "probability of errors and limiting which calculations produce errors".



HIS RESEARCH CAN BENEFIT INDIA:

Along with his team, he is creating a complete prototype chip for a specific application, a hearing aid to begin with. He has developed a solar powered iSlate, an electronic notepad, which is currently being tested in schools in Mohd. Hussainpalli village in Andhra Pradesh. In its 125th anniversary, IEEE recognised his PCMOs technology and iSlate as one of the seven "world changing technologies".



RAKESH AGRAWAL

3

HIS MAIN AREA OF WORK:

Imagine being able to print out a solar panel on a flexible substrate; to be able to spray-on a low-cost nanocrystal coating and assemble a thin film solar plant wherever power is needed. If Agrawal has his way, this dream may well be reality one day. He is working on two types of nanocrystals: Copper indium gallium selenide (CIGS), and Copper zinc tin sulphide (CZTS). His team has managed to reach 12.5 percent efficiency with CIGS, which is pretty close to what you get with silicon solar cells. CZTS has only 8.4 percent efficiency, but utilises earth-abundant materials which will decrease the cost as efficiency increases.

He is also looking for an efficient way to convert biomass to liquid fuel (like diesel) that can be used in transportation (which uses up about half the fossil fuel produced worldwide).

He is working on efficient and cheap energy production from renewable sources such as solar and biomass.

PROFILE: He is Winthrop E. Stone Distinguished Professor of Chemical Engineering at Purdue University.

HOW HIS RESEARCH CAN BENEFIT INDIA: India is grappling with huge energy shortages. If solar cells become cheaper and more easily available, it can change the dynamics of power production and availability in the country.

CHENNUPATI JAGADISH

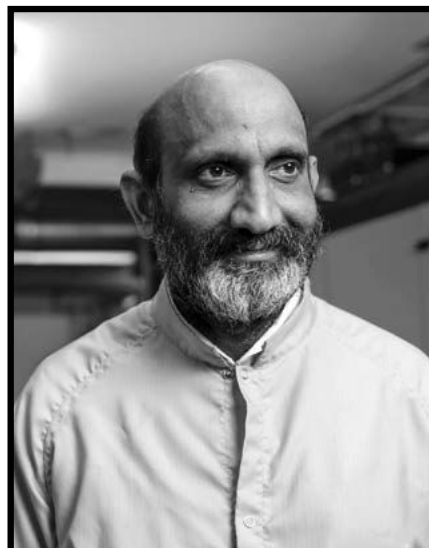
His work could make solar cells far more efficient through clever use of nanotechnology.

PROFILE: He is Laureate Fellow and Distinguished Professor, Department of Electronic Materials Engineering, Australian National University. He is the winner of several IEEE honours.

HIS MAIN AREA OF WORK: His research group is a leading light in the area of semiconductor nanowires. In the medical industry alone, devices based on nanowires are emerging as a class of ultra-sensitive electrical sensors for detecting chemical and biological agents of disease. His current research is on new materials to replace silicon in solar cells, which will eliminate 'reflection waste'. The average solar cell has an efficiency of about 10 to 15 percent. That is, only about 10 percent of the photons of sunlight striking it are converted into electrons of usable electricity.

One of new materials he is testing is a class of semiconductor called III-Vs. With III-V solar cells, you could get an efficiency of over 40 percent when the cells are coupled with external optical concentrators.

HOW HIS RESEARCH CAN BENEFIT INDIA: Work in Jagadish's lab could change the rules of how cells are made through clever use of nanotechnology and exotic structures in III-V semiconductors. India has an ambitious target to generate 20 GW from solar energy by 2022. Several national international research partnerships are being struck towards that goal and Jagadish's lab could be one such partner.



5



4

ARAVINDA CHAKRAVARTI

A geneticist, he has provided insights into many diseases, including hypertension, which afflicts many people in India.

PROFILE: He is founding director, Center for Complex Disease Genomics, McKusick-Nathans Institute of Genetic Medicine, Johns Hopkins University School of Medicine. He is also professor, department of medicine, paediatrics, molecular biology and genetics, and department of biostatistics, Bloomberg School of Public Health, Johns Hopkins.

HIS MAIN AREA OF WORK: He is one of the architects of the Human Genome Project, and has been a key participant of the HapMap and 1000 Genomes project. He has provided insights into many disorders. In September 2011, in a study involving 200,000 people across the world, he showed that there are 29 DNA sequence variations in the genome in Asians, Africans, Americans and Europeans, which influence blood pressure. The more ways we use to search for blood pressure genes, the better is our understanding of hypertension, he says.

HOW HIS RESEARCH CAN BENEFIT INDIA: Since 2000, he's been working with the Department of Biotechnology and the Council of Scientific and Industrial Research. He was instrumental in setting up the new National Institute of Biomedical Genomics in Kalyani, West Bengal, and the Institute of Molecular Medicine (IMM) in Delhi. The IMM is a private, non-profit research and educational institution focussed on biomedical research.



AJIT LALVANI

He's working on TB prevention, in collaboration with Indian institutes. He's reported a radical new TB vaccine.

PROFILE: He is Chair of Infectious Diseases, Imperial College London. The most cited TB researcher in the world, he founded and directs the Tuberculosis Research Unit, a world-leading multi-disciplinary research group. The Unit also researches sarcoidosis (a disease that causes inflammation in the lymph nodes, lungs, skin, or other tissues) and pandemic influenza.

HIS MAIN AREA OF WORK: In 2009 Lalvani devised new diagnostics which use interferon-gamma release assay (IGRA)—the first major advance over the 100-year-old existing diagnostic test for TB. Until then, managing TB involved preventing disease progression from latent to active TB. Through the new diagnostics Lalvani showed that people can be protected against infection too. It now forms the basis of new guidelines for TB screening and prevention throughout the world.

HOW HIS RESEARCH CAN BENEFIT INDIA: Since India has a high incidence of TB, Lalvani works with Indian institutions like Hinduja Hospital, Mumbai, and Christian Medical College, Vellore. In 2011, he reported the discovery of a radical new TB vaccine target that could play a key role in making the most sensitive diagnostic test for TB ever. If incorporated into the IGRA that he invented, it could make that test 100 percent sensitive.

VIVEK SHARMA

He's a leading name in the hunt for the Higgs boson, which will help us understand the origin of the universe.

PROFILE: He is professor, department of physics, University of California, San Diego. He is a prominent name in the hunt for Higgs boson, a hypothetical elementary particle that is thought to give all matter mass. Experiments to find out whether or not the Higgs boson exists are currently being performed using the Large Hadron Collider (LHC) at CERN, in Geneva.

HIS MAIN AREA OF WORK:

He is now leading a team at CMS (Compact Muon Solenoid) detector at CERN that is looking for the Higgs boson, the last missing piece in the prevailing theory of the universe's tiniest building blocks. To understand the origin of mass, it is important to first find the Higgs boson, says Sharma. Scientists at CERN have narrowed down the range of masses the Higgs could have.



HOW HIS RESEARCH CAN BENEFIT INDIA:

High energy physicists from India have been participating in experiments at CERN and have contributed in building CMS, by way of hardware, software and analysis. CMS' success in high energy physics will shape India's future ambitions in experimental observations about the universe.



SANGEETA BHATIA



She uses micro- and nano-technology to treat diseases like Cancer, which is expected to spread at an alarming rate in India.

PROFILE: She is professor of health sciences and technology, professor of electrical engineering and computer science, and director of Laboratory for Multiscale Regenerative Technologies at Massachusetts Institute of Technology (MIT).

HER MAIN AREA OF WORK: She uses the tools of engineering, medicine and biology to understand and treat diseases. Her research is focussed on the applications of micro- and nanotechnology to tissue repair and regeneration. As an engineer looking at cancer, she reported in 2011 that nanoparticles can be used to increase the efficacy of chemotherapy drugs in tumours, and also help reduce the side effects.

HOW HER RESEARCH CAN BENEFIT INDIA: Cancer is spreading at an alarming rate and soon 70 percent of the new cases will come from developing countries like India. She is also using her technology to develop a platform for drug screening against a form of malaria, which hibernates in the liver and has been part of the problem in malaria eradication efforts in the past.

He is one of the pioneers of biometrics and his work will come in handy when taking biometrics of manual labourers

PROFILE: He is University Distinguished Professor in the Departments of Computer Science & Engineering, and Electrical & Computer Engineering, Michigan State University

HIS MAIN AREA OF WORK: Pattern recognition, computer vision and biometric recognition. Jain is one of the pioneers of biometrics (some of the basic text books in the field are written by him, and he holds six

patents in finger printing). Jain and his team have found ways to address finer issues in pattern recognition using sophisticated image processing and clustering algorithms. Recently, they came up with a solution to identify surgically altered fingerprints that automated systems can't catch.

HOW HIS RESEARCH CAN BENEFIT INDIA:

The far-reaching impact of Jain's work is likely to be seen in UID. His pioneering work in multi-biometric came in handy when the UID team was taking biometrics of manual labourers with fading finger prints.



ANIL K. JAIN





10

VEERABHADRAN RAMANATHAN

He showed that soot plays a key role in climate change and now wants Indian villagers to help fight pollution by using efficient stoves.

PROFILE: Distinguished Professor of Atmospheric and Climate Sciences, Scripps Institution of Oceanography, University of California, San Diego.

HIS MAIN AREA OF WORK:

Theoretical enquiry into climate change and field experiments that have brought unprecedented understanding of global warming. Until the 70s, CO₂ was considered to be solely responsible for global warming, but Ramanathan showed the contribution of trace gases and chlorofluorocarbons (CFCs) to it. In the 90s, he found that soot from cooking plays a key role in climate change. This led to a pioneering study with Nobel laureate Paul Crutzen that discovered the Asian Brown Clouds (renamed to the more politically correct Atmospheric Brown Clouds).

HOW HIS WORK CAN

BENEFIT INDIA: If Indian villagers are able to reduce soot generation by using efficient stoves, they could not only help fight atmospheric pollution but also earn substantial money from carbon credits.

VAMSI MOOTHA

He showed a correlation between reduced mitochondrial activity inside a cell and type 2 diabetes, an epidemic in India

PROFILE: He is professor at Harvard Medical School, Massachusetts General Hospital and co-director of the metabolism program, Broad Institute, Cambridge.

HIS MAIN AREA OF WORK:

His research is mainly focussed on the mitochondrion, the "powerhouse of the cell", and its role in human diseases. He has been using genomics and systems biology to define the "molecular anatomy" of mitochondria. With this molecular map in hand, he is advancing the study of rare metabolic disorders and common diseases. About seven years ago, he showed a correlation between reduced mitochondrial activity and the common form of diabetes. This work became the

most cited (2,000 times) paper on diabetes research in the last decade. Recently, his group showed something happens inside mitochondria that predisposes people to diabetes.

HOW HIS WORK CAN BENEFIT

INDIA: His research will go a long way in the treatment of type 2 diabetes, an epidemic in India. "Unfortunately this is a ticking time bomb from a health and financial perspective," he says.



12

RAJIV DOSHI

He developed a new class of therapy for sleep apnea, a disorder that affects about 20 percent of urban Indian males

PROFILE: He is professor of medicine, Stanford University; founder and CSO of Ventus Medical; executive director of Stanford-India Biodesign (SIB) Program.

HIS MAIN AREA OF WORK:

Doshi recently founded Ventus Medical to develop and commercialise a new class of obstructive sleep apnea therapy, the first in 25 years. Sleep Apnea is a disorder marked by abnormal pauses or low breathing during sleep. An inventor at heart, an engineer by training, and an entrepreneur by design, Doshi believes medical technology innovation can be taught.

HOW HIS RESEARCH CAN BENEFIT

INDIA: Sleep apnea is among the largest chronic diseases in the world, with about 20 percent of urban Indian males having it. Another new-in-class, an over-the-counter device for snoring, is under development. Doshi's new, "expiratory positive airway pressure" nasal device, is US FDA-approved and particularly suitable for India where power supply can be erratic. Also, biodesign is important for India because so many Indians are medically underserved due to the lack of cost-effective medical devices.



13

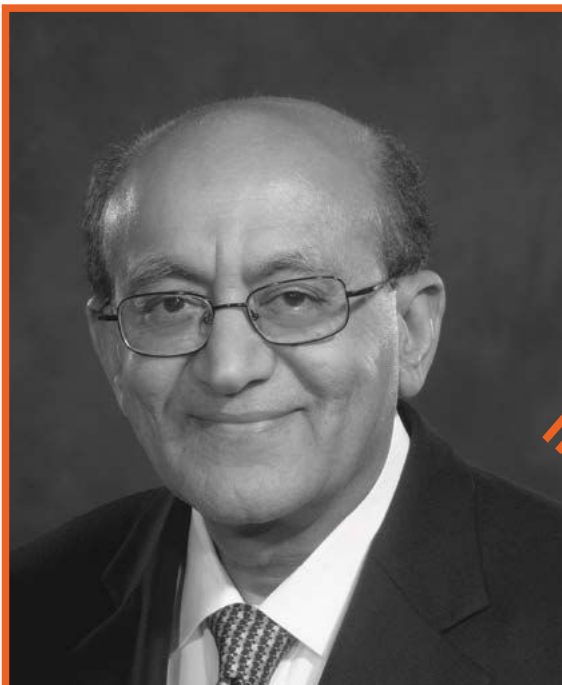
PRASHANT KUMTA

He works in the fields of energy and medicine. In gene therapy, he developed a safe and efficient way to deliver genes to cells.

PROFILE: He holds the Edward R. Weidlein Chair in the Swanson School of Engineering and the School of Dental Medicine at University of Pittsburg. He has more than 150 refereed journal publications and holds four patents.

HIS MAIN AREA OF WORK: His work spans two different fields—energy and medicine. In energy storage, he works with nano particles and in medicine, with biodegradable nano materials that has applications in gene therapy and regenerative medicines. In the mid-90s, he asked a game changing question: Why not create degradable ceramic material using calcium and phosphate? That led to at least two breakthroughs—one in gene therapy and the other in regenerative medicine. In gene therapy, he developed a safe and efficient way to deliver genes to cells. By combining nano materials with other materials, he has found a way to stabilise the bone wound and enhance regeneration. This patented work is slated to proceed for FDA approval. In energy, Kumta's research could lead to a new generation of lithium-ion batteries that can store more power and last longer.

HOW HIS RESEARCH CAN BENEFIT INDIA: India is set to become one of the biggest consumers of electronic goods like mobile phones, cameras and laptops even before power infrastructure catches up. His work in energy storage will help.



14

RAKESH K. JAIN

A pioneer in tumour biology and in vivo imaging, he has shown that blood vessels can be exploited to improve cancer therapy

PROFILE: He is director, Edwin L. Steele Laboratory for Tumor Biology at Massachusetts General Hospital (MGH); Andrew Werk Cook Professor of Tumor Biology, Harvard Medical School

HIS MAIN AREA OF WORK:

He is a pioneer in tumour biology and in vivo imaging with more than 500 publications. In the late 1990s, a cure for cancer looked plausible with Harvard University's Judah Folkman proposing a new theory

of angiogenesis—starving cancer cells of their blood supply by using anti-angiogenesis agents. But clinical studies were discouraging. Since then, Rakesh Jain and his colleagues have shown that blood vessels can be exploited to improve Cancer therapy, but not in the way Folkman was suggesting.

HOW HIS RESEARCH CAN BENEFIT INDIA:

Cancer is spreading at an alarming rate, especially in developing countries like India, which are expected to show steep growth in number of cases reported. Jain's work will go a long way in giving effective treatment for those suffering from the disease.

AJAY V. BHATT

He was the lead architect responsible for one of the most ubiquitous technologies in the computing world: The USB.

PROFILE: He is an Intel Fellow and Chief Client Platform Architect for the Intel Architecture Group at Intel Corp.

HIS MAIN AREA OF WORK:

There's a reason why Intel chose to make Bhatt the 'rock star' in their 2009 ad campaign (although he was portrayed by a professional actor)—he was the lead architect responsible for one of the most ubiquitous technologies in the computing world: Universal Serial Bus or USB. Every year, billions of new devices like PCs, smartphones, webcams and printers are able to communicate with each other at high speeds due to Bhatt's pioneering work in devising a one-size-fits-all cable format that could transport both data and power. Bhatt was also the lead architect behind two



other blockbuster technologies at Intel—the Accelerated Graphics Port (AGP) and its successor, PCI Express.

HIS INDIA LINK: He did his B.E. in electronics from Maharaja Sayajirao University, in Baroda, Gujarat.

15

WHAT PEOPLE MEAN WHEN THEY TYPE

I'm fine

You should come give me a pep talk or apologise because you're probably the reason why I'm upset and you should know that without me telling you that.

Wow

It might or might not be as wowish as I said it is, but I don't really have much to say to what you just told me and, also because I'm bored.

With all due respect

Without any respect at all.

Lol

I am not laughing. At all. But, I have to because you'll feel bad otherwise.

I'm a little tied up

I DON'T WANT TO TALK TO YOU, don't you get it?

I'll see what I can do

I can't do anything about this and I will tell you the same again in a couple days to show that I tried which I didn't because there's nothing I can do about it.

What are you doing these days?

Just wanted to gauge which one of us has been more successful since leaving school.

He was nice

I was already fantasising doing inappropriate things to her but I couldn't tell you and I'll instead hide under the facade of being cool.

You look fine

What are you even wearing? But, I don't have the patience for you to change and look just as bad again so let's just go now.

I'll surely let you know

Deep inside my heart, I know I'm never going to say yes but I'm just going to say this to keep all the convincing and awkwardness at bay.

Do you think he's cute

Would you think I'm a total superstar and a winner in life if I went out with him?

Let's catch up soon

Not really. Don't really fancy seeing your face right now.

I really like you but I don't want to ruin our friendship

I don't really fancy seeing you naked, tbh.

This is whatever

This is probably the most important thing in my life right now and I keep thinking about it all-the-time but I don't say it because then you'll know I keep thinking about it which I don't want should happen.

Umm

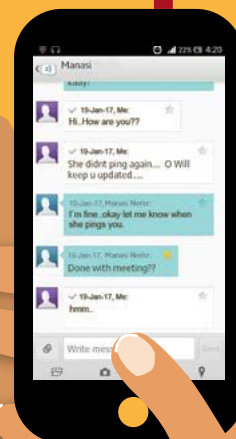
(shouting in my head) Do you realise how rude that was or do you realise how wrong you are when you just said that because you told me just the opposite and now I don't know what to tell you to show my disapproval!

I'm not hungry

I can eat a whole large pizza right now, even eat you up raw, but I want to pretend I'm not so hungry because I don't wish to appear to be the hogger that everyone thinks I am.

No offence

What I just said to you is actually very offensive but you can't get offended because I said no offence and cleared my tracks.



