

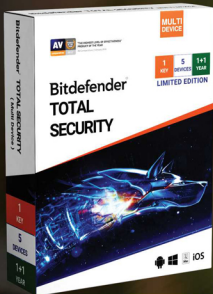
# IT Voice<sup>®</sup>

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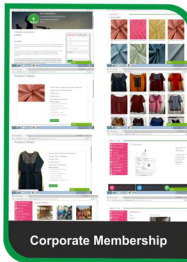
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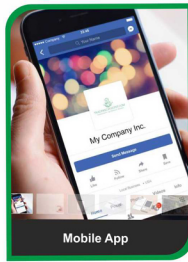
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## Towards Digital Unity with Universal Acceptance

Today, technology is constantly evolving and expanding its reach across every imaginable area of development. Enterprise world has quickly adopted the data-driven architecture, thus expanding its reach and service to every of its existing and potential users.

Amidst the multifaceted development being registered across the world, the concept of Universal Acceptance is turning out to be a game changer. As simple it may sound, Universal Acceptance (UA) pretty much withholds the potential to transform the modern internet into a faster, better and more efficient work model.

As records suggest, UA was conceptualized and developed to overcome the short character limitation of top level domains (TLD). Universal Acceptance was devised to dissolve the technical hindrances that a user had to face while accessing any specified web address or email over a compatible internet device.

By enabling Universal Acceptance, domain names and e-mail addresses can be easily processed and

resolved to provide a better optimized user experience across any region and boundary. With UA, a user can access custom domain and email addresses efficiently, without worrying about the past TLD restriction of using two or three character long domains.

The goal of Universal Acceptance is not just to validate domain names and email addresses, but also to quickly resolve the address and provide the user with his intended request, be it a domain or email. It allows people with different language preferences to easily connect and benefit from the use of internet.

UA has developed more as a requirement today, thereby letting users to surf through the internet in their own languages from around the world. With International and generic TLD's taking up the lead, The Universal Acceptance Steering Group (USAG) came forward to resolve the problem of internet barriers and ensure that every global user

receives a consistently better internet experience.

As a technology enthusiast, I firmly believe that Universal Acceptance is the key to digital unity. With UA, any person can

access and assess the internet in his own understandable language and thus form a better connected world over the digital space.

It ensures that all the custom email addresses and domains work effectively well across the international lines with the same efficiency and accuracy as they are intended to be.

Recently, Hon'ble Chief Minister of Rajasthan Smt. Vasundhara Raje received the "Universal Acceptance Thought Leader" award by UASG. She received the award for implementing the revolutionary Raj Mail project, through which the citizens of Rajasthan could get an email address in the language of their choice. Mr Samiran Gupta, Head, ICANN India and UA Ambassador in India were present along with DOIT&C officials from Government of Rajasthan.



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Editor-In-Chief

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## Smt. Vasundhara Raje, Hon`ble Chief Minister of Rajasthan was felicitated as “Universal Acceptance Thought Leader”



Smt. Vasundhara Raje, Hon`ble Chief Minister of Rajasthan was felicitated as “Universal Acceptance Thought Leader” by UASG. This award was for Raj Mail project where citizens of Rajasthan were enabled to get an email address in the language of their choice. Mr Samiran Gupta, Head, ICANN India and Mr Ashish Modi, UA Ambassador in India were present along with Mr Rajiv Gujral & Mr. Sunil Bhati from DOIT&C, Government of Rajasthan. Innovator and IT leader Dr. Ajay Data was also present as his company has implemented the XgenPlus software in the Government of Rajasthan through which the Rajmail emails are enabled in Hindi and English.

### Datamail – The only email application with unlimited storage

- With Datamail, users do not need to create separate backups to avoid losing emails and data
- Increasing the email quota is in users hand.
- No pre-set upper limit of the storage quote user can have.
- Get email Delivery and Read Receipt on mobile.
- Secret Keeper to protect your password and secret details you wish to protect.

Datamail, the World’s first linguistic email service provider, has announced free unlimited space on its application. It is the only App in the world that offers unlimited space. Data mail email service has been developed by Data Xgen Technologies. Dr Ajay Data, Founder and CEO, Data XGen Technologies said, “Emails have a very significant role in personal or business communication. It contains critical data, which are very much needed for the long period and continuity. But sometimes the functioning gets hampered due to lack of space or if the mailbox is full due to limited storage. In such scenarios, the users have to either delete some emails or create separate backups to avoid losing emails and data”.