Humans are tricky and trickier are the ulterior messages they pass when they say what they say but mean nothing of what they just said. So, while you might just have had very deceiving conversations all this while, here are some frequently used replies to help you decode what they actually mean so you can alert your senses, plan your texting/talking game and know what they mean the next time you hear them.

A BUDGET POWER HOUSE

ASUS GTX 1050Ti 4GB OC

Reviewed by Shintu Dhang

■ HOW DOES IT FEEL OUT OF THE BOX?

Most of the Asus Graphics card sports Owl face from the front, and the Strix is an owl. But with the Asus 1050 Ti Strix, they went with the common design which doesn't feel like owl anymore. If you are more concerned with Asus Owl design, you might have to take a look at other Asus Graphics Card. ASUS has completely changed the looks of the cooler for the GeForce 10th generation, giving it a simple look that relies on RGB LED's to provide color. On the back of the card, you will find a sturdy metal blackplate that will protect components from being exposed.

Connectivity-wise, it offers two DVI ports, one HDMI 2.0 port and one DisplayPort 1.2 which enables support for 4K @ 120 Hz and 5K @ 60 Hz or 8K @ 60 Hz with two cables. Simultaneously, you can use all four ports for multi-monitor setup.

The Asus GTX 1050 Ti are built around a new NVIDIA Pascal-based GPU. NVIDIA decision to go with a 128-bit wide memory bus to make it affordable. GTX 1050 is manufactured on Samsung 14nm FinFET process node, that means it comprised of 3.3 billion transistors in a die size measuring only 135mm.

■ HOW DOES IT PERFORM?

Now it's time to reveal the performance of the new budget-friendly Graphics card. Although it's an entry-level GTX 1000-series graphic card, it was able to pull some high-end GPU intensive games very well. We put Asus GTX 1050 Ti Strix into test by playing graphics intensive and popular games like Battlefield 1, The Division and GTA V. From the test result, we able to play Battlefield 1 at ultra setting with average 60fps, The Division at ultra setting with average 52fps and GTA V at high setting with average 75fps.



WE RECOMMEND
THIS GRAPHICS CARD
TO THOSE GAMERS
WHO ARE ON A TIGHT
BUDGET.

PRICE: ₹16,500/-

After benchmark, we can say that it performed quite well considering the price tag of the graphics card available in the market. Also, Asus Graphics Card GTX 1050 Ti is Overclock capable, that can increase the performance more than the stock speed.

SPECS

- Graphic processor: GP107
- Transistors: 3300M
- Memory size: 4GB
- Memory type: GDDR5
- Memory bus width: 128 bit
- Core clock: 1290 MHz+
- Memory clock: 1752 MHz

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VERDICT

The ASUS GTX 1050 Ti Strix performed relatively well throughout our testing, considering the affordable price points. If you are in the market for the latest and the greatest budget gaming cards, you should probably consider Asus GTX 1050 Ti 4GB OC over other budget Graphics cards.

FLAGSHIP FOR GROWN-UPS

BLACKBERRY DTEK60

Reviewed by Shintu Dhang

■ HOW DOES IT FEEL OUT OF THE BOX?

BlackBerry is back with a new Flagship smartphone that features Android OS added with best BlackBerry ingredients. The Device stays up to it's name, everything including box is Black in color. The Phone impressed with it's premium glass finish both front and back which are Scratch-resistant glass and comes with oleophobic coating. The BlackBerry has gone with an outstanding 5.5-inch AMOLED display features Quad-HD(2560x1440 pixel) resolution that provides 534 ppi density making it the best display available in the market.

BlackBerry has added one extra physical button on the right side of the device, that is better known as convenience key and can be setup to assign most-used applications, tasks and other features to it. Also, volume keys can be found above the convenience key and power button on the left side. For added security, BlackBerry included fingerprint scanner at the back is pretty responsive, but wish it could be little bit large in diameter. All the signature looks of the old BlackBerry are absent, except for the logo on the back.

■ HOW DOES IT PERFORM?

DTEK60 is the phone which every BlackBerry enthusiast had been dreaming of, with powerful specifications. It is well equipped with powerful Qualcomm Snapdragon 820 processor with 4GB of RAM, to perform smoothly like the high-end flagship devices. It also features BlackBerry's DTEK security suite, keyboard, launcher and productivity apps including the BlackBerry Hub. This is the world's most secured flagship smartphone as DTEK60 is baked with security features right from the hardware to software in order to provide full Data encryption.

I was impressed with the battery performance from the 3000 mAh battery that gave about a day and half before it ran out of juice, and there is fast charging support as well. BlackBerry packed its own customized Android 6.0 Marshmallow OS to provide security integration and additions of apps like DTEK and Password Keeper. BlackBerry is one of the very few vendors who pushes Android security updates every month, as soon as Google releases them, making its devices excellent choices for enterprises and individuals for whom security is a priority.

■ HOW IS THE CAMERA?

Well, it got a 21-megapixel camera on a rear, that will provide with decent quality pictures. The BlackBerry Camera application itself has manual mode by which you can control the aperture, exposure, ISO and white

balance. You can also use Auto mode in which it captures well-detailed shots. It can shoot 4K video at either 30fps or 24fps. Nothing exceptional in either case, but it is nice to have that option, nonetheless.

Those interested in selfies will like the 8-megapixel front facing camera with included LED flash for those late night moments where good lighting is rarely found.

THIS IS THE PHONE EVERY BLACKBERRY ENTHUSIAST HAS BEEN DREAMING OF.

PRICE: ₹46,990/-

SPECS

- Processor: Qualcomm Snapdragon 820
- Display: 5.5-inches QHD display (1440x2560 pixels)
- Storage: 32GB ROM/4GB RAM
- Camera: 21 MP Rear camera
8MP Front camera
- OS: Android 6.0 Marshmallow OS
- Battery: 3000mAh with Quick charge 3.0 support



TRANSFORMERS

MOTO Z

Reviewed by Shintu Dhang

■ HOW DOES IT FEEL OUT OF THE BOX?

Out of the Box, Moto Z is just 5.19mm thick without the snap-off or any mods. The Moto Z has taken a title of the world's thinnest smartphone. The razor thin 5.19mm frame is made up of a mixture of aluminium and stainless steel. Moto has made it possible to snap Moto Mods to the back of the device without making it bulky. On the back, you will find a series of electrical contacts and magnets for attaching mods. Total 16 gold-plated connectors are available for feeding data back and forth between the handset and its Moto mods. There are various Moto Mods available for purchase separately including Insta-Share projector, Hasselblad True Zoom Camera and JBL SoundBoost speaker. All these can be easily snapped behind the Moto Z to start using it, just like plug-&-play. Similar to Apple new iPhone 7, Moto Z comes without the headphone jack. You need to rely on USB type-C port for all audio outputs. On the front, Moto Z has a beautiful 5.5-inch AMOLED QHD(2560x1440 pixels) display, that has extremely bright colors, crisp text and dark blacks. Rest includes dedicated front flash, front-facing speaker and a fingerprint scanner.

■ HOW DOES IT PERFORM?

Powered by the Qualcomm Snapdragon 820, which is one of the fastest processors available in the market easily handle multiple apps running in the background, we found no glitches, all thanks to the fastest processor paired with 4GB RAM. The fingerprint sensor is fast and easy to setup. It nearly runs stock Android 6.0.1 Marshmallow OS. This means quicker software updates, less bloatware and smooth experience.

Now, coming to the bad part, is the battery life. In an effort to make this phone extremely thin, and flat for the mods, battery life suffers a lot. Thankfully it supports Qualcomm Quick Charging, the device charge rapidly.



BEST MODULAR
SMARTPHONE TILL
DATE.

PRICE: ₹39,999/-

SPECS

- Processor: Qualcomm Snapdragon 820
- Memory: 32/64GB ROM & 4GB RAM
- Camera: 13MP rear camera
5MP front camera
- Display: 5.5-inch AMOLED
QHD(2560x1440 pixels)
- Battery: 2600 mAh with
Quick charge support

■ HOW DOES IS CAMERA?

Moto Z has a 13 Megapixel camera with an f/1.8 aperture lens. It features 4k recording, HDR mode, image stabilization, laser focus and everything you'd expect from a high-end device. The camera app is fairly simple to use and it didn't get too much in the way of the user unless you get into the Professional Mode. When using HDR mode, a very small delay can be found, but overall the camera app is snappy and responsive.

For selfie fans, the Moto Z offers a 5 MP front-facing camera. A selfie-flash illuminates the scene in dim surroundings.

■ MOD-IT-UP !

The main USP of the Moto Z are the plug-&-play Moto Mods. InstaShare projector lets your project the screen on any surface and it is hands down impressive. The JBL Sound Boost mod can be plugged in for a more base-y experience and would save you from carrying an external Bluetooth speaker with you. Hasselblad camera lens mod gives you the option of 10X zoom, though the image quality is quite similar to the normal camera lens.

ex
VERDICT

The Moto Z gets really interesting especially when Moto Mods are supported out of the box. Although it's not a truly modular smartphone, the expansion interface is well developed for new future interesting mods.

THE MACBOOK CLONE!

ASUS ZENBOOK 3 UX390UA

Reviewed by Shintu Dhang

■ HOW DOES IT FEEL OUT OF THE BOX?

At a first look, you will definitely resemble Asus Zenbook 3 as 12-inch MacBook clone and that's not really a bad thing, because a 12-inch MacBook is pretty cool and Windows people shouldn't be left out. So as the most high-end Zenbook, this Zenbook 3 has a swirled aluminum lid on the top which looks gorgeous and feels like a high-end machine. Speaking about ports, there is only one USB Type-C port and a 3.5mm Headphone jack and nothing else. Yes, to connect cables like HDMI, VGA, RJ45 LAN, Memory card reader, etc; you need to purchase Asus Universal Dock separately. It also has a small little cut out at the bottom like MacBook and other laptops to make it easier to open. For sounds, it has two speakers at the back and two above the keyboard with Harman/Kardon audio technology to provide loud and incredible sound. Keyboard are fully backlit and looks quite compact as it squeezes to fit inside a 12.5-inch Zenbook 3. The trackpad below the keyboard is really nice and it's very responsive to track finger gestures, they also added a fingerprint scanner right on the trackpad to quickly login to your Windows Operating system. The ZenBook 3 is a smidge slimmer than the MacBook at 11.9mm deep, and at 910g it's just over 1% lighter, too.

■ HOW DOES IT PERFORM?

ZenBook 3 looks exactly like a carbon copy of the MacBook from a physical aspects, but the inner specs are noticeably different. While the MacBook is packed with the ultra low-power Core M processor, the ZenBook 3 model squeezes in a 7th-generation Kaby Lake dual-core i7-7500U processor clocked at 2.5GHz and backs it up with 8GB of RAM. Despite the size of this ultrabook, the i7-7500U is a full-fat, dual-core chip,

ULTRA-THIN FORM
FACTOR WITH
UNPRECEDENTED
PERFORMANCE

PRICE: ₹1,23,990/-

which consume max 15 watts. It's the same as you'd find in much thicker laptops. The new Intel Core i7-7500U is very fast and perform every task with ease, even multi-tasking are handled smoothly by Zenbook 3 which was quite surprising considering the size of the laptop. Read and Write speed is also better because it packed with faster SSD's, that means opening large files are faster on Zenbook 3 ultrabook. Though intel did upgrade the processor to 7th-generation, the company did not revise the Intel HD Graphics chip found on-board of the processor. The Intel HD Graphics 620 on Zenbook 3 perform similarly to the last gen Intel HD 520, which is not impressive. So, better stay away from Gaming on Zenbook 3.

SPECS

- Processor: Intel Core i7-7500U clocked at 2.7GHz
- Graphics: Intel HD Graphics 620
- RAM: 8GB DDR3
- Storage: 512GB M.2 SSD
- Display: 12.5" Full-HD (1920x1080 pixels)
- Camera: VGA web camera
- Weight: 910gms
- Dimension: 29.6(W) x 19.1(D) x 1.19(H) cm

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VERDICT

We can say Asus really did a good job with a 910 gram Asus Zenbook 3. Packing with a beautifully designed aluminum case, powerful intel core i7 7th generation processor for performance, it ticks all the right boxes. But there are few con's including lack of traditional connectivity and premium price.

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BIG DISPLAY AT A BUDGET

LENOVO PHAB 2 PLUS

Reviewed by Konark Tyagi

■ HOW DOES IT FEEL OUT OF THE BOX?

As soon as you take it out of the box, it feels nice and premium and doesn't feel like a budget device. The build quality, curved 2.5 D glass with the metal unibody design feels nice and premium for a sub 20k device. It weighs 218g (7.69 oz) which is on the heavier side but manageable considering the fact that it is a 6.4-inch Phablet.

■ HOW DOES IT PERFORM?

Let's talk about the display first as it is the main USP of the phone. It's bright and vivid and offers good viewing angles. It has a Full HD display (1080 X 1920). Watching movies on movie streaming apps like Netflix is a boon and it also comes with Dolby Atmos for the speakers. The speakers have also been placed on the bottom which is a good thing as you don't need to worry about keeping your phone upright always. The Dolby mode does make a considerable difference mainly when you are using headphones or speakers.

Powering the phone is a 1.3 GHz Octa-Core MediaTek MTK8783 processor and it is running Android 6.0 (Marshmallow) out of the box. It also sports 3GB of RAM and 32GB of internal storage that can be expanded up to 128GB via a microSD card.

■ WHAT'S SO SPECIAL?

The Phab 2 Plus also sports a Dual-camera setup at the rear. The primary camera is 13-megapixel at the rear and the front camera is 8-megapixel. The dual-camera setup isn't that great and cannot be compared with dual camera phones like the Honor 8. The main USP of the phone remains to be the display and the overall multimedia experience. The Phab 2 Plus competes directly with the Xiaomi Mi Max. Log on to thetechy.com for a detailed comparison of the Phab 2 Plus and the Xiaomi Mi Max.

WATCHING MOVIES ON STREAMING APPS LIKE NETFLIX IS A BOON AND IT ALSO COMES WITH DOLBY ATMOS WHICH FURTHER ENHANCES THE OVERALL EXPERIENCE.

PRICE: ₹14,999/-

SPECS

- 6.4" Full HD (1920 x 1080) wide-view IPS display
- 2.5D Curved Glass
- 13MP dual rear cameras, 8MP front camera
- RAM - 3GB RAM, Internal Storage - 32GB (expandable upto 128GB)
- CPU - Octa-core 1.3GHz Cortex-A53
- Processor - MediaTek (MTK 8783) octa-core processor, Android OS, v6.0 (Marshmallow)
- Non-removable Li-Ion 4050mAh battery



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VERDICT

If you are looking for a phone with a big display to watch movies and hardcore performance isn't your main criteria, then the Phab 2 Plus makes sense for you. Having said that, the big display comes at the cost of added weight and if the inconvenience of everyday usage if you have normal human hands.



SMART TV AT A BUDGET

KODAK 40FHDX SMART LED TV

Reviewed by Konark Tyagi

■ WHAT IS IT?

Kodak is a brand which has been popularly known to make cameras. However, with the changing times, Kodak has now stepped into the TV market as well and has come up with a range of smart TV's. We have tried out the 40-inch FHD Kodak Smart TV and here is how it feels.

■ HOW DOES IT FEEL OUT OF THE BOX?

The box, packaging are of decent quality. Once out of the box, the Smart TV looks premium and does not feel like an entry-level smart TV in the first go. It weighs less than 10kgs which is on the lighter side which means that the installation process is quite easy. The screen bezels come with a piano black finish and are very small which gives a premium feel to the TV. It even comes with an air-mouse which makes operation slightly easier.

■ HOW DOES IT PERFORM?

The TV starts with a bright Kodak logo followed by a Smart TV animation. It comes with Android 4.4 Kitkat out of the box along with 512MB of RAM and 4GB of internal storage. It has 2 HDMI ports, 2 USB ports along with two AV ports. You also have the option of TV-in, PC Audio-in, Digital audio(COAX) and Ethernet connectivity. The positioning of the ports is something that could have been better and if you plan to wall-mount the TV, it is advised that you get an aftermarket port extension.

There is a noticeable lag while navigating through the menus which can get annoying over a period of time. It comes with preloaded apps like Facebook, Youtube, Netflix, Twitter and Gmail. It even gets 'Miracast' screen mirroring and it worked fine(mostly glitch free which casting videos) with the Asus Zenfone 3 Max but somehow refused to connect with my One Plus 3T and even the Moto Z. The overall Android experience is a



ONCE OUT OF THE BOX, THE SMART TV LOOKS PREMIUM AND DOES NOT FEEL LIKE AN ENTRY-LEVEL BUDGET TV AT THE FIRST GO.

PRICE: ₹23,999/-

bit glitchy but expecting a lot from a budget smart TV also does not make a lot of sense. Overall, it justifies its performance with the price tag.

■ WHAT'S SO SPECIAL?

Affordability, build quality and a crisp display can be termed as the good bits on the Kodak FHD smart TV. The USB-chargeable air mouse comes with a QWERTY keypad and a track pad with a toggle button, home and back buttons below the track pad with volume up/down and TV on/off buttons. For an entry level TV, the air mouse is a pretty cool feature.

SPECS

- 40-inch Full HD LED Display, 1080 x 1920 resolution
- Android v4.4, ARM A7 1.7GHz dual-core processor
- 512MB RAM + 4GB ROM
- 2 X USB, 2 X HDMI, VGA, Ethernet Connectivity

MUSIC SAUCER

ZEBRONICS ZEB-UFO

Reviewed by Shintu Dhang

■ HOW DOES IT FEEL OUT OF THE BOX?

Zebronics named this device quite smartly as this resemble a widely famous fly saucer UFO(Unidentified Flying Object). There is 2 x 3W speaker on both the side and middle you will find a receiver. The product looks similar to office conference phone, and it can easily fit at the office desk.

On the back side, it has a MicroSD memory card slot, MicroUSB port, 3.5mm audio jack and USB Type-A port. Front side, it has ON-OFF switch to turn the speaker ON or OFF. The Cordless handset is sitting on the top. However, the quality of the handset doesn't impress us due to its low-quality plastic. While the Handset has 200 mAh battery, it also has an additional 1200 mAh battery in a speaker set.

■ HOW DOES IT PERFORM?

The first thing we did is to check sound quality of the Zebronics UFO speaker, we can say it's one of the poor quality speakers. The Handset speaker has a Ok sound quality, so it's enough quality required to Call on the handset. Overall, the speaker produces decent quality sound output, but if you are looking for the high-quality sound, then this shouldn't be your first choice. Even when we turn the volume up to it's maximum, it starts sounding grainy and distorted.

Connectivity-wise, it has a Bluetooth which can be easily get connected to your phone just like

any other Bluetooth speaker. On the top of the handset, three buttons are available to increase volume, decrease volume and Play Pause. Cordless handset even has a small screen displaying battery, Bluetooth connection and a message reading 'Ready' when connected. Also, we simply need to pick up the handset to attend the call, is that simple.

INTERESTING DESIGN WITH CORDLESS HANDSET, BUT INJECTED WITH POOR SOUND QUALITY.

PRICE: ₹2,999/-

SPECS

- Battery: 200mAh inside Cordless Handset
- 1200mAh inside main speaker
- Speaker Drive size: 2 x 3W
- Bluetooth Range: upto 10m
- Weight: 605g



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AMAZON DELIVERS POPCORN USING A DRONE!

E-commerce giant-Amazon recently surprised everyone with an unmanned delivery using a Drone.

For the unaware, a Drone is an unmanned aerial vehicle with no pilot onboard. It is controlled by a person on the ground or through a computer. Drones have been garnering a lot of attention for wildlife photography and disaster relief purposes along with defense and military usage. Now, even product deliveries are kicking off with Amazon completing a successful delivery recently. Here's what was interesting.

Amazon has been working on hitchhiking drones which can assemble and disassemble themselves since a couple of years. The drone delivery concept will rapidly bring down the delivery time and aid in boosting the efficiency of the entire system. However, the

drone that was used for the delivery in UK last year by Amazon was more like a conventional quadcopter but the future drones will most likely have more potent horizontal and vertical rotors.

In December last year, Amazon delivered a bag of popcorn and an Amazon fire TV in just 13 minutes!

A quote from Amazon's website- "We're excited about Prime Air — a delivery system from Amazon designed to safely get packages to customers in 30 minutes or less using unmanned aerial vehicles, also called drones. Prime Air has great potential to enhance the services we already provide to millions of customers by providing rapid parcel delivery that will also increase the overall safety and efficiency of the transportation system."

The self delivery drones are a far fetched site in India but all we can say is - Keep an eye out on the skies!



2017 DETROIT AUTO SHOW

TOP 5 CONCEPT CARS

by Sanjoy Alexander

1



AUDI Q8 CONCEPT >>

Will they make it? They should. Because the Audi Q8 concept displayed at the 2017 Detroit Auto Show has to be taken to production so that the German carmaker to deal with the threat posed by the BMW X6 and the Mercedes Benz GLE. Without a coupe-SUV (And who thought that'll be a thing one day!) in its portfolio, Audi is kind of in a difficult situation now. But the arrival of the production version of the Audi Q8 concept will solve that effectively. The interior of the concept on display had touch-sensitive screens which cleaned up the dashboard of all those buttons that it would have had otherwise. But expect that and the futuristic styling to be chunked and toned down to comply with mass production standards, once the road-going version makes its appearance. The Audi Q8 production model will come with both petrol and diesel engine options. It may also feature an all-electric and a plug-in hybrid powertrain as well. Good times are on the way!

2

NISSAN VMOTION 2.0 CONCEPT >>

One word to describe Nissan's show star at the 2017 Detroit Auto Show. Awesome. That more or less sums up our first impression of this new concept and the Nissan VMotion 2.0 is being hailed as the new direction that the manufacturer intends to take for its sedans. If they succeed in carrying all that's great about this concept to their new range of production cars, then we are ready to line up at the dealership with checkbooks. The front end where the V-Motion design language is prominent, the floating roof, the wrap-around rear glass, the rear suicide doors and the overall razor-sharp, angular styling; this car screams for attention which we'll gladly give. Finished in a warm, silver paint with copper detailing, the Nissan VMotion 2.0 looks stunning from every angle. We wonder if this is a preview of how the new Nissan Altima is going to look like. Fingers crossed there! Oh... and the Nissan VMotion 2.0 also won the EyesOn Design Award for Design Excellence awarded for the best-designed concept car.



3

VLF AUTOMOTIVE X-SERIES >>

VLF Automotive is what happens when you put former GM Boss Bob Lutz, designer Henrik Fisker and entrepreneur Gilbert Villarreal in a room and leave them unattended. They formed a company that made the VLF Destino (which is a Fisker Karma with a 638bhp, 6.2-liter supercharged V8 engine) and the Force 1 (which is a Dodge Viper with an all-new, totally bonkers carbon-fiber suit and an 745bhp, 8.4-litre V10). Their display car at Detroit was a vulgar, ugly, sickening Hummer H3 rip-off called the X-Series. So why is it here in the Top 5 list of concept cars at the 2017 Detroit Auto Show? Because it's more like a movie which so bad that it's good. Moreover, X-Series looks more like an attempt made by a vehicle designer for Grand Theft Auto V, when asked to make Hummer H3 knock-off with Chevrolet Colorado underpinnings. Power is drawn from a 3.6-liter V6 or a 2.8-liter diesel inline-four. Prayers and sympathies for those who are planning to buy one, because VLF is pretty serious about taking this to production.



4

RINSPEED OASIS CONCEPT >>

Renowned for making concept cars which always succeed in dropping jaws, Rinspeed was around at the 2017 Detroit Auto Show. With their creation – the Rinspeed Oasis – the design and tuning firm is letting the world in on their idea of an autonomous, all-electric, highly connected urban mobility vehicle of the future. The interior can be changed to suit the various needs of the urban commuter, even taking the form of a work area, should you fancy that. There are seats for two which are as large and comfy as a lounge chair. They have even thrown in a grass bed beneath the windscreen and augmented reality 5K widescreen dashboard for good measure. Yes, it looks like something which belongs in a medium-budget sci-fi movie like Aeon Flux or Ultraviolet, but since its purpose is to serve as a futuristic concept car, we have no complaints at all with this glasshouse on wheels.



5



INFINITI QX50 SUV CONCEPT >>

Infiniti is to Nissan what Lexus is to Toyota. A premium, luxury brand under which they can sell pricier sedans, sports cars and SUVs. And say what you may about the styling of their cars, the Infiniti QX50 is among the better-looking ones to have come out bearing the brand name. Inspired by the QX Sport Inspiration concept, this medium-SUV concept looks near-production-ready. But Infiniti happened to be more excited about the interior than the exterior when the concept made its debut at the 2017 Detroit Auto Show. The press material and presentations focused more on the premium interiors along with the craftsmanship and attention to detail that goes into the leather, the wood and even the stitching. The Infiniti QX50 is also a platform to demonstrate the manufacturer's capabilities in integrating new tech into their future cars, chief of them being the autonomous drive support system that they are looking into with high priority.

2017 DETROIT AUTO SHOW

TOP 5 SUVs

1



2018 CHEVROLET TRAVERSE >>

With its styling that has been clearly borrowed from the Chevrolet Impala, the new Traverse is the first major update the vehicle has received in eight long years. The 2018 Chevrolet Traverse which was among the major attractions of the Chevrolet pavilion at the 2017 Detroit Auto Show may have the basic shape of and size of an SUV, but it was not made with serious mud-plugging in mind. Think of it as a large people mover masquerading as an SUV. Competing with fellow people-carriers in SUV clothing, like the Ford Explorer, Honda Pilot and the Toyota Highlander, this offering from Chevrolet has everything that soccer moms and family men are looking for. And with the inclusion of surround view cameras, lane-keep assist with lane-departure warnings, pedestrian braking, forward collision alert and automatic braking, the Chevrolet Traverse also promises to be a safe people-carrier. Onboard tech features include Apple CarPlay, Android Auto, a 4G LTE WiFi hotspot, a 7" and 8" infotainment touchscreen and USB ports for all three rows. Chevrolet is even making the variants list larger with a sporty RS version and a luxurious High Country version. All variants except the RS will come with a 3.6-liter V6, a new 9-speed automatic transmission and all-wheel-drive. The RS on the other hand will get a 255bhp, 2.0-liter turbocharged 4-cylinder and a front-wheel drive system. To be offered in seven trims, the 2018 Chevrolet Traverse will hit US showrooms this fall.



2018 GMC TERRAIN >>

The Honda CR-V, Toyota RAV4 and the Ford Escape may better watch their backs, because the new GMC Terrain may be chewing on all three, at the same time. The 2018 GMC Terrain which was on display at the 2017 Detroit Auto Show looks like a mash-up of a handful of compact crossover designs that we have been seeing of late. The much-popular "floating roof" hasn't been left out of the design as well. While still being a salad of sorts in its design and though it's more curvaceous than a conventional boxy GMC has ever been, the Terrain still manages to confirm its identity as part of the family. A 170bhp 1.5-liter turbocharged petrol, a 252bhp 2.0-liter turbocharged petrol and a 137bhp 1.6-liter turbo-diesel form the engine line-up while

you can also order one with an all-wheel drive system along with one of the two new 9-speed gearboxes. GMC's Electronic Precision Shift tech has been integrated into the crossover which now replaces the conventional shifter with an "electronically controlled gear selection consisting of push buttons and pull triggers". 7" and 8" infotainment systems, Apple CarPlay & Android Auto connectivity and on-board Wi-Fi hotspot come as standard fare. Premium variants feature a Bose 7-speaker audio system, heated steering wheel and hands-free programmable power liftgate. Surround Vision, Forward Collision Alert with Following Distance Indicator, Low-Speed Forward Automatic Braking, Lane Keep Assist with Lane Departure Warning, Lane Change Alert with Side Blind Zone Alert, Rear Cross Traffic Alert and Safety Alert Seat are the major safety features.

3

VOLKSWAGEN ATLAS >>

To be built in Chattanooga, Tennessee, on Volkswagen's Modular Transverse Matrix (MQB) platform, the Volkswagen Atlas will be battling the Mazda CX-9, Hyundai Santa Fe, Honda Pilot, Ford Explorer and the GMC Acadia upon launch. Powerplant options include a 238bhp, 2.0-liter turbocharged 4-cylinder engine and a 280bhp, 3.6-liter 6-cylinder unit. Both engines will be mated with an eight-speed automatic transmission. Volkswagen's 4Motion all-wheel-drive system can be added in as an option. Checking the price tag of the flagship variant which is at \$48,000, it's safe to assume that they will be placing the entire line-up within the \$30,000-\$48,000 bracket. But then, there was the R-Line trim which was on display at the VW pavilion. 20-inch aluminum alloy wheels, better-looking bumpers, side skirts, R-Line badges, stainless steel pedal covers, R-Line steering wheel piece – this version was one step above the top-of-the-line SEL trim. Volkswagen refused to reveal the pricing of the Atlas R-Line trim though.



4



DODGE RAM REBEL BLACK EDITION >>

A North American Auto Show without trucks? Never. And the new offering from Dodge didn't disappoint even a wee bit. For those who dig the Dodge Ram Rebel, the manufacturer has come up with a slicker and more exclusive version called the Dodge Ram Rebel Black Edition. What comes across as the perfect choice of wheels for Darth Vader, if he ever sets his sights on truck country, this special edition boasts of a lifted air suspension, Bilstein shocks, skid plates, tow hooks, revised grille, special interior trim and massive 33-inch all-terrain tires. The murdered-out looks will go down well with the Dark Side too. Dodge offers its customers the choice of ordering the Dodge Ram Rebel Black Edition in any existing color from the standard Rebel's color palette. But they will be going for the blacked-out treatment when it comes to the interior trim, wheels and brush guard. The truck can be ordered in its 3.6-liter Pentastar V6 with four-wheel drive guise or in its 5.7-liter Hemi V8 guise with either 2WD or AWD configurations. Prices starts at \$45,950.

5

MERCEDES-AMG GLA 45 >>

The facelifted Mercedes-Benz GLA And GLA 45 made their debuts at the 2017 Detroit Auto Show. But it was this fire-breathing mutant which was spawned out of those little crossovers which caught our attention. So it gets all the good things that the facelifted GLA received as part of the refresh... and some more. In fact, a lot more. A 2.0-liter turbocharged engine that belts out 375bhp of power lives under that hood now. Its capability to propel the compact crossover to 96kph in 4.3 seconds is something that you'll have to write home about. The optional AMG Performance Studio Package adds a discreet yellow accent treatment all around which looks sporty. Though Mercedes-AMG could have done something more exciting with the new GLA and GLA 45, the sheer air of irreverence and attitude that this tiny little hatchback-turned-crossover-turned-performance car shows is something that can't be neglected. A likable rascal? Yes, indeed!



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Sleek Black Stripes

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Volkswagen

2017 DETROIT AUTO SHOW

TOP 5 SPORTS CARS

1



KIA STINGER >>

Wait a second. The heading read "Top 5 Sports Cars". So what's a Korean sedan doing in this list? Well, it's a good-old front-engined, rear-wheel-drive, four-door, grand tourer which might actually become one of the most defining models in Kia's line-up. Peter Schreyer, the same chap who is behind the current design revolution that you are witnessing in both Kia and Hyundai has penned the lines and there are no questions on how devastatingly good-looking this car is. No points for spotting the storng Audi A7 Sportback influence though as Schreyer used to be working with Audi before he signed on with Kia-Hyundai. Power is drawn from either a 255bhp, 2.0-liter turbocharged 4-cylinder producing or a 365bhp, 3.3-liter turbo V6, the latter of which can launch the Kia Stinger from 0 to 100kph in 5.1 seconds. An 8-speed automatic gearbox with paddle shifters harness the power churned out by the Stinger's heart. The Kia Stinger also boasts of an all-wheel-drive layout for those who would like to tap into the benefits of a sports sedan which has power directed to all four wheels. The sports sedan will reach US showrooms in Summer 2017.

2

MERCEDES-AMG GT C EDITION 50 >>

At the 2017 Detroit Auto Show, the facelifted 2018 Mercedes-AMG GT was in the same pavilion as the Mercedes-AMG GT C Edition 50. But the latter stole the limelight because of its status as the car designed and built to celebrate Mercedes-AMG's 50th anniversary. It retained the 550bhp, 681Nm, 4.0-liter twin-turbo V8 of the Mercedes-AMG GT C on which it is based. So no changes in the 0-96kph time of 3.1 seconds or the top whack of 317kph. However, the Edition 50 roadster and coupe will have designo Graphite Grey Magno special paint finish, black chrome exterior highlights, trim strips in the grille's air inlets, molding on the rear diffuser and tailpipes, cross-spoke AMG forged rims and an "Edition 50" badge at the rear. Interiors have Nappa leather trim with grey diamond-patterned contrast stitching. Black and silver contrasting continue to dominate the rest of interior. A black AMG Performance steering wheel in full Dinamica microfiber with grey stitching and "Edition" lettering wind up the drama inside.



3

MERCEDES BENZ S-CLASS COUPE NIGHT EDITION >>

The Mercedes-Benz S-Class Coupe Night Edition which was displayed at the 2017 Detroit Auto Show features a new front grille with a single louver, finished in high-gloss black. The same finish is carried forward to the side mirror caps and inserts in the side sill panels. Other features which are part of the package include AMG front and rear aprons, black 20-inch AMG multi-spoke light-alloy wheels, a "Night Edition" badge on the front wings and illuminated door sills with Mercedes-Benz lettering. Mercedes-Benz is offering the Selenite Gray Magno paint shade (as seen in the pic) as an option though. Customers can order the sports car in S400 4Matic, S500, and S500 4Matic variants. The S400 4Matic Coupe employs a 3.0-liter V6 that produces 367bhp and 500Nm while the S500 Coupe and S500 Coupe 4Matic get a 4.7-liter V8 which churns out 455bhp and 700Nm. Interior can be done up in leather, Nappa leather or AMG Nappa leather in black, Crystal Grey, Saddle Brown, or Bengal Red with black accents. The AMG steering wheel also gets the Night Edition emblem as an embellishment.



4

VLF FORCE 1 >>

Opinions are divided on the VLF Force 1 – the new sports car from VLF Automotive. What is essentially a carbon-fiber-bodied Dodge Viper with an enormous 8.4-liter V10 engine, the VLF Force 1 won over a lot of visitors at the 2017 Detroit Auto Show. With the retuned engine now spitting out 745bhp of power and 865Nm of torque, this beast is one which will challenge even the best drivers who managed to tame the furious Viper. Its makers claim that the Force 1 can clock 0-96kph in 3 seconds, cover a quarter mile in less than 11 seconds and show its driver what life is like on the other side of 350kph. The best part is that the monster comes with a 6-speed manual transmission. For those who want to stick to an automatic, the company will be more than pleased to offer the Force 1 with an auto box. VLF Automotive which has designer Henrik Fisker, ex-GM Chairman Bob Lutz and CEO Gilbert Villarreal at the helm, plans to make 50 copies of this madcap sports car, each priced at \$268,500.



5

LEXUS LC 500 >>

Since almost everyone who visited the Lexus pavilion at the 2017 Detroit Auto Show was more interested in the LS luxury saloon and somehow didn't give the LC 500 the attention that's due, we found it right to feature it here in our list. Lexus took the opportunity to announce the prices for the LC 500 and the LC 500h which will retail for \$92,000 and \$96,510 respectively. There are optional packages to choose from too, with the prices for the same tucked in between \$2,790 and \$10,000. Standard features on the Lexus LC 500 include LED headlights, 3D taillights, the 10.3" display or Lexus Premium Audio, Pre-Collision with Pedestrian Detection, Dynamic Radar Cruise Control, Lane Keep Assist, Lane Departure Alert with Steering Assist and Intelligent High Beam. Oh... and its 471bhp, 5.0-liter V8 is capable enough to dash from 0 to 96kph in less than 4.5 seconds. The 10-speed automatic transmission case is also worth a mention here.





1 Volkswagen has been on an SUV spree internationally and it showcased the Tiguan SUV at the 2016 Auto Expo which will make its way to India in 2017. We are expecting that Volkswagen will literally 'drive' the Tiguan down from its headquarters in Germany to India with some media folks. It is expected to use Volkswagen's Blue Motion tech and a hybrid powertrain.

VOLKSWAGEN TIGUAN

CARS TO WATCH OUT IN 2017

2 2015 and 2016 were deemed to be the years of automotive revival. A lot of iconic high end sports cars like the Nissan GT-R, Ferrari 488 GTB, Ford Mustang were launched in India last year. However, the sales slowed down in the last quarter of 2016 mainly because of demonetization and with GST and the annual budget just around the corner, the year 2017 will be quite interesting for the automotive industry. Also, incase you missed out on our January issue, a very happy new year to everyone reading this. I am assuming that you folks must be automotive enthusiasts so every new year or month simply means one thing for us, what all new models will be launching? Well, here's a speculative list-

by Konark Tyagi



AUDI Q2

2 The baby SUV Audi Q2 was unveiled by the German carmaker last year internationally and it is all set to hit the Indian shores hopefully by the second quarter of 2017. It is expected to be powered by a similar 2.0-litre diesel engine in a less powerful state of tune. The Q2 will certainly bring some freshness in the compact SUV segment.