This problem was recognized by Datamail and they have introduced unlimited space in their application for their users. This unlimited storage facility in Datamail allows users to increase the

space quota at their own will and as much as they want. There is a gift box in the top corner within the app. The users will have to click that and they will be asked to follow a particular action mentioned in the gift. Once they complete the action, 1mb of space gets added to their email account. The users can repeat this as many times as they want. This will help in avoiding problems faced by users like email bounce backs due to lack of space and they can freely communicate through their emails.

For students and professional, this becomes very good email account as they will have total control over their email account and increase space of their account from the DataMail App whenever they want. This not only stops the wasted storage resource but better plan of resource utilization for company and users. In today’s scenario users get allocated space and it gets wasted because of no utilization whereas some people need more space and struggling for the space. DataMail solves the problem as it has no pre-set upper limit of the storage quote you can have. Made in India, ‘DataMail’, the world’s first linguistic email service supporting IDN’s in several Indian and foreign languages. It can be downloaded from any android or IOS system for free. Currently, in India, linguistic email service is being offered in fifteen regional languages including Hindi, Gujarati, Urdu, Punjabi, Tamil, Telugu, Bengali, and Marathi.

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## Zebronics launches wireless keyboard & mouse combo 'Companion 104' and Splash wireless speaker is power packed with big sound in a compact design



Join the wireless revolution with "companion 104" keyboard and mouse combo

Zebronics, India's leading brand of IT peripherals, sound systems, mobile/lifestyle accessories and surveillance products has introduced a new addition to its wide range of wireless keyboard and mouse combo dubbed Companion 104.

With technology advancing itself to wireless leaving the chaos of wires and cables behind here's our combo of wireless keyboard and mouse which will bring the joy of keeping a tidy desk minus the hassles of wires.

Our wireless combo of keyboard and mouse includes a 100 key keyboard with multimedia integrated keys including a rupee key. The keyboard keys has a nice tactile feel, is very compact and comes with a power saving mode.

The superior quality 1200 DPI wireless mouse comes ergonomically designed, with 3 buttons. It is a high precision mouse with advanced optical sensor technology. The keyboard and mouse comes with nano receiver, mouse has the nano receiver holder and has power saving mode as well.

Speaking on the launch of the product Mr. Pradeep Doshi, Director – Zebronics says "Apart from the need of advanced technology, people are also looking at factors like the look feel and style hence the demand for us to upgrade in style and functionality with our newest wireless combo Companion 104 in our companion series of keyboard and mouse combo.

Go back into the nostalgia with 'Splash' wireless retro speaker Zebronics India Pvt. Ltd, India's leading brand of IT peripherals, sound system, mobile/lifestyle accessories and surveillance products has launched a new portable speaker called 'Splash'

which resembles a boombox in a very small size.

Sway to the music, just like the old times, this speaker will be a conversation starter at home parties because of its cool retro design yet modernistic features like multi connectivity options and the choice to play your music, just the way you want to. Speaker also comes with easy to carry top handle, it also has passive drivers on the sides.

Splash has thoughtfully been designed after our successful model Axel featuring loud music with powerful bass all fitted into a compact design with splash. With controls at the top, one can easily change modes, media or volume setting. You can stream your music wirelessly via your phone or opt to play from Micro SD card, AUX or USB. One can also take calls on this speaker with the call button. The speaker also has a built-in radio, just incase you get bored of playing the same playlist.

Speaking on the newest launch, Mr. Pradeep Doshi, Director – Zebronics says, "There is demand for portable speakers that are compact yet loud on sound. Our newly launched 'Splash' wireless speaker is here to cater that segment with powerful sound and good aesthetics."

The wireless portable speaker comes in black color and is available with leading retail stores across India.



## Xerox India Names Vineet Gehani Technology and Channels Director



Xerox India has appointed Vineet Gehani as Director of Technology and Channels.

Vineet, who joins Xerox from HP, will help the brand drive further growth in the Indian and South Asian markets with an increased focus on expanding Xerox's technology availability across the channel. Vineet will lead the channel sales team in India and South Asia, helping drive profitability for all Xerox products and services – such as office equipment, production printing equipment, channel managed print services and solutions, consumables and paper – as well as focus on strategic partner development and expanding Xerox's go-to-market network.

"Xerox is one of the most well-known and trusted business solution providers in the market. I look forward to building a stronger channel partner network and to find new ways to deliver more value and support to the company in its strategic growth," Vineet Gehani, Director, Technology and Channels, Xerox India.

At HP, Vineet led National Sales for Consumer Business, PC & Print Business. He led the teams to deliver business priorities on volume,

revenue, profitability, premium product mix and market share through robust distribution and retail channels. Prior to this, he was with Samsung as Head Online Sales (E-Commerce Business) and Mobile Accessory Business. He also holds a Master of Business Administration degree in Management from Indian Institute of Social Welfare and Business Management – Kolkata.