NISSAN X TRAIL

3

The X-Trail was launched initially in India almost a decade ago and impressed a lot of enthusiasts but failed to crunch some good numbers for the Indian carmaker. This time around, Nissan has come all guns blazing with the New X trail and if priced aggressively, the X Trail can turn the fortunes around for the Japanese carmaker.



4 RENAULT KAPTUR

French carmaker Renault will be launching the much anticipated Kaptur crossover in India by the end of this year. The Russian and Brazilian markets have already witnessed the Kaptur and Renault has been caught testing on multiple times in India. The India bound variant of Kaptur will be a 5-seater and not the 7 seater variant.

5

2017 BMW 5 SERIES

BMW has showcased the 5 series earlier last year and the same can be expected to arrive in India this year. Inspired a lot by it's elder sibling - 7 Series, the 5 series can refresh the game in the luxury sedan category. We can also expect the M sport variants to make it to India.



EXTREME

6

Tata's fresh offering in the SUV segment, Hexa has been launched in India at a price of ₹11.99 lakh (Ex-showroom, Delhi). The big and brawny SUV comes with a 2.2-litre VARICOR diesel engine which churns out 156PS of power along with 400NM of torque. It also comes with Tata's drive select tech which lets you choose between different driving modes. We had reviewed the Hexa in detail recently, log on to thewheelz.com for the same.



TATA HEXA



SSANYONG TIVOLI

7

Mahindra owned SSanyong will bring in the Tivoli in the Indian market this year and the SUV will be loaded to the gills with features. Under the hood will be a 2.2-litre diesel engine which it will share from the Rexton SUV.

8

After the success of the Tiago hatchback, Tata has carried forward the good bits i.e the design philosophy of the hatchback in this upcoming compact sedan- the Kite 5. The Kite 5 will most likely be powered by a 1.3-litre multijet engine which it will share from the Bolt and the Zest sedan. It might also get an AMT gearbox which will add to the overall convenience of the car. Just like the Tiago and the Hexa, it is also based on Tata's next gen 'IMPACT' design philosophy.

TATA KITE 5



9

Maruti Ignis was launched in January at ₹4.59 lakh (Ex-showroom, Delhi), the Ignis has been creating a lot of buzz ever since it was first showcased at the Auto Expo in 2016. It is based on an all new platform but uses Maruti's tried and tested 1.3-litre DDiS diesel engine and the 1.2-litre K-Series petrol engine. The good bits include the inclusion of an AMT automatic gearbox with both the engine options and a very techy cabin with a touchscreen infotainment unit which supports Apple CarPlay and Android Auto.

MARUTI IGNIS

10

Toyota will compete directly in the sedan segment against the Honda City and the Maruti Suzuki Ciaz with the Toyota Vios. It will most likely be powered by 1.4-litre diesel engine and a 1.5-litre petrol motor. The Vios shares its platform with the Toyota Etios which means there is a strong chance of the Vios getting launched in India by the end of this year.

TOYOTA VIOS



12

The Baleno RS will come with a 1.0-litre Booster Jet turbocharged petrol engine. Power output is expected to be around 120 PS and since the Baleno has a really light chassis, the RS would be quite an interesting car to drive with a better power to weight ratio.

MARUTI BALENO RS



2017 MARUTI SWIFT

11

Hot-selling hatchback which literally brought in the diesel hatchback revolution in our country has been updated Internationally and we can expect the 2017 model to hit the Indian shores by the first half of 2017. It is based on a new platform but will most likely use the same set of powertrains i.e a 1.2-litre petrol engine a 1.3-litre DDiS diesel engine.



13

Skoda's first ever proper SUV after the Yeti looks quite promising and just like the Superb, it will bring in the best of next-in-class features in the Fortuner-Endeavour segment. Under the hood of the Kodiaq will be the tried and tested 2.0-litre diesel mill and the 1.8-litre turbocharged petrol unit. Both the units will also be mated to a DSG automatic gearbox as well.

SKODA KODIAQ



EXTREME

14

The GTC 4 Lusso replaced the Ferrari FF last year internationally and now it is expected to be launched in India by the second quarter of 2017. It still retains its four seater, four wheel drive character and is expected to be priced north of ₹2 Cr.


FERRARI GTC 4 LUSSO

JEEP RENEGADE

15

Jeep brand got launched in India last year with the Grand Cherokee and the Wrangler Unlimited. Both the cars were priced absurdly and the Renegade if priced correctly might be the first Jeep product to go some decent numbers.


MARUTI SUZUKI VITARA BREZZA AUTOMATIC

16

Vitara Brezza has been a runaway success for the Indian carmaker ever since it was launched in India last year. With the rise in demand for automatic cars in India, Maruti Suzuki has planned to bring the automatic gearbox to the Vitara Brezza as well. It will most likely be the AMT (Automated manual gearbox) gearbox and will be mated to the same 1.3-litre Multijet diesel engine. There are also news of the 1.0-litre BoosterJet petrol engine to be launched with the Vitara Brezza as it was only launched with a diesel engine.

Log on to the www.thewheelz.com for your daily dose of all the interesting automotive content from all around the world.



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WHY HUAWEI HONOR HAS THE BEST **DUAL-CAMERA** SMARTPHONES!

JOURNEY OF HUAWEI HONOR



Huawei Honor, simply known as Honor, is Huawei's Smartphone e-brand which primarily focuses on the younger e-generation. Honor, with the tagline "for the Brave", inspires to stay determined, dream big and be brave. Honor sells quality handsets both online and offline at an attractive price which hardly anyone can ignore.

Honor was established in 2013 by Huawei technologies to compete with online brands in China. The company began international expansion from 2014. They first launched Honor 3C in Malaysia. Then they entered the European market with the launch of Honor 6 in Berlin. By June 2015, the brand had expanded into 74 countries, including Japan and India. Honor entered India in Q1 2015 through online channel and received an overwhelming response from the customers.

START OF DUAL-LENS ERA



Honor was the first company to introduce the Dual-camera setup with the launch of Honor 6 Plus way back in 2015. From there, Huawei Honor has been the most aggressive player to push dual-lens cameras on its phone among Android manufacturers. With the help of dual camera, consumers were able to capture an image in bokeh effect, and experience DSLR-like depth of field. It also allowed users to change focus point even after snapping a photograph, popularly known as "Shoot first and Focus Later". The dual rear cameras helped users capture images even in low light as the dual lens setup help to capture more light and produce noise free images. Huawei Honor was certainly the pioneer in providing innovative camera technology running on proficient software.



PARTNERSHIP WITH THE OPTICAL EXPERTS



Last year, Huawei introduced their flagship P9 in collaboration with Leica, the legendary optics enterprise from Germany. The P9 is packed in two sensors - RGB and monochrome with assisted laser AF as well as dual-tone LED flash. Other phones that boasted dual camera captured 3D image or wide angle that never impressed smartphone buyers. On the other hand, Huawei's dual camera sensor allowed the RGB sensor to capture a color image while the monochrome sensor captured the details. The P9 included a depth sensor similar to a DSLR. Despite a smaller sensor, it had terrific low-light performance.

BREAKING THE CAMERA BUMP MYTH



The Honor 8, launched in 2016, was the flagship offering from team Honor. It sported a flatbed dual camera setup and, unlike other offerings from the competition, did not suffer from a major smartphone including iPhone 7 Plus, LG G5 and Samsung Galaxy S7. So the dual 12MP cameras with assisted laser auto-focus and a dual tone LED flash flushes perfectly with the rest of the smartphone.

While there is no Leica branding available on the back of the Honor 8, the results were similar to what you get on the Huawei P9. The dual-camera works similar to Huawei P9 and uses two sensors to read different imaging data. RGB sensor capture color images and monochrome sensor to capture details with added inputs from the laser assisted focusing system.



AFFORDABLE DUAL-CAMERA SMARTPHONE



This January, Honor 6X was unveiled globally at CES in Las Vegas and later it arrived in India. Honor 6X boasts its dual camera feature and promotes it as a "Swag Phone." The dual lens 12MP + 2MP rear camera captures incredible DSLR-like shots. The 12MP is a color sensor to capture a color image, while the 2MP is a monochrome sensor to generate depth information. The wide aperture range (F/0.95-F/16) lets you decide how much to focus on the subject with blurred background and bokeh lights. The front-facing camera is an 8MP sensor that captures quite good photos as well. Huawei seems to use very good front-facing sensors to nail your selfies.

Except for dual camera set-up, Honor 6X boasts a re-defined design, higher quality build, larger battery and more storage at an affordable price. On the front is a 5.5-inch full HD IPS display with 403 PPI pixel density that produces reasonably sharp images. Honor packs an in-house Huawei's Kirin 655 processors and 3GB/4GB RAM for seamlessly gaming or running multiple apps at the same time. It houses a 64GB of inbuilt storage and an expandable storage option incase you are running out of storage space.



CONCLUSION



Huawei Honor has proved its ability to build superior class camera phones and lives up to the expectations, especially because of the dual camera setup. Further, the wide aperture capabilities, just like a DSLR, are a plus point for any mobile photographer. All in all, Honor phones are a great blend of classy design, great battery life, performance and affordability.



WATCH FOCUS

YOUR DIRECTORY OF THE BEST SWISS WATCHES

ABOUT SEIKO

Seiko watches come under the Japanese holding company *Seiko Holdings Corporation* that manufactures watches, clocks, electronic devices, among other things. The first watches to be made under this brand appeared in 1924. It was also the first to release the world's first Quartz watch. Over the years, the Japanese brand has also produced watches with quartz, kinetic, solar and mechanical watches of varying prices. It has also launched a number of series with *Grand and Presage* being one of them. Additionally, Seiko watches have also been high on popular culture having featured in many films.

The brand runs on the philosophy that the wristwatch is an intimate accessory. Seiko's unique selling point is its development of an emotional technology that leads to a chemistry between the wearer and the product. They believe that the best watches live harmoniously with the user and interact with the wearer, thus offering refined functions and an emotional satisfaction.

WHAT'S NEW? THE PRESAGE COLLECTION

Presage is the new line of affordable mechanical watches by Japanese Swiss watch manufacturer Seiko. It was created on the concept of delivering Swiss watches to watch fanatics which are otherwise inaccessible due to their expensive nature.

HOW DOES IT LOOK AND FEEL?

The watch feels grand on the wrist with its durable and strong stainless steel body and the sapphire crystal glass.

It is **water resistant** and comes with many other features.

The dial displays a **Power reserve indicator** and a dial that indicates the **date**.

One very interesting makeup of the watch is its **screw see-through case back**.

Presage by Seiko, with all its features, thus proves to be and that can be said by the way it is priced at a reasonable INR 49,500 for a Swiss exclusive:

All in all, watches from the *Presage* collection just like watches from Seiko's other collections, look and feel like a dream.

PRESAGE SSA308J1
CALIBER NO: 4R57

SIZE 42.0MM

ANTIMAGNETIC: MAGNETIC
RESISTANCE 4,800 A/M



EXHIBIT UNCOVERS SUNBURN 2016 THE MUSIC FESTIVAL FOR DUMMIES

Rnown as an aspirational brand that pioneered the culture of dance music to India, Sunburn is one of the most successful commercial EDM festivals of the country with it being ranked as Asia's No. 1 Live Experience Fest since 2009. Spread over 4 days, Sunburn has multiple stages set up with artists performing throughout the course of the day. Starting with just 2,000 people, the festival has now garnered an ardently loyal fanbase as it now witnesses an attendance of around 2-3 lakhs music lovers each year.

The festival was inceptioned in the year 2007 as an exclusive property organized by Percept Live. With an unbeatable track record, Sunburn has also executed over 400 events across India over 10 years with its multiple IPs and plans on international expansion. Throughout the first 9 years of its running, Sunburn was a high-profile fixture at popular beaches in Goa like Candolim and Vagator.

SUNBURN '16- LOCATION AND ARENAS

With Pune becoming the hub of music festivals in India, Sunburn too made its way to hold its 10th Anniversary edition at Sunburn Hills, Keshavnagar, on the Pune-Ahmednagar highway, near Pune with DJ Dimitri Vegas & Like Mike going on record to say, "It was such a pleasure performing at Sunburn's 10th year anniversary. Despite of a new venue this year, the management did a great job with ensuring the show was super successful."

Sunburn has been redefining music tourism in India, with official ticketing partners

BookMyShow.com and Viagogo.com claiming that the festival attracted fans from over 30 countries. On this popularity, Mr. Karan Singh, CEO, Sunburn said, "Sunburn 10 was a super success. We are happy to have brought in substantial returns to the local economy and create business opportunities for the Keshavnagar region and Pune."

The décor of the gigantic stage and the venue was absolutely majestic with the lighting arrangement and confetti flying in the air. As a part of Sunburn's CSR initiative, a lot of partnering brands brought forward customized solutions and services for the festival. Sunburn property Sunburn Echo, which streamed the festival live to almost 55 million viewers in multiple cities, demonstrated the prowess of the seamless live mixing at Sunburn.

The festival has grown to travel to other cities of India which are known as Sunburn Arenas. Bengaluru, Hyderabad, Mumbai, Delhi, Kolkata have been some of the Arenas in the past with them being a part of the Sunburn tour in 2016, as well.

PERFORMING ARTISTS

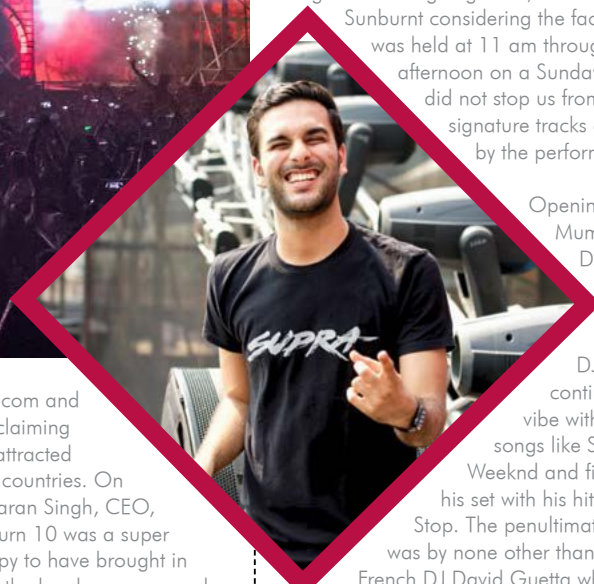
With over 1000 performing artists in its repertoire in the past already, Sunburn 2016 saw a total of 100+ artists and 300+ hours of explosive music. Right since its inception in 2007, Sunburn has brought A-list DJs to stages across India for everything from arena concerts to multi-day festivals.

The 2016 line-up included sets by stalwarts like Armin van Buuren, Axwell & Ingrosso, KSHMR, Dimitri Vegas & Like Mike and Afrojack alongside newer talent like Lucas and Steven and Tom Swoon on the main stage. Finnish DJ Yotto and Swedish DJ Christian Smith played to a small but committed audience while Nucleya totally slayed with his thumping beats and dancing audiences. Dutch artist Armin Van Buuren's energetic two hour long set played

everything right from a remix of his Game of Thrones theme to Kygo's 'Firestone' mash-up. Masked DJ Angerfist took over the main stage while Dutch DJ Dannic went ahead with popular tracks like Mike Posner's 'I Took a Pill in Ibiza'. Additionally, supporting acts like AJJA, MATTN and home-grown talent like DJ Shaan, Zaeden, KERANO, Lost Stories, among others were also playing across multiple stages.

EXHIBIT UNCOVERS STRAIGHT FROM SUNBURN ARENA- MUMBAI

Exhibit checked in to the Mumbai Arena of Sunburn that was held on the 15th January, 2017 at Reliance Jio garden. Not going to lie, we did get absolutely Sunburnt considering the fact that the event was held at 11 am through 4 in the afternoon on a Sunday. However, that did not stop us from dancing along to signature tracks and groovy mixes by the performing DJs.



Opening the show at the Mumbai Arena was DJ The Unknown.

One of the leading DJs of the country, DJ Anish Sood, continued the groovy vibe with mixes of popular songs like Starboy by The Weeknd and finally concluding his set with his hit single Don't Stop.

The penultimate performance was by none other than the most-loved French DJ David Guetta who belted his hit tracks Titanium, Sexy Bitch, Without You along with mixing a lot of other popular songs. Leaving the crowd wanting for more, DJ Guetta concluded his set only to be taken over by the immensely popular DJ Zaeden who made the attendees dance to remixes of popular songs like Let me love you, Cold water, Hello, Lean On. The festival also saw people indulge in t-shirt painting, eating, drinking alcohol while some just danced their way till the end.

Afrojack went to ahead to say, "Sunburn 10 was truly magical. India has always been my favorite country to perform in as a large percentage of my fans hail from India," and that is supporting the fact that the EDM and dance culture in India is growing and there seems to be no stopping it in the years to come.



“

SUNBURN 10 WAS TRULY MAGICAL. INDIA HAS ALWAYS BEEN MY FAVORITE COUNTRY TO PERFORM IN AS A LARGE PERCENTAGE OF MY FANS HAIL FROM INDIA.”

-AFROJACK

7 REASONS TO LOVE THE D-LINK 4G, DWR-910 - "Le Petit Router"

1. HIGH SPEED 4G LTE CONNECTIVITY

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2. PORTABILITY

The 4G LTE USB Router lets you share your fast mobile connection over Wi-Fi from a device small enough to fit in your pocket. Also, the 4G LTE USB Router directly plugs in to your desktop or laptop computer's USB port, eliminating the need for cables so you can reduce clutter.

3. MULTIPLE SERVICE PROVIDER CONNECTIVITY (UNLOCKED)

You can use any service providers SIM card and boom ! You are ready to share your internet network with everyone. Simply plug in a SIM card to access the Internet using your mobile service, and then create a network with a portable travel router that connects to any computer conveniently.

4. SHARE BIG FILES ON-THE-MOVE!

With the DWR-910 4G LTE router, you can also share big files by simply plugging in a microSD card and you can share the big presentation or other files you need on-the-go.

No installation is required, just slip it in your purse or pocket and you are ready to create a high speed network anywhere.

5. CREATE YOUR OWN HOTSPOT

With the DWR-910, you can get online with your notebook, smartphone, tablet, and any other wireless device by sharing a single 4G LTE connection. The DWR-910 will provide high-speed Wireless Internet access for everybody – whether you are with colleagues on a business trip, or when you are travelling with friends and family.

6. PLUG & PLAY

The DWR-910 is truly plug-and-play with drivers built right into the router so you can connect without the need to install anything. Open a browser, connect the router, and you can set up your network right from a web interface. Notebooks and netbooks without a CD-ROM drive can connect and get up and running in no time. You can even plug the DWR-910 into any powered USB port and provide wireless connectivity to your mobile devices without a PC.

7. SET-UP MADE EASY WITH THE EZFI MOBILE APP

EZFi gives you an easy & convenient way to manage and configure your D-Link router. Check your data usage at a glance or set up a wireless network with total ease. This app truly makes setting up Wi-Fi network easy.



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SHUTTERBUG CAMERA COMPARISON DSLRs UNDER 30K

by Shreya Bhattacharya

It's been more than a decade that we are doing shutterbug tutorial and there remains hardly any category that's still not talked about. We have covered several genres of photography ranging from landscape to portrait to wildlife to abstract to macro and shadow photography. We have enlightened the novices and helped the experts to go the right way.

And right then, we feel it's time now to shift our focus to something more technical, though not deviating from our common interest – photography. This issue is all about some best reviewed cameras launched since the last season of 2016 and a detailed comparison of 6 best cameras of entirely my choice!



■ WHY DSLR AND NOT ANY OTHER CAMERA?

For decades, the DSLR (digital SLR) has been the top choice for anyone who wants to take their photography to the next level. Whether you're a beginner or a pro, a DSLR offers three key ingredients: manual controls, excellent picture quality and interchangeable lenses.

Mirrorless cameras are another option of course. They're smaller, mechanically simpler and, like DSLRs, they take interchangeable lenses. A DSLR is still the cheapest way to get a camera with interchangeable lenses and a viewfinder (entry-level mirrorless cameras don't have viewfinders) and, at the other end of the scale, almost all professional sports, press and wildlife photographers choose full-frame DSLRs over every other camera type. In between are a whole range of digital SLRs aimed at different users, different levels of experience and different budgets.

Here's our pick and comparison six of the standout DSLR cameras you can buy right now. All of them are launched in 2016 (new ones) and all of them are under 30,000/- (you won't feel the punch in the pocket too hard to start off with).

■ THERE ARE MY TOP 6 PICKS OF DSLR CAMERAS UNDER

₹30,000 available in India right now (2017):

- Nikon D3400: 24.1MP, 11AF points, 1200 shots, 395g, 18-55mm
- Nikon D5200: 24MP, 39AF points, 500 shots, 555g, 18-55mm
- Nikon D3300: 24MP, 11AF points, 700 shots, 460g, 18-55mm
- Canon EOS 1300D: 18MP, 9AF points, 500 shots, 485g, 18-55mm + 55-200mm
- Canon EOS 1200D: 18MP, 9AF points, 500 shots, 480g, 18-55mm + 55-200mm
- Sony SLT-A58K: 20MP, 15AF points, 690 shots, 492g, 18-55mm

Before we head towards a detailed comparison of these six cameras, let us learn about some of the specification terms and why we need to keep these in mind while the big-buy.

■ UNDERSTANDING SENSOR SIZE

Most consumer DSLRs use image sensors that, while much larger than those found in point-and-shoot cameras, are somewhat smaller than a 35mm film frame. This can be a bit confusing when talking about a camera's field of view, as focal lengths for compacts are often expressed in terms of 35mm equivalency. The standard APS-C sensor features a "crop factor" of 1.5x. This means that the 18-55mm kit lens that is bundled with most DSLRs covers a 35mm field of view equivalent to 27-82.5mm. If you're upgrading from a point-and-shoot that has a 3x zoom lens that starts at about 28mm, the DSLR kit lens will deliver approximately the same field of view.

There are many inherent advantages to a larger sensor. It allows you to better control the depth of field in images, making it possible to isolate your subject and create a blurred background. This blur



"SO, DON'T WAIT ANY MORE AND DO YOUR MONTH'S LUXURY INVESTMENT IN VERTU THAT EXUDES LUXURY, MAKES PEOPLE STEAL LOOKS AND INVITES CURIOSITY."

is often referred to by the Japanese term bokeh. Much has been written about the quality of the bokeh created by different lenses, but the general rule of thumb is that the more light a lens can capture—measured numerically as its aperture, or f-number—the blurrier the background can be. A lens with a maximum aperture of f/1.4 lets in eight times as much light as one of f/4, and can create a shallower depth of field at an equivalent focal length and shooting distance.

Another reason to go for the big sensor is to minimize image noise. A 20-megapixel DSLR has much larger pixels than a point-and-shoot of the same resolution. These larger pixels allow the sensor to be set at a higher sensitivity, measured numerically as ISO, without creating as much image noise. An advantage to the larger surface area is that changes in color or brightness are more gradual than that of a point-and-shoot. This allows more natural-looking images with a greater sense of depth.

■ CHOOSE A CAMERA THAT FEELS RIGHT

It's very important to choose a camera that feels comfortable in your hands. While most DSLRs are similar in size and build, the styling of the handgrip, position of controls, and other ergonomic features can differ drastically. The camera you choose should be one that you are most comfortable using. If a DSLR is too big or small for you to hold comfortably, or if the controls are not laid out in a way that makes sense to you, chances are you won't enjoy shooting as much as you should.

■ GET THE BEST VIEWFINDER

By definition, a DSLR features an optical viewfinder that shows you the exact image the camera's lens is capturing—but not all of these viewfinders are created equal. A mirror directs light from the lens to the viewfinder, which is one of two types. The first, the pentamirror, is generally found on entry-level cameras like the Canon EOS Rebel SL1 and the Nikon D5500. This type of viewfinder uses three mirrors to redirect the image to your eye, flipping it so that it appears correct, as opposed to the upside down and backwards image that the lens is actually capturing.

The second type of optical viewfinder is the pentaprism. This is a solid glass prism that does the same job as the pentamirror. A pentaprism is generally heavier and brighter than a pentamirror. The extra brightness makes it easier to frame images and to confirm that your photo is in focus. Pentaprisms usually start appearing in mid-range

DSLRs, like the Canon 80D, and are standard issue on pro bodies like the Canon EOS-1D X Mark II. The Pentax K-70 is a rare entry-level model with a pentaprism that features 100-percent coverage; that affordable camera also boasts full weather sealing for use on rainy or snowy days.

You should also pay attention to magnification and coverage numbers for pentaprism finders, as they give you an idea of the actual size of the finder and how much of the captured image can be seen. In both cases you'll want to look for a higher number.

■ ANOTHER OPTION: THE EVF

A few SLRs on the market offer a third viewfinder option—an electronic viewfinder. Sony cameras that feature fixed, semi-transparent mirrors, like the Alpha 77 II, are sometimes referred to as SLTs. Rather than redirecting light to your eye, the semi-transparent mirror in these cameras redirects it to an autofocus sensor. If you aren't set on an optical finder, these cameras are worth considering. Even Sony's flagship full frame Alpha 99 uses an OLED EVF, eschewing the glass pentaprism found in other full frame SLRs.

■ CONTINUOUS SHOOTING AND AUTOFOCUS SPEED

DSLRs have another big advantage over point-and-shoots—speed. The time that it takes between hitting the shutter button and the camera capturing a picture, referred to as shutter lag, and the wait time between taking photos—recycle time—are often concerns with compact cameras. DSLRs generally focus very quickly and deliver shutter lag that is nearly immeasurable.

Continuous shooting is measured in frames per second. At minimum, you should look for a camera that can shoot three frames per second, although sports and nature shooters will want to look for a camera that can shoot faster than five frames per second. Of course, the autofocus system has to be able to keep up with the frame rate. Basic DSLRs like the Nikon D3300 often only have a few autofocus points, which makes it difficult to track moving subjects. The high-end Canon 7D Mark II and Nikon D500 have autofocus points that cover most of the frame, making them favorites of photographers interested in capturing sports action and wildlife. Continuous shooting and autofocus performance go hand-in-hand, so it is important to look for a camera that does both well.

■ LIVE VIEW AND HD VIDEO

Video recording is now a standard feature in DSLRs. Look for one that continues to autofocus while recording. You should also check its autofocus speed when taking photos using live view, as that can often be very slow. Canon has made strides in improving focus speed when recording video with models like the T6s and 80D, and Sony cameras focus just as quickly when recording video as they do when shooting stills. A microphone input jack is important if you plan on using the video function often—an external mic will capture much better sound than the camera's built-in microphone.

A DETAILED COMPARISON



CANON EOS 1300D
₹27,990

Great camera indeed, that can replace the next in the list! Low price, good image quality, though no touchscreen and a bit slow live view focusing.

Low price with a very good image quality. However, slow live view focusing, and no touchscreen or Wi-Fi.



CANON EOS 1200D
₹26,990



NIKON D3300
₹33,990

It's not the most expensive entry-level DSLR, but we think it's the best with a great image quality, guide mode, fixed screen though without a built-in Wi-Fi.

1. SPECS: Sensor 22.3 x 14.9 mm APS-C CMOS sensor

- Maximum resolution 18MP
- Display Fixed 3.0" 460k-dot
- Continuous Shooting 3fps
- Auto focus points 9
- ISO 100-6400
- Video 1080 30p
- Battery 500 shots
- Included lens 18-55mm + 55-200mm
- Weight 485g

PROS

- + Wi-Fi/NFC
- + Lens kit

CONS

- 3fps continuous shooting
- Display
- ISO
- Auto focus points

BRIEF: The 1300D uses the same sensor as the camera it replaces, the 1200D, but it has a newer processing engine and this enables it to produce slightly better quality images. In reality you're unlikely to be able to spot much difference at normal image viewing sizes though, so it's not a real biggie. Where the 1300D does score over the 1200D though is the connectivity department; it has got Wi-Fi and NFC technology built-in. This means you can transfer images to your smartphone for super-quick sharing. You can also use your phone to control the camera remotely, which is ideal for taking group shots with you in the frame. The screen has also been upgraded from a 3-inch 460K dot unit to one with 920K dots, which makes images look much sharper.

2. SPECS: Sensor 22.3 x 14.9 mm APS-C CMOS sensor

- Maximum resolution 18MP
- Display Fixed 3.0" 460k-dot
- Continuous Shooting 3fps
- Auto focus points 9
- ISO 100-6400
- Video 1080 30p
- Battery 500 shots
- Included lens 18-55mm + 55-250mm
- Weight 480g

PROS

- + Lens kit

CONS

- 3fps continuous shooting
- Display
- ISO
- Auto focus points

BRIEF: The introduction of the 1300D means the 1200D isn't likely to be available for much longer but while it is it's possible to pick up a real bargain. So if you're not concerned about being able to connect your phone to your camera via Wi-Fi or NFC, it could be the one to go for. The 1200D has the same 18MP sensor as the 1300D and although it's getting on a bit, it's still good. That said, it can't match the 24.2MP device in the Nikon D3300 for capturing detail. The 1300D and 1200D's 3fps continuous shooting speed is also leisurely compared to the Nikon's 5fps rate, and where that camera includes built-in help guides, you'll have to resort to downloading Canon's versions through a separate smartphone app.

3. SPECS: Sensor 23.5 x 15.6 mm APS-C CMOS sensor

- Maximum resolution 24MP
- Display Articulated 3.0" 921k-dot
- Continuous Shooting 5fps
- Auto focus points 11
- ISO 100-12800
- Video 1080 30p
- Battery 700 shots
- Included lens 18-55mm
- Weight 460g

PROS

- + 5fps continuous shooting
- + 1080 60p video
- + Battery

CONS

- ISO

BRIEF: The D3300's 24.2MP sensor resolves bags of detail with minimal image noise up to ISO3200, and also produces decent results at higher sensor sensitivities. Much like pricier Nikon DSLRs, it does away with an anti-aliasing filter to maximise image sharpness. This is also a very easy camera to live with. Its clever Guide Mode is a useful learning tool that gives real-time explanations of important features, whilst the collapsible 18-55mm kit lens is great when you're on the go. It's a shame you don't get an articulated touchscreen display or Wi-Fi connectivity, but Nikon does make a cheap plug-in Wi-Fi adaptor if that's a deal-breaker for you.

NIKON D3400

₹29,990



The new Nikon D3400 as a great camera for beginners, thanks mainly to the price decrease and the new kit lens.

SONY SLT-A58K

₹29,999



The new Sony 58 brings mid-range performance and features to the entry-level market.



NIKON D5200

₹25,990

With excellent low light performance, reliable results and speedy access to the most common settings, the D5200 makes it easy to make the most of your photography.

4. SPECS: Sensor 23.5 x 15.6 mm APS-C CMOS sensor

- Image processing EXPEED 4
- Maximum resolution 24.1MP
- Display Fixed 3" 921k-dot
- Continuous Shooting 5fps
- Auto focus points 11
- ISO 100-25600
- Video 1080 60p
- Battery 1200 shots
- Included lens 18-55mm
- Weight 395g

PROS

- + 5fps continuous shooting
- + Battery
- + Video 60fps
- + ISO

CONS

Couldn't find any, especially at this price

BRIEF: The Nikon D3400 is a new entry-level DSLR camera with a 24.2 megapixel DX format APS-C sensor with no anti-aliasing filter. The main improvements to the D3400 are extended battery life and SnapBridge support. Using Bluetooth Low Energy (BLE), SnapBridge creates a connection between the D3400 and a smart device, making it possible to wirelessly and automatically transfer images. The Nikon D3400 also features an EXPEED 4 processor, 5fps continuous shooting, a 3 inch 921k-dot LCD monitor, one-touch full 1080p HD video recording with autofocus, quick-access Live View mode, ISO range of 100-25600, 11-point autofocus system with a cross-type sensor in the centre, 10 special effects, and an interactive Guide Mode.

5. SPECS: Sensor 23.5 x 15.6 mm APS-C CMOS sensor

- Maximum resolution 24MP
- Display Articulated 3.0" 921k-dot
- Continuous Shooting 5fps
- Auto focus points 39
- ISO 100-6400
- Video 1080 30p
- Battery 500 shots
- Included lens 18-55mm
- Weight 555g

PROS

- + 5fps continuous shooting

CONS

- ISO

BRIEF: The Nikon D5200 is a new 24.1 megapixel DSLR camera that can record Full 1080p HD movies at 1920x1280 pixels / 25fps or 50i/60i with stereo sound. A high-resolution 3-inch vari-angle LCD monitor makes it easier to compose your shots from difficult angles, while the extensive ISO range of 100-25600 should cope with virtually all lighting conditions. A 5fps burst shooting mode, EXPEED 3 image processor, 39-point autofocus system with 3D Focus Tracking, 2,016-pixel RGB metering sensor, High Dynamic Range mode, Active D-Lighting, seven different special effects for stills and movies and a new generation GUI design complete the Nikon D5200's headline specs.

6. SPECS: Sensor: 23.2 x 15.4mm, "Exmor" APS HD CMOS sensor

- Maximum resolution: 20MP
- Display: Articulated 2.7" 460k-dot
- Auto Focus Point: 15 point
- Continuous Shooting: 5fps
- ISO: 100-16000
- Video: 1080 25p/50i
- Battery: 690 shots
- Included lens: 18-55mm
- Weight: 492g

PROS

- + Battery
- + ISO Range
- + AF system
- + Inbuilt image stabilization means cheaper lenses

CONS

- Smaller screen
- Electronic viewfinder (although it shouldn't have any impact on the quality of photos)
- Lenses can be difficult to find

BRIEF: The Sony A58 is a new interchangeable lens camera that uses Sony's unique Translucent Mirror Technology to offer high-speed shooting and a smaller body size. The 20.1 megapixel A58 features 8fps burst shooting with new Lock-on Autofocus, full HD 25p video with control over exposure and continuous autofocus, 15-point phase-detection autofocus system with 3 cross sensors, ISO range of 100-16000, a 2.7-inch tilting LCD screen, a high-resolution OLED Tru-Finder with 100% coverage, Sweep Panoramas, Auto HDR and Multi-frame Noise Reduction.

BRINGING TO YOU EACH MONTH
THE TECH BEHIND

WINE AND ALCOHOL MAKING PROCESS

by Utsavi Jha

While you might head straight to the bar, chug down beer and gulp down some shots, you might forget all about them (also because they're meant to do so). But for those who ponder over life and other fancy things, might have wondered how this holy nectar is made. So, those who indulge in the absolute pleasure that drinking quality alcohol is, will appreciate the process that goes behind manufacturing it and mind you, it is quite an elaborate one. So, this month, we bring to you an explanation of one of your favourite alcoholic drinks, which is wine. This is how it begins-



🍷 WHAT DOES ALCOHOL CONTAIN?

Wines, Beer, Whiskey, Vodka are various and popular alcohol types that are made from different raw material.

Wine is made from the natural sugars in grapes, **Rum** comes from sugarcane while **Beer** and **Mead** come from honey. Stronger spirits like **Whiskey** and **Vodka** are essentially made from grain starches. Alcohol comes in different types from different sources but what they all commonly go through is a phenomenon called fermentation.

🍷 TYPES OF PROCESSES:

The manufacturing process for most alcohol varieties includes two essential steps- **Fermentation and Distillation**.

• **Alcoholic Fermentation or Ethanol Fermentation** plays a very important role in the formation of alcohol as it converts raw material (sugars) into cellular energy thus producing by-products carbohydrate and ethanol, which is what gives an alcoholic drink its alcoholic content. Yeast, tiny single-celled fungi, are essentially used to bring about this conversion. The maximum ethanol content that can be obtained through the fermentation process is 15%. For drinks that have a higher ethanol content, the obtained drink is subjected to another process which is known as **Distillation**.

• **Distillation**, as an additional process, is required to create stronger spirits as yeast cannot survive in high levels of alcohol. The tech behind this step relies on the fact that ethanol has a lower boiling point than water which, on heating, evaporates. Thus, when cooled, a stronger and concentrated ethanol is obtained with water remaining behind.

🍷 HOW IS WINE MADE?

A typical wine making process will follow the following steps to finally give ready wine to consume as the product.

Wine is essentially made out of grape sugars which explains why the grape **Harvesting**, the initial step of winemaking, is important.

After having obtained the raw material is when the actual process of producing wine begins. This is the step that presents a lot of options to the manufacturer that would determine the end result with regards to the type of wine that can be obtained. The most important choice is the usage of yeast, the bacteria which brings about the **fermentation** and adds its own flavours to the wine. Winemakers employ manufactured yeast as well as naturally occurring yeast (which is much difficult to control but can be easily employed if the winery has a healthy production of yeast). However, many of the finest wines are produced using natural yeast available in the place native to the wine. One important thing that needs to be

considered during this process is the temperature at which the juice is being fermented. Fermentation temperature increases as the yeasts metabolize the grapes into alcohol and hence, higher the temperature, less fruity is its flavour and vice versa.

Punchdowns and Pumpovers

processes reintegrate the grape skins into the fermenting juice that come up to the surface in the fermentation chamber juice so that the proper levels of phenolic extraction can be made with different grape varieties needing different levels of extraction to render the most appropriate flavours.

After the fermentation process has taken place, the wine is placed in a vessel to **age/settle**. During this aging process, oxygen introduced

from the vessel changes the flavours of the wine and alters its chemical state. With multiple aging vessel choices available, here is where the winemaker makes an artistic choice. While some producers opt for neutral barrels that do not add flavours to the wine, some choose oak barrels that increase oxygen interaction in the wine and also make use of a phenomenon called toasting (caramelising the insides of the barrel to add flavours). In order to preserve the natural flavours to the maximum, winemakers go for stainless steel vessels, the use of which is very popular to preserve floral flavours in white wine. Wines aged in the third type, concrete barrels, have a higher level of preserved fruity characteristics. This step thus helps you in forming your own preferences with regards to the choice the winemaker makes during the aging process.

Fining or Filtering are two processes that makers have an option to perform before the wine is ready to be packed. Amino acids dissolved in the wine add a bit of haziness to it. Addition of fining agents help to make the wine clearer by binding the proteins and removing them. This is most importantly used in white, rosé and sparkling wines because consumers do not like their wine to appear cloudy. However, there are also certain proponents who believe that leaving the wine unfiltered provides additional texture required for age-worthiness.

Bottling, the final step, again has two choices; those that use corks and those that use screw cap enclosures with people believing that wines with corks are of better quality. However, it might not be true as both are equally suitable for winemaking.

Now that you know how wines are made, it would make sense for you to go visit a vineyard, wherein you can join the in-house tours that show you the giant machinery that produce the wine and the wooden barrels that store the produced wine followed by Wine tasting. If you're lucky and go when the season is, you can actually see the process taking place. So, go visit a vineyard at the earliest. Happy wining!



STARTUP OF THE MONTH

CROWNIT

by Shreya Bhattacharya

CROWNIT AT A GLANCE:

TYPE OF SITE: E-commerce

FOUNDED: March 2014

HEADQUARTERS: Gurgaon, India

AREA SERVED: New Delhi, Mumbai, Bengaluru

FOUNDER(S): Sameer Grover, Ashish Munjal

INDUSTRY: Internet

WEBSITE: www.crownit.in

ABOUT CROWNIT

Crownit is an app-only merchant discovery and privileges platform, inceptioned in July 2014. It is one of India's leading O2O platform, connecting consumers with local merchants. Crownit has seen widespread growth across four cities including Delhi, Mumbai and Bengaluru. It offers its users cashback at local merchants and customers can redeem their crowns (Cashback) by shopping online, book movie tickets, pay their bills and many more. Each time a customer makes a purchase at one of the local stores, s/he clicks a picture of the bill and sends it to the company to earn crowns. These crowns can be redeemed while shopping at ecommerce stores, booking movie tickets, ordering flowers online or even donating to a charity.

The retail program helps attract customers for outlet partners by marketing them through the app. Crownit has over 10,00,000 users and has over 15,000 merchants listed on the O2O platform. Crownit targets to have 20 million users and drive \$1.2Bn of annual GMV across 25 cities in India by 2018.

BACKGROUND/ INCEPTION OF CROWNIT

Sameer Grover, Founder and CEO of Crownit is a Delhi College of Engineering graduate, has had extensive experience creating and marketing software products for large enterprises as well as small and medium businesses both in India and the US. Since 2005, he has worked in India with startups like Apollo Health Street, MphRx, and Knowlarity.

The idea of Crownit was born in a café in Delhi in early 2014 while Sameer was sipping coffee with a friend. Crownit's name originates from childhood game of collecting crowns of cola bottles to get free gifts. Crown-it app lets customers collect crowns from local businesses in the form of cashback. And they use the cashback to redeem for goodies like online shopping, movie tickets and talktime.

HOW DOES THE APP WORK?

All the users have to do is download the app, visit one of the listed restaurants on Crownit's app around you. When you pay, upload a pic of the bill and get cashback points (crowns) against your bill amount. These crowns can be redeemed while shopping at ecommerce stores like as Flipkart, Jabong, Myntra, booking movie tickets, online recharge, ordering flowers online or even donating to a charity.

AND, WHAT KIND OF CASHBACK OFFERS CAN USERS AVAIL?

Users can avail upto 30% cashback on these restaurant check-ins. All that is required to do is to take a picture of the

bill you receive at the outlet after availing their services and upload it on the crownit app itself. Once the bill is approved, the user gets crowns in their crownit rewards section and also tickets to play the weekly rush.

Crownit offers you cashback on almost all restaurants in Delhi, Mumbai & Bengaluru. They also offer some fabulous deals on saloon & spa services.

FUNDING

Crownit had raised \$5.5 million in Series-A funding from Accel Partners and Helion Venture Partners in May 2015. Crownit recently also raised an undisclosed amount of funding from Kunal Shah and Sandeep Tandon (founders, Freecharge), Girish Mathrubootham (founder, Freshdesk) and Anand Chandrasekaran (former chief product officer, Snapdeal) in August this year.

More on this, from the CEO and co-founder Mr. Sameer Grover:

ex: Hello Sameer, tell us about the exclusivity of Crownit.

SAMEER: Crownit is India's leading cashback and rewards app for local shopping. Crownit brings gamification and personalisation to local shopping. Our motto has always been to Make Shopping Fun. And we are achieving that. Crownit is born on three strong pillars: India becoming a mobile-first society + Indian citizens present in social media more and more + Indians are doing more mobile/digital payments. This was only possible in last 2-3 years - never before.

ex: Keeping cashless-India concept in mind, justify how it is the perfect time for the idea of Crownit to bloom and rise high.

SG: One of Crownit's core pillars is mobile and digital payments - which is now getting a big boost. More and more customers are paying for local purchases via digital and mobile methods. This has given Crownit usage a boost too. We have introduced new products in past 60 days keeping same in mind: Crownit Meal Voucher (for Corporates), Crownit Pay at Restaurants (with real time merchant settlement) and Crownit Credit Card. Our gamification and personalisation enhances the customer experience when doing mobile payments - this in turn becomes a habit.

ex: How did the concept of Crownit take shape? How were the initial funding days?

SG: The idea of Crownit was born in a café in Delhi in early 2014 while I was sipping coffee with a friend. Crownit's name originates from childhood game of collecting crowns of cola bottles to get free gifts. Crownit never had challenge raising funds - because the team has always shown

the passion behind the vision: Making Shopping Fun. And with our strong product and gamification philosophy, we have always won over investors.

ex: What all sectors does Crownit cover?

How does it work?

SG: The company initially started with covering Food and Beverage sector, eventually leading itself into varied categories like health & fitness, beauty & wellness and weekend getaways, fashion & retail and e-commerce.

All the users have to do is download the app, visit one of the listed restaurants on Crownit's app around you. When you pay, upload a pic of the bill and get cashback points (crowns) against your bill amount. These crowns can be redeemed while shopping at ecommerce stores like as Flipkart, Jabong, Myntra, booking movie tickets, online recharge, ordering flowers online or even donating to a charity.

Users can avail upto 30% cashback on these restaurant check-ins. All that is required to do is to take a picture of the bill you receive at the outlet after availing their services and upload it on the Crownit app itself. Once the bill is approved, the user gets crowns in their Crownit rewards section and also tickets to play the weekly rush. Crownit offers you cashback on almost all restaurants in Delhi, Mumbai & Bengaluru. We also offer some fabulous deals on saloon & spa services. We now also sell food combos on popular restaurants across India.

ex: Crownit in numbers - current scenario. Where do you foresee the same in 5 years?

SG: Currently we have over a million consumers across 4 cities and we drive over ₹36Cr monthly business to 15000 merchants. We will be in 25 cities by 2020 and will drive \$1Bn business to over 50,000 local merchants.

ex: Which all cities does Crownit cover?

Any future plans to further expand to more places?

SG: Crownit is currently available in Delhi NCR, Mumbai and Bengaluru. We plan to expand to 17 cities in next 24 months.

ex: One exclusive sector that only Crownit works and no other contemporary services.

SG: Crownit approached the market with a fresh approach of gamification and personalisation - not that we approached a fresh market. As I mentioned earlier - the Indian society has become ready for Crownit because of three core drives: Mobiles, Social Media and Digital Payments - which happened only in last 2-3 years. No other competition utilises these the way we do.



**MR. SAMEER GROVER,
FOUNDER AND CEO, CROWNIT**

ex: Give us reasons why people should install and use Crownit.

SG: Three reasons:

1. You are missing out on amazing rewards and cash back on your daily spends;
2. Your friends are winning every week and they are waiting for you on Crownit;
3. We have all the best places covered in restaurants, salons, movies, shopping - why go anywhere else!

ex: What expectations do you have from 2017, as far as Crownit and e-payments are concerned.

SG: 2016 shows us that Indian consumer has embraced cashbacks & rewards and merchants have adopted this as a strong tool to build consumer loyalty and repeat business. 2017 is going to see a huge rise in digital payments and cash back. Rewards are going to play a crucial role in shaping up consumer behavior.

“CROWNIT IS INDIA'S LEADING CASHBACK AND REWARDS APP FOR LOCAL SHOPPING. CROWNIT BRINGS GAMIFICATION AND PERSONALISATION TO LOCAL SHOPPING. OUR MOTTO HAS ALWAYS BEEN TO MAKE SHOPPING FUN. AND WE ARE ACHIEVING THAT.”

BIGGEST TECH 'WHAT-IFS' THAT COULD'VE BEEN A DIFFERENT FATE

by Shreya Bhattacharya

To err in human...and that doesn't make them less significant. After all, to forgive is divine! However, whenever we're facing a big screwup we've made or dealing with the repercussions of another's error, it's easy to forget that mistakes are a part of life. Fortunately, for most people, our greatest mistakes on the job are minuscule compared to some of the biggest blunders in business history. It's even comforting to know that some of the richest people in the world have made costly errors but went on to accomplish great things.

Here are eight of the biggest and costliest mistakes in business history. At the same time, these are a reminder that rises and falls are a part of business and life in general. As the old saying goes, "Success is going from failure to failure without losing your enthusiasm."

1. EXCITE COULD HAVE BOUGHT GOOGLE FOR LESS THAN \$1 MILLION.

Back in 1999, Excite was the No. 2 search engine and Google was the new kid on the block. Larry Page offered to sell Google to Excite for \$750,000 (though with the stipulation that Excite would replace their technology with Google Search tech). There are several possible explanations for why Excite made this choice, but the end-result is clear. Excite was eventually bought by Ask.com, which has a less than 2 percent share of the search market. Google has more than 60 percent of the U.S. search market share and much larger share worldwide. And Google has more than \$130 billion in assets, so it's worth more than 173,333 times what Excite would have paid for it.

2. QUAKER LOSES MORE THAN \$1 BILLION ON SNAPPLE.

You can still find Snapple beverages at most stores, but in the 90s, Snapple was a huge hit at small retailers. Quaker thought it could make billions by buying the company and getting the product into more stores. Quaker paid \$1.7 billion for Snapple, but its plans didn't work as hoped. Other beverage makers had noticed Snapple's rise (and the amount Quaker was willing to pay for it) and they weren't going to stand idly by while Quaker cornered the fruity-drink-in-a-bottle market. With companies like Coca Cola developing Fruitopia in 1994 and the creation of SoBe in 1996, Snapple didn't turn out to be as profitable as Quaker had hoped. In the end, Quaker sold Snapple for just \$300 million to Triac in 1997. Three years later, Triac sold Snapple to Cadbury Schweppes for \$1.43 billion (to be fair, Cadbury got more than just Snapple).

3. GRADE-SCHOOL MATH ERROR COSTS NASA \$125 MILLION.

Decimals and fractions cause headaches for many school kids, and once, they even stymied some of the greatest minds in the country. In 1999, a Mars orbiter that Lockheed Martin designed for NASA was lost in space due to a simple error where the engineers at Lockheed used English measurements while the NASA team used metric ones. The mismatch led to a formation on the \$125 million craft malfunctioning and the probe being lost. Though it was unusual for Lockheed to use English measurements for a NASA design (since NASA has stipulated using metric measures for many years), there were still numerous occasions where the error should have been caught and wasn't.

4. NEWS CORP HAS A MYSPACE MELTDOWN.

In a world dominated by social media, it is strange that Myspace, one of the grand-daddies of all social media sites, is hardly on the radar. To just say that it got beat by Facebook is oversimplifying the issue, since many platforms currently co-exist with Facebook. While MySpace was still on the rise, in 2005, News Corp bought it, paying \$580 million for the social media site. But News Corp managed it badly. The first few years were good and the value of Myspace was estimated at \$12 billion in 2008. Three years later, Myspace declined dramatically. It failed to adapt and change with the times and people passed it by for other social networking experiences. In 2011, News Corp sold MySpace for just \$35 million, according to some estimates.

5. KODAK HAS THE FIRST DIGITAL CAMERA BACK IN 1977.

Whenever technology changes the landscape of an industry, there are some businesses that adapt and thrive and others that continue doing the old thing until it's too late. For Kodak, who fell from grace due to the advent of digital camera, the situation is a little different. Kodak filed a patent for one of the first digital cameras (one that used a magnetic cassette to store images of about 100kb) back in 1977. However, Kodak made so much money on film, it didn't introduce the technology at the time to the public. Kodak continued its focus on traditional film cameras even when it was clear the market was moving to digital. When it finally got into the digital market, Kodak was selling cameras at a loss and still couldn't make strong gains against other manufacturers who had been producing digitals for years.

6. DAIMLER-BENZ LOSES \$20 BILLION ON CHRYSLER.

Though Chrysler has always been one of the big three automakers in the U.S., it has had trouble establishing an international presence. Daimler-Benz (i.e. Mercedes) saw an opportunity here and merged with Chrysler at a cost of \$30.7 billion in 1998. This didn't work out as planned. Though it was a theoretical 50/50 split, Chrysler sales made up less than a third of revenue for the merged company in 2006. In the end, Daimler-Benz decided it was better off without Chrysler and sold 80 percent of its stake in 2007 for \$7.4 billion. This unhappy trip down merger lane cost Daimler-Benz over \$20 billion.

7. BLOCKBUSTER TURNS DOWN MULTIPLE OFFERS TO BUY NETFLIX.

It can be hard for some to imagine now, but there was a time when video rental stores like Blockbuster Video were a regular part of your weekend plans. Online video streaming services like Netflix and small kiosk-based rental systems like Redbox destroyed the old video rental business model. Blockbuster came to the party late, even though it got an early invite. In 2000, Netflix proposed that it would handle Blockbuster's online component for it, and Blockbuster could host its in-store component (thus eliminating the need for mailed DVDs). According to an interview of former Netflix CFO Barry McCarthy, "They just about laughed us out of their office." Blockbuster went belly up and Netflix went on to thrive. And since Netflix is behind such shows as House of Cards, Orange is the New Black, and Daredevil, I'd argue the world is a better place because of Blockbuster's blunder.

8. OUT-OF-CONTROL CONTROLLED BURN RAZES 48,000 ACRES IN NEW MEXICO.

In order to prevent wildfires from spreading too quickly, fire departments and forestry agencies use controlled burns to remove potential fuel. This went horribly wrong in May 2000, when a controlled burn in New Mexico got out of hand. The Cerro Grande Fire started as a plan to mitigate some of the wildfire risk at the Bandelier National Monument. The conditions that made the burn a seemingly good idea led to the fire spreading. In the end, 48,000 acres of land were burned, including the homes of 400 families. Though officials were trying to preserve the monument, their mistake was costly. The GAO estimated the damages from the blaze at around \$1 billion.

EXHIBIT *Savours*

The contrast between this Greek inspired all day Bar and Eatery and its surroundings could not have been greater. The busy compound seems to close in on you, people bump into each other for the right to passage, dust fills whatever space is not taken by man, machine or matter. Enter Blanco, located in the gated premises of Samarth Vaibhav co-op housing society Ltd in Lokhandwala and the space will overwhelm you with the endlessly open terrace, the filtered sunlight, Aztec patterns and Handi and Laphe Lights.

Chromatically inspired by nature and rooted in simplicity and openness, Greek traditional interior design as adapted at Blanco is a glorious example of less is more. As one enters, on the outside the place features a front-gable design, whitewashed walls with vibrant blue-colored wooden windows, aztec prints on the walls and decorative columns reminiscent of the ancient Greek structures. The 4000+ sq. ft. has been divided into different sections according to its seating structures.

As you walk into the open terrace space, one will find loosely placed hand woven wooden black and white painted chairs along with high stool tables as well against the glass wall. The periphery of the seating here has been marked with the poles covered in colourful cane weaving which helps to spot Blanco from a distance as well. To the right, there are the options of low Pouf seating, 3 Private

"OUR FOCUS IS TO BRING DOWN DIFFERENT CULTURAL EXPERIENCES FROM ACROSS THE WORLD TO OUR COUNTRY FOR PEOPLE TO EXPERIENCE."

Cabanas, step seating and dispersed tables for 2 filling in the gaps. Wild flowers native to Greece such as the vine-like bougainvillea, crocus flower and wild orchid can be spotted across the walls, corners and the ceiling. Stone colors have also been used to add more depth to the neutral color scheme. Traditional Greek interior decor encompasses natural stone flooring. In this case epoxy with a stamped pattern utilized to create a warm look in tune with nature. Area rugs featuring stripe patterns usually with flowers, trellis and classic motifs are used instead of wall-to-wall carpeting, also lending the bar a rustic feel. Double hung wooden windows, the kind you would see at old bungalows in Santorini typically with six panes in each half adorn the walls. Glazed pottery and colored glassware have been typically used as accessories.

Designed to facilitate the old school 'sit down drinking culture' and 'conversations' over a

satiating meal with family and friends, hand cut mirrors, black and white tile patterns, high stool seating, graffiti wall art and umbrella shaped steel lights specially made by hand is what defines the high energy bar space. Adding an element of significance is the mini live juice counter which serves unconventional yet refreshing blends of smoothies, fresh juices, and healthy shakes.

The food menu boasts of an imaginative twist on the Mediterranean and European cuisine, mostly focusing on Middle East. In spite of the fresh innovations, the spread very naturally upholds the authentic elements in terms of ingredients, flavours, texture and presentation. The menu includes a wide spread of soups, salads, burgers and sandwiches, eggs served in their signature styles as well as the original options, a range of pastas and pizzas. Appetizers that one simply cannot miss trying include the Home Cured Mozzarella filled Arborio (Rice, cheese, arrabbiata, parsley), Chimichangas (Tortilla, bell pepper, onion, chicken, Cheese), Lemongrass infused lamb dumplings (Lamb, lemongrass, coconut milk, peanut sauce), Cold Pizzas and their variety of Masala Maggi dishes.

While sticking to the concept of less and simple, the Bar menu features a very thematically designed cocktail list which will transport you back to Santorini. The Nesty drinrage(gin, grape juice, black pepper, sugar syrup, soda), Floral cup (gin, black tea, orris water, lemon juice, sugar syrup), Snacky Vorow (vodka, orange juice, rose water and syrup), Vintage flower house (white rum, elderflower syrup, basil leaves, litchi juice, lemon juice) are some of their signatures, not just a delight to look at but also perfectly curated to complement the palette. With a range of more than 30 different flavoured shots innovatively served, the options will truly blow your mind.

Speaking on the launch of Blanco, the owners Ashish Mehta, Kedar Shetty, Jatin



Mansata, Kushal Sankhe and Roshan Thakkar, five childhood friends truly believe, "every great business is built on great friendship". Coming from different professional and business backgrounds, they aim to open a range of FnB and hospitality outlets within the next 2 years in India under the company Buena Vida Leisure Pvt Ltd, Blanco being the very first. "Our focus is to bring down different cultural experiences from across the world to our country for people to experience. With Blanco, we hope to transport our customers to the streets of Greece, as if one is seated in Santorini or Mykonos enjoying the sunset with a cocktail in one hand and conversations flowing," says Ashish Mehta, co-owner at Blanco.



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TIRELESSLY ORIGINAL & FERVENTLY UNAPOLOGETIC

TAMANNAAH UNFOLDS HER CANDID THOUGHTS AND
THEIR MANY FACETS TO UTSAVI JHA

Fresh out of a flight, Tamannaah landed straight at the rustic yet beautiful location of our shoot and didn't look one bit hassled by the lack of rest. Appearing ready for a long, grinding day, she delightfully greeted the team. As I waited my turn to greet and brief her about the interview, I wondered if she would answer the very long list of questions I had made her. What ensued after that is what this long yet elaborate story answers and with that, I got my answer, too.

While I treaded with care because a long gruelling day of flashes, looking flawless and posing might be getting the better of her, not only did we have a long chat, but also discussed a lot of things off-record too, like how groovy she thought *Starboy* by *The Weeknd* was. While the admirer in me wanted to sit back and look at the beauty unravel in front of the lens, the task master in me had to march towards her with my by-

now-tattered-piece-of-paper and a pen to get my answers sorted.

As the crew settled into the groove of the shoot, I started by asking her what her first day ever on set was like, to which she said, 'I was very young, 14 or 15, and I had to play the violin and look like a pro, but I couldn't hold it correctly. I'm thankful the shot was there for 2 seconds and I managed to do it somehow.' Being the young actress that she was, she shared, it was more about seizing whatever opportunity she got. However, she now knows how to navigate the industry as she admits, 'Today I think I'm in that phase when I can choose my roles and I'm lucky that the journey has been encouraging. I've received a good response from people who want to watch my films.'

Talking about creative satisfaction and the changing dynamics of actresses in India, Tamannaah said, 'Right now, I'm doing a lot

of female centric characters most of which are in the South and I'm excited about this year because it will be one of the few years in my career when I will have done more female centric characters and I haven't done as many in the past. This year is more performance-oriented and I think I'm going to be more creatively satisfied. Also the way females are being perceived in movies is changing rapidly. A lot of different films are being made. Earlier, there was a set pattern of female characters and stereotypes, but now it's all about breaking that. It's a great time to be a female actor specifically and I'm enjoying it. I'm trying to experiment as much as I can and South is giving me the variety that I'm looking at. I'm choosing character driven roles because it's important for an actor to constantly keep reinventing.'

As she laid out her views on roles that are giving her creative satisfaction, I asked her what attracts her more- a bigger paycheck

Photographer : Rachit Vora
Stylist : Sanjana Batra
Hair & Make up : Elton Fernandez,
Inega Artist Management
Location : East Furniture & Lifestyle



Scan the QR code and catch all the action in the making of this shoot or simply log on to [/exhibitmagazine](http://www.exhibitle.com/exhibitmagazine).



Outfit : Deme by Gabriella | Rings : Misho



I'm not somebody who gives my opinion on everything as I don't think that's necessary. There have been times when I've put out strong opinions but that's very few and only when required.

EXCLUSIVE

or a better film to which she honestly admitted, 'I can't imagine working for free neither can I imagine my life without many great movies because at the end, I want to look back and say I did something memorable. I'm not an extremist, but I don't want to work for just money, for sure.'

A film that can easily compete to be called as her Magnum Opus, *Bahubali*, she thinks, was a turning point in her career and was definitely an ambitious project for everybody who was on the film. 'I think it has to do with the kind of character I played,' she said. A South Indian film doing well in other states is not new. What might be novel is the fact that people are becoming more open to watching good films, no matter the language as Tamannaah correctly pointed out, 'I have come to believe that now it's not about the language or the space in which you're making the film, but the kind of film you're doing. *Sairat* which is a Marathi film got a lot of acclaim, and so did *Premam* which is a Malayali film. Everything is becoming more global and people are watching good movies. So, my perception has changed a lot.' On being asked how she manages to deliver across different languages, she confessed, 'I am from Mumbai and started working when I was 14 down South. It was a complete different space for me as I didn't know the language or wasn't aware about their culture. When I got into that space, I not only had to learn

Outfit : Victoria Scandale

I CAN'T IMAGINE WORKING FOR FREE NEITHER CAN I IMAGINE MY LIFE WITHOUT MANY GREAT MOVIES BECAUSE AT THE END, I WANT TO LOOK BACK AND SAY I DID SOMETHING MEMORABLE. I'M NOT AN EXTREMIST, BUT I DON'T WANT TO WORK FOR JUST MONEY, FOR SURE."





WE ALL ACT; I THINK ACTING IS THE INNATE NATURE OF HUMAN BEINGS AND IT IS A MUST IF YOU WANT TO BE HUMAN AND SURVIVE IN A NORMAL CIVILIZATION. WE ALL KNOW ACTING, ALL OF US, IT'S JUST THAT SOME OF US USE IT IN FRONT OF THE CAMERA.

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EXCLUSIVE

their language but also imbibe their culture, the way they think and also their beliefs. It's a huge plus if you can talk to someone in a language they understand. They connect with you on a different level and that is what makes me more open to learning more languages. I try to catch up whichever local language is being spoken.'

While we were deeply immersed in that zone where we discussed her experiences in the industry, I asked her what her method of acting was. Now, I was expecting some deep theoretical explanation mixed with some diplomacy. But, what came to me was a wave of an honest answer with her saying, 'Actually there is no way anyone can teach you acting. I didn't apply any method. Sometimes you're given a sequence in which you're supposed to imagine yourself and apply the same thing you would do if you were in an actual situation like that. For us actors, whether the camera is running or not, we all have to act. We all act; I think acting is the innate nature of human beings and it is a must if you want to be human and survive in a normal civilisation. We all know acting, all of us, it's just that some of us use it in front of the camera.'

After her having said that over the course of the conversation we had, I realised that she is one fierce lady and her calm demeanour shows how unapologetic she is about what she stands for. Her thoughts on Social media were again interesting as she shared, 'Things are very rapidly getting digitised. When Twitter and Facebook started, I wasn't very keen to get onto the bandwagon. But now, I have come to think that it's a brilliant platform to communicate with my fans directly without somebody speaking for me, especially when I really want to communicate something candidly to my audience. But I'm not somebody who gives my opinion on everything as I don't think that's necessary. There have been times when I've put out strong opinions but that's very few and only when required.'

Seizing the opportunity, I delved deeper. Not only was she comfortable accepting the fact that she has made blunders, she went on to say that, 'Fashion came to me very slowly; I had a lot of fashion blunders initially. It is only natural to grow with every time you come on screen and every time one walks on the red carpet.' Speaking of things that would be embarrassing if someone found out, Tamannaah said that she was guilty of, 'Googling myself a lot during the day if that counts as something embarrassing.' She also did not shy away from accepting the fact that *to err is human* and she is too much of a non-techy person to even commit any tech blunders. But, that does not mean that she does not efficiently make use of technology. She went on record to accept her love for the Apple watch saying, 'I recently got hooked on to it. I think the watch became a necessity because I'm travelling a lot and have a lot in my hands. I also tend to leave my phone here and there so it's a great gadget to attend your calls, messages without actually having to have your phone around. Also, I've been following a very strict diet so it's good to

mark my diet during the day. Also, fitness apps that help me keep a tab of my physical activity during the day are also very helpful.' Fitness apps, sure. However, there was one app that we wanted a scoop on from her and that is Tinder which got her to say, 'I would never be able to get onto dating apps for one simple reason that nobody would believe it is me! I wish I could go on a dating app because it's too damn difficult to meet people, I promise you that.' So, well she hasn't found the love of her life, but she might have a type, right? When I asked her what she looked for in her ideal man, she yet again gave an impressive answer. 'I don't think a man is a balance sheet and I don't think I need him to be a certain way. Sometimes you just connect with a person even if the things that he has are nothing of what's on your checklist.'

As we progressed towards the end of the interview, things got a little philosophical but we are not complaining. Unapologetic in her approach yet again, she was firm when she confidently shared the one belief she stands for which is- 'There will be times when things will not be perfect but my whole ideology in life is to try. Success and failure are not in my hands; I can't control them, but what I can control is trying. Sometimes it works, sometimes it doesn't but you've got to try at least. You can't change and I'm not somebody who looks back and tries to change because everything I did has taught me something. Good, bad, who knows? If that was the journey, so be it.'

Propagating her commitment to truth and giving us major integrity goals, Tamannaah accepted that she likes to 'Stay on the right side of right' as advised by her mom because, 'You can't remember all the lies you spoke and it's so much more fuss free!' Speaking of goals, she looked crestfallen as she told us about the strict diet she was following but was, 'Hopeful to achieve health and fitness goals. Not so much just looking great but also having great health and having great lifestyle.'

With people running helter-skelter, vying for her attention with some rummaging with her hair and some straightening the crease on her dress, I kept popping up in front her amidst all that. However, still her tired yet warm self told me, 'Meri maa, I will answer all your questions, don't worry.' And she did. What was a long yet an eventful shoot ended with us taking to a corner and simply talking about everything that Tamannaah stands for and her long heels and tight dress did nothing to stop that from happening!

I don't think a man is a balance sheet and I don't think I need him to be a certain way. Sometimes you just connect with a person even if the things that he has are nothing of what's on your checklist.

QUICKIES

One song playing on loop: Closer by Chainsmokers

Never have I ever: Not looked at food with dirty eyes

One sci-fi tech you are happy came to life: Smartphones

Pillar of strength: Parents, brother and family

What gets on your nerves: Fake people

Go-to fashion trend: Glitter lips

Go-to make-up trend: Lip colour which does everything without having to put makeup on my skin

One fashion trend you'd make obsolete forever: Something or the other suits someone which is why it's actually there; each one to its own.

Worst fear: Getting stuck in an elevator alone and there's no network

One thing your fans don't know about you: I'm a total foodie

What do you like spending your money on the most: Makeup; I'm a total makeup freak. I keep purchasing makeup whether I need it or not.

Marvel or DC: DC

Beach or mountains: Beach

Apple or Android: Apple
Sedan/Hatchback: SUVs



EXHIBIT BUYER'S GUIDE

V'DAY GIFT FOR YOUR VR-LOVER VALENTINE

by Shreya Bhattacharya

The season of love is here, though our love for technology is always in the air. But this time, we are talking about Valentine's Day. And though it's all about the mushy-mushy romantic season, we are definitely not going that way. This article is all about what to choose for our techie-lovers – keeping in mind the expected craze of virtual reality in the year ahead.

The idea of VR isn't new. It's been circulating in the tech space for a number of years, but recently, the technology has broken through some of the long-standing barriers. Enabling access has helped, with devices like Google's Cardboard opening the door for anyone with a smartphone, right up to demonstrating what a fully-fledged premium system like HTC Vive will be capable of. We now have the power in home computers for lifelike virtual environments and this makes it a much more exciting time for VR.

So, without further ado, we've listed some of the top VR systems which can be chosen as perfect gifts this V'day. The prices of these products range dramatically, and some haven't actually been officially launched yet (may be as a promised gift due when they officially get launched), but they're all worth being aware of, as you'll be seeing a lot more of VR in 2017.

1. OCULUS RIFT

GIFT RANGE - PREMIUM

Oculus Rift has probably commanded more headlines than any other VR system. First launched as a Kickstarter project and then acquired by Facebook, Oculus Rift is one of the most exciting VR systems you'll find.

The system comprises a headset that's loaded with sensors, offering a display for each eye and integrated headphones. It comes with a camera to add more movement detection information and initially ships with an Xbox One controller prior, with bespoke Oculus Touch controllers costing £189. You will also need a high-spec PC to run Oculus Rift, however, and this isn't

included in the £549 asking price for the kit. The result is a canny VR system and one that's capable of creating some amazing VR worlds and games. Oculus Rift is definitely in the premium VR category.

2. HTC VIVE

GIFT RANGE - PREMIUM

Like Oculus Rift, HTC Vive is a full system VR experience that requires a powerful PC to run. HTC Vive is different from other VR systems because it gives you freedom to roam around a room. While other systems will allow you some movement, HTC Vive uses IR sensors mounted on walls to map your location in the physical space, integrating this into the virtual world. The downside is that you'll also need a big enough play space to use it in that fashion.

The headset integrates a range of sensors, presenting the slick visuals to your eyes and you have to wear additional headphones to complete the picture. There are bespoke Vive hand controllers and their locations are also mapped within the 3D space, offering plenty of versatility when it comes to immersion and interactivity.

3. SONY PLAYSTATION VR

GIFT RANGE - AFFORDABLE

Rather than presenting a complete VR system, Sony's PSVR is an accessory for the PS4, PS4 Slim and PS4 Pro consoles, meaning it is less costly to own than something like Oculus Rift or HTC Vive. The headset itself is just £349 (\$399) and the fact that the console is less pricey than a high-end gaming PC keeps costs down further. PlayStation VR uses the same technologies as the others, although its screen resolution is lower than those used by HTC and Oculus.

It tracks movement of your head and uses the PlayStation Camera, in combination with your regular PS4 controller or PlayStation Move motion controls, to present the VR experience. This is an extension of your PS4, which is likely to see it as an easy VR choice for many.

There is a hearty line-up of content available from launch, with more than 70 games and apps released in the launch window of a few months





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- many are already available. PlayStation VR Worlds has several mini-games and experiences, including The London Heist. Other games include RIGS, The Playroom VR, Batman: Arkham VR and the fantastic Battlezone. PlayStation VR removes plenty of barriers to virtual reality because it's an accessory to an existing platform. It brings immersive gaming to your existing console and is widely available.

4. SAMSUNG GEAR VR

PRICE RANGE - EASILY AFFORDABLE

Samsung was one of the early movers on VR, launching the Gear VR headset, co-developed with Oculus, and designed to support a smartphone, rather than needing a connection to a PC or console. There have been a few versions of Gear VR, supporting a number of different smartphone models from Samsung, with the handsets neatly sliding into the tray at the front. Internally there are lenses to split the display between your eyes and with Samsung's latest devices offering very high resolution displays, this translates into slick visuals.

Gear VR is available for around £100, and there's an optional controller too, which you can get for about £70. You'll need to make sure it's going to fit your chosen Samsung smartphone, however, although the latest model, which was launched with the ill-fated Galaxy Note 7, comes with an adapter so former Samsung phones are compatible too. Gear VR opens the door to mobile devices, but you'll need to supply the Samsung smartphone.

5. GOOGLE DAYDREAM VIEW

PRICE RANGE - AFFORDABLE

Daydream is the next-generation of VR from Google and the headset is appropriately called Daydream View. Where the original Cardboard concept was about accessibility and laying the foundations for VR content via your smartphone, Daydream is the future for Google and Android virtual reality.

Daydream is only available in the form of Google's own headset, the Daydream View, priced at £69 in the UK, \$79 in the US. The View requires a Daydream-ready phone to operate - such as Google's own

Pixel and Pixel XL handsets - but comes with a remote in the box. More phones, like the Moto Z are slowly adding support for this growing platform.

The big advantage that Daydream View offers is comfort, built from a soft material rather than hard plastics like many of the rivals. There's a wide range of content, now better organised than it was previously on the Google Cardboard days.



3

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EXPLORE

6. GOOGLE CARDBOARD

PRICE RANGE – AFFORDABLE AND A BEGINNERS' MUST-HAVE

Google Cardboard was first unveiled in 2014, as quite literally a folding cardboard container into which a smartphone could be placed. The beauty of Google Cardboard is two-fold: firstly, the hardware cost is almost minimal, often free, and secondly, it's universal, supporting a wide range of smartphone models - essentially, anything that will fit into the front and stay secure.

Google Cardboard is something of a breakaway success, allowing people to sample VR content (be that from Google or elsewhere), without having to invest in a more substantial system: Google reports that five million Cardboard viewers have shipped. Google has a range of applications for the device, and has highlighted VR for development and investment in the future. Importantly, Cardboard is not only this cardboard viewer, but also the name of a VR platform from Google, now superseded by Daydream.

Cardboard is really an ad hoc VR viewer: there's no head strap and if there was it would be uncomfortable to wear, instead intended to be held to the face to view the content. There are a range of Cardboard apps for content, as well as being able to view 360 environments such as Google Street View or watching 360 content on YouTube. Cardboard makes perfect sense: if you want to dip your toe into VR, this is a good place to start.

7. LG 360 VR

PRICE RANGE – AFFORDABLE (AND UNIQUE IN ITS OWN WAY)

The LG 360 VR is a headset that you have to connect to your LG G5 via the USB Type-C cable, rather than slipping your phone into the front as you do with or devices. It takes the form of a pair of glasses, which you wear rather more conventionally than others.

The headset itself has two 1.8-inch IPS displays inside, one for each eye, each with a resolution of 960 x 720 pixels, resulting in 639ppi. Those displays sit behind lenses that can be independently focused (you can't wear glasses and 360

VR at the same time), as well as being able to adjust the width to get the best fit to your face and ensure stereoscopic vision.

The headset also carries the controls for your VR environment, with an ok and back button for basic click navigation. Otherwise, it has motion sensors, to allow you to look around the virtual world you're in.

When it comes to audio, there's a 3.5mm headphone socket on the underside of the 360 VR headset. If you don't use this, the sound comes out of your smartphone, which may be some distance away, or perhaps in your pocket. It only works with the LG G5, however, which is likely to limit its appeal.

8. HOMIDO

PRICE RANGE – CHEAP (CHEAPER THAN GOOGLE CARDBOARD)

Homido falls into the category of devices that give you a more substantial piece of headset hardware, but work in the same way as Google Cardboard. In this case there's a sprung section on the front into which you can slide your phone, and you can then strap the thing to your head to view your VR content.

In this case it's a little cheaper, so you can get your hands on it for around £40, so if you're a little more of a VR fan and think that Cardboard will get too annoying with the constant handholding, then Homido might be a solution for you. It's cheap, easy and widely available now.

9. MICROSOFT HOLOLENS

PRICE RANGE - PREMIUM

Microsoft surprised everyone when it entered the world of virtual and augmented reality. It unveiled the Microsoft HoloLens headset, which works with Windows Holographic, a technology that adds 3D images in the world around us all. Technically this is more augmented reality than virtual reality, but it's playing in the same space as some of these other systems.

Microsoft wants to introduce augmented reality objects into every aspect of our world. Obviously, that won't happen with the naked eye, but users wearing HoloLens will be able to see holographic images overlaid onto real objects in front of them (which are projected by laser directly into their eyes). A full Windows 10 system is built into the headset and it runs off a battery, so it's completely untethered.

The headset displays digital images into your real-world field of view. You can then view and even interact with these digitised-objects as if they

9

10

were in the room with you. Using Kinect-style tech to recognise gestures and voice commands, the system features a 120-degree field of vision on both axis and is capable of high definition visuals.

A Development Edition headset is currently available to buy for \$3,000 in the US and Canada. It is also now available in the UK, Australia, France, Germany, Ireland and New Zealand.

10. SULON Q

PRICE RANGE - PREMIUM (EXPECTED)

The Sulon Q VR headset was unveiled during GDC 2016 in San Francisco and could be a big competitor to Oculus Rift and HTC Vive in that it runs on a Windows 10 PC architecture. Unlike those headsets though, it doesn't need a high-end PC to run and is completely "tether-free".

Instead it has the processing power built into the device, using AMD technologies to run "console-quality" games and applications, but without any wires needed to connect it to a separate box. In addition to virtual reality uses, there are lenses on the headset that enable the user to use augmented reality applications too, in a similar way to the Microsoft HoloLens. These overlay computer graphics onto real-world objects.

There are earbuds built-in that provide spatial 3D audio and embedded noise-cancelling microphones enable voice communication without needing a separate mic add-on. It all sounds good but we're yet to see the headset in action even though we were previously told "spring". The price is also unannounced as yet, and it could turn out to be rather pricey.





LANDOUR:

BEYOND THE WINTER LINE

WITH ROKEBY MANOR
& RESIDENCES

PINE TREE LODGE - DINING



RUSTIC ROOMS IN ENGLISH
COUNTRY STYLE, VALLEY
VIEW ROOMS WITH
STUNNING VIEWS OR
LUXURIOUS SUITES WITH
PRIVATE BALCONIES;

BEDROOM AT
THE LOG CABIN





BOTHWELL BANK HOUSE DECK



JACUZZI

Before the birth of Mussoorie, it was Landour that had first captured the imagination of the weary traveler. British Commandant Captain Young is credited as the 'discoverer' of Mussoorie. His house in Mullingar, built in 1825 and named after his county town in Ireland, was the first permanent home in Landour.

American missionaries came here in the 1830s and Landour became one of the first places in India where the American classic peanut butter was made commercially!

Rokeby Manor, where I was staying, was another colonial era bungalow that had been painstakingly revamped into a charming boutique hotel. Built in 1840 by Captain GN Cauthy, it was named after the writings of Sir Walter Scott,

whose epic poem describes battles fought near Rokeby Castle in England. The house changed hands many times before it eventually came to the Methodist Episcopal Church and was later taken over by the Mars group, which restored Rokeby's glory and converted it into a boutique hotel.

Rustic rooms in English country style, Valley View rooms with stunning views or luxurious suites with private balconies; each room at Rokeby Manor is unique. Restored to original 19th century décor, the bungalow has retained its cozy fireplaces, traditional wooden beams and quiet nooks, where old world charm meets modern comforts.

An old bridle trail, which circles the three summits of Landour ridge, is known as the chukkar. Though it became motorable in the late 1950s, a morning walk in the brisk air is still the time-tested way of enjoying Landour's few sights. The path wends past St. Paul's Church to Char Dukan, a cluster of four Indian-run establishments since colonial times at the site of the parade ground.

The trail continues to Lal Tibba which is the best spot to catch a glimpse of the Himalayas, a 200km long view of peaks like Swargarohini, Bandarpunch, Chaukhamba and Nanda Devi. The circular route continues via the old Landour cemetery and Kellogg's Memorial Church back to Rokeby.

All the walking is but a pretext to build an appetite worthy of Rokeby's restaurant Emily's.

The promise of delicious continental and Indian cuisine in the hills is luring tourists and locals alike who are willing to drive or hike up for signature dishes like Mustard Chicken. Emily's sister establishment Clock Tower Café in Landour Bazaar, with funky decor and music posters, is a great place for pizzas, pastas, burgers and Chinese fare. Away from the clamour of town, Rokeby is a welcome patch of serenity. The lovingly renovated rooms with stone walls, quaint arches and parquet floors open out to a Tea Garden and The Highlands, an elevated outdoor venue that boasts of a temperature controlled Jacuzzi and is ideal for barbecues.

Strewn across the hillside are a cluster of 19th century colonial cottages called Rokeby Residences, each offering stand-alone experiences. Bothwell Bank House is a three-bedroom mountain home that provides a historical charm with original fireplaces and wooden beams, equipped with a kitchen,

barbecue and an outdoor Jacuzzi. Set on a quiet sunny elevated slope overlooking the breathtaking views of the Himalayan range, is a charming small 2-bedroom apartment house called Bothwell Bank Cottage, an authentic stone clad mountain log cabin with a knotty pine wood decor which has all the comforts of a home. Another two storied bungalow, Pine Tree Lodge, is inspired by Scandinavian architecture, with colourful patchwork stools, vintage lamps and traditional Finnish artwork.

Rokeby's array of services also comprises of The Stray Dog Café & Bar which includes Stübli Café serving Swiss and European cuisine and Ale House, an Olde English Pub. Whatever your choice of stay in Landour, exclusivity is guaranteed. Go on nature walks to Jabarkhet nature reserve or Kulti village, or trek the nearby hills of Nag Tibba. The region is simply a delight for nature lovers and photographers. And if all this activity seems too much, pamper yourself with a full-body massage or facial and other treatments at Rokeby's 'The Little Salon & Spa Shed'. The Landour Bakehouse is the latest attraction at Landour. Many of the bakery, desserts, and pudding recipes here are derived from the Landour Cookbook which is over a century old! One can sip on a traditional steaming pot of tea and ponder about the history of this quaint little town, while enjoying the views overlooking the majestic snow peaks of the great Himalayan Range through the whispering pines that stand tall.

While Landour largely remained a British preserve, back in the days Indians were restricted to Mussoorie. Since colonial times till now, the main hub of activity continues to be the 1.5km stretch of The Mall, also out of bound for natives at one time.

On the western end of The Mall stands the beautiful Library, while Picture Palace marks the eastern edge. The Mall and the pedestrian-only avenue is lined with hotels, shops and iconic eateries.

A ropeway takes tourists up to the second highest peak Gun Hill, where a gun used to be fired at noon to tell locals the time. After the gunshots triggered a string of accidents, the practice was abandoned in 1919, though the name stuck...The quaint old ways of telling time are no longer in use, but in quiet nooks like Landour time does take a break and stand still...

FACT FILE

Getting there

Landour is 37.5 km from Dehradun by road (1 hr 30 min) and 7km from Mussoorie. The nearest airport is Jolly Grant, Dehradun. Jet Airways has recently launched a new direct flight from Mumbai and Indigo has started one to Dehradun from Delhi, besides connections by SpiceJet & Air India.

www.rokebymanor.com

WHEN APPS CONTRIBUTE TOWARDS ENGLISH DICTIONARY!

by Shreya Bhattacharya

There is an English lesson that is taught in school. And now, there is a parallel English coaching on the web, thanks to the dating apps. We have seen and known about several words and phrases and found them all under a new light. Few of them have been popular under these apps more than in our daily vocabs. Let's explore English in a different way...

1. FITNESS FREAK

WHAT IT ACTUALLY MEANS:
The state of being fit

NEW MEANING: Someone who loves to workout (and shows off his 6-packs or her flat abs...and clicks selfies in the gym...and thereby tries to impress others with the same!!)

4. SAPIOSEXUAL

WHAT IT ACTUALLY MEANS:
It isn't a real word in English dictionary

NEW MEANING: One who finds intelligence the most sexually attractive feature. It's used more often as a trend - #MustSay !!!

5. NOMAD

WHAT IT ACTUALLY MEANS:
A wanderer

NEW MEANING: A person who's trying his/her luck to find a date, but certainly not a permanent spouse!

6. GLOBAL CITIZEN

WHAT IT ACTUALLY MEANS: A person who places their identity with a "global community" above their identity as a citizen of a particular nation or place.

NEW MEANING: Again a show-off to impress your (possible) date – even if you have been only to Nepal once in your life, that too as a kid!

2. KINGSIZE

WHAT IT ACTUALLY MEANS: Very large

NEW MEANING: Larger than the standard way of living...a bit of a show-off of one's lifestyle.

7. AVID

WHAT IT ACTUALLY MEANS:
Devoted, keen

NEW MEANING: If you are on a dating app, you got to be avid something, at least. Avid reader, avid traveller, avid coffee drinker, avid bullshitter. Okay, so you got the point #trend !

3. HOOK-UPS

WHAT IT ACTUALLY MEANS: Linked to

NEW MEANING: To be involved in a relationship, even if not serious and just like no fuss, no muss, let's grab a drink tonight thing.

8. DECENT

WHAT IT ACTUALLY MEANS: Morally good

NEW MEANING: Someone you can ask for his phone number!

9. LIKE-MINDED

WHAT IT ACTUALLY MEANS:
Persons with similar tastes

NEW MEANING: "Let's hook-up" – someone to say this to!

10. ADDICT

WHAT IT ACTUALLY MEANS:

Extreme usage of an illegal drug

NEW MEANING: An enthusiastic devotee of a specified thing or activity – or often of a possible hook-up!

11. BIBLIOPHILE

WHAT IT ACTUALLY MEANS: Book-lover



NEW MEANING: This one comes with 'sapiosexual' as a package deal of sorts – a big show-off by promoting his or her "intelligence" via his or her "love for books".

13. FOODIE

WHAT IT ACTUALLY MEANS:

A gourmet

NEW MEANING: A direct message that you may have to take her to dine out every alternate days - #trendagain .



14. CHILLED (OUT)

WHAT IT ACTUALLY MEANS: Cold

NEW MEANING: Hot! Well, read it like this – you go pubbing, you hangout at the coolest lounges, you have the latest rocks and pops looped in your music player and you want to make all these a quality package!

12. FANATIC

WHAT IT ACTUALLY MEANS:

Extremist, generally for religious or political causes

NEW MEANING: Anyone who has felt the need to hold a gun to the boss' head while asking for leave knows that 'travel fanatic' could be a real thing.

15. TINDERELLA

WHAT IT ACTUALLY MEANS: Not a real word in English dictionary



NEW MEANING: A female user of the dating app Tinder, especially as a romantic connection or potential romantic connection of another user.

16. TALL

WHAT IT ACTUALLY MEANS: More than average height

NEW MEANING: What if your date needs the tube-light fixed? Or the fan dusted? You could try to be a little artful and call yourself avid-grower though. #GotMyPoint ?

17. HAPPY-GO-LUCKY

WHAT IT ACTUALLY MEANS:

Happy and carefree

NEW MEANING: Not much of a different from its actual meaning, but the purpose is to show how young-at-heart you still are at 35! #WTF

18. CONVERSATIONALIST

WHAT IT ACTUALLY MEANS: Someone who is good in conversation

NEW MEANING: A typical bore...who blabbers and keeps on blabbering

21. JUNKIE

WHAT IT ACTUALLY MEANS: A drug addict

NEW MEANING: Someone with a compulsive habit or obsessive dependency on something. Everything's more hardcore-sounding with that word

19. KEEP-IT-SIMPLE

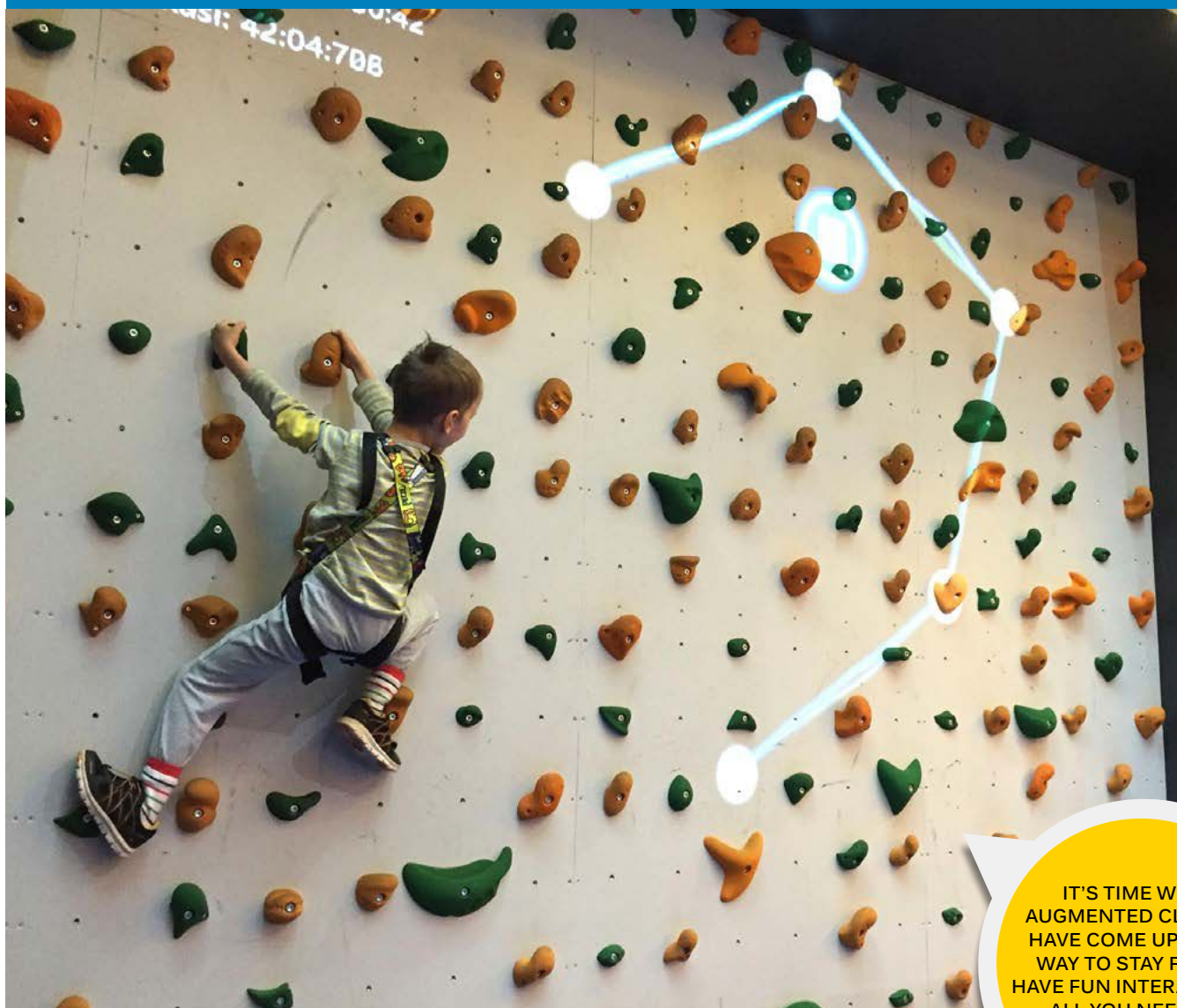
WHAT IT ACTUALLY MEANS: Easy to understand

NEW MEANING: Who doesn't write full words and statements! K for OK, HBD for Happy Birthday and ILU for... you know what!

20. DREAMER

WHAT IT ACTUALLY MEANS: Unpractical

NEW MEANING: Someone who is fantasist or a fantasizer. (Read: ou've often dozed off at work, and now you've found a way to admit it.)



IT'S TIME WHEN AUGMENTED CLIMBING HAVE COME UP WITH A WAY TO STAY FIT AND HAVE FUN INTERACTIVELY. ALL YOU NEED IS A CLIMBING WALL.

TECH + FUN + FITNESS

AUGMENTED CLIMBING WALL AKA CLIMBALL

You know what's great? **Pong.** Video games in general are, obviously, amazing what with their letting you go to vastly imaginative worlds and letting you do things that are physically impossible in real life. But there is a simplicity to Pong: bounce a single ball back and forth and try and get it past your opponent. It is an art form in its most pure form, really.

You know what's not so great? Exercise.

Sure, it's good for your health and it can help you look lean and attractive to other human beings but boy can it hurt and even worse, it's bloody boring.

So whenever the two are combined we are intrigued: if there's anything that can make exercise interesting, it's adding some flashing lights and a high score counter. The Wii, Dancing Stage and Just Dance, Pokémon Go - all great, we're sure you'll agree.

Well now something has come along that combines gaming and exercise in a new way: by adding a wall! Welcome Climball - the augmented climbing wall. Climball is part Pong, part rock climbing and all awesome.

Climball uses fancy augmented reality technology to track your movements so you can pass a virtual ball back and forth and we can imagine it gets quite tough after a while because of lactic acid build up and whatnot.

We have already seen the potential of augmented reality gaming with the scorching success of Pokémon Go app for Android and iOS. In-fact mixed reality is the future, and it is already seeping into our lives with such interesting applications. Urging its users to get fit by hunting down Pokemons and its eggs, the AR game has caught virtually everyone on the planet by surprise. On the same lines another interesting augmented reality game with a twist has caught our attention.

Augmented Climbing, a Finland-based company wants you to get back in shape with its interesting game dubbed 'Climball'. It is a game where a ball is projected on a climbing wall which is divided into two sections. These two sections are the playing area of two players who have to kick the virtual ball into opponent's court and avoid losing the ball in their own court. Yes, it

is like playing air hockey, but on a vertical wall.

Any part of the body can be used to hit the ball in opponents section, and let me tell you, it is a lot difficult to play this game. You have to be physically fit and blessed with good reflexes to move up and down the wall.

A video projector shows all the augmented reality elements like the individual player boundaries or the ball. A computer detects the positing of the ball and player's input to create a very realistic environment.

Coming to the price part, undoubtedly it's not cheap and then you have to anyway pay price for something good! It's time when Augmented Climbing have come up with a way to stay fit and have fun interactively. All you need is a climbing wall.



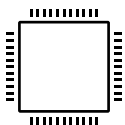
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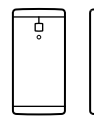
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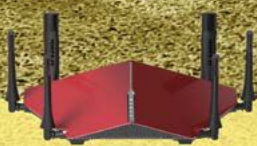
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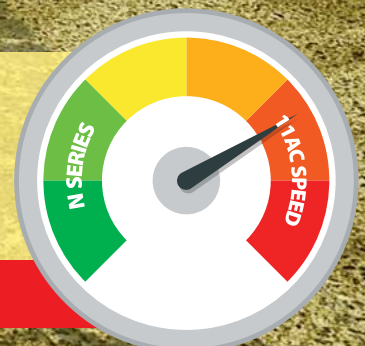
DIR-816

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