"We are excited to have Vineet lead our technology and channels business in India. He brings with him rich professional experience of over 21 years in varied go-to-market and product management roles across diverse industries. We are certain his experience in helping technology companies accelerate their growth will be invaluable to Xerox. With his deep understanding of the channel ecosystem as well as the technology industry, we trust our business in India will reach greater heights and newer markets," said Raj Kumar Rishi, Managing Director, Xerox India.







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# "ATCS is a boutique business and development consulting firm specializing in creating data driven decision making solutions for leading automotive and healthcare companies in guided analytic capabilities."-Sanjul Vaish CEO, ATCS India

An exclusive interview with IT.Voice, Mr. Sanjul Vaish, CEO at ATCS India, reveals his strategies for business in India .



Mr. Sanjul Vaish, CEO at ATCS India

**Nisha Harshwal :-** Tell us shortly about the journey of your company in Jaipur/India right from the first day?

**Sanjul Vaish:-** Our core focus is technological prowess- information technology, analysis, logical and technical implementation.

Being an engineering graduate with honors, climbing up the ladder with proven expertise, I had paved up my way in the corporate sector to consulting the prestigious clients in the US. Yet, coming from service class background, entrepreneurship is the last resort. But I guess when you are called for beyond, things happen! You charter new territories, explore your potential and stretch your boundaries. It is a different high!

Today, when I look at the size of what the organization has become, I honestly feel that it is incredible! All I can say is that when I started running this marathon I did not care about how many kilometers, breaks or who all are there with me. And of course things do not happen without personal sacrifices. The journey wouldn't have embarked without my wife being here along with me. Her familiarity with the place and her own reputation and proficiency into brand consulting facilitated us in talent acquisition and building organizational culture.

But as we did the spade work, I always had a strong believer in me who stood as an industry stalwart behind me- our global CEO Manish Krishnan. We had worked together for a couple of years, and while I am always amazed by his intelligence, energy and assertiveness; I guess he appreciates my patience, perseverance, execution and diligence. I guess our ability to trust and complement each other is one of the critical success factors.

For a long time I was Chief Everything Officer managing projects to running errands. From the day of start till date, there are always challenges. The road is never smooth. But I guess it is the inner resilience against the odds and the passion to keep moving forward is what makes it happen. I had my first hire after 47 interviews, because of the lack of skill pool! I had to manage the bridge gap providing a faster learning curve. For that, I was extremely careful in handpicking people for the initial hiring, who are good at problem solving and need minimal direction.

As the organization grows, there are culture conflicts and operational issues. And in the growth and expansion phase, there are issues around roles and responsibilities and employee retention. Guess, I am reckoned for being a transformational leader with non-bureaucratic open door style.

**Nisha harshwal:-** Explain briefly about the working landscape and roadmap design of ATCS?

**Sanjul Vaish:-** Growth of any organization takes place when it is able to sustain delivering value to its clients in the first place. In the IT sector, our value system is clearly based on our principal assets i.e. our employees, who in turn can move up the value chain, and who also reflect back in the community which they are a part of. Together, we create an ecosystem which is attractive for future and current partnerships

and this helps us keep up the momentum.

Our values are defined through innovation, quality, entrepreneurship and collaboration which are ingrained in our skill pool. This has helped us accelerate.

We strive for excellence through innovative ideas by keeping abreast with the technological advances combining them with the human performance and creating winning solutions. This is of course our credo.

**We not only have to hire the right talent with the right attitude but also have to ensure they are trained for the new tasks head on. Our workforce specializes in multiple technologies and their zeal in learning ensures that we are growing up with the market. The workforce with enhanced skillset and domain expertise takes care of our commitment towards our clients further and help us grow our business. Our low attrition rate speaks of the stability we bring in the lives of our people. Young people, whom we hire always take pride in taking challenging assignments; they look for independence and growth opportunity.**

Our global clients welcome our solutions and help us gain an edge, all the while posing new challenges. They collaborate with us, creating and grasping new ideas, employing new technologies worldwide, which brings our focus towards problem solving using the latest technological trends of utmost importance. Customers are delighted with our knowledge, agility, quality and cost.

**Nisha Harshwal:-** How ATCS India has proved that it's a youthful & vibrant in short span of time?

**Sanjul Vaish:-** I guess it doesn't need any proof. The entire Indian sector is burgeoning with the youth at work. The young, energetic and restless just need right channelization and growth opportunities, which our organization reflects in its "culture."

As we grew it was important to maintain the culture and make it more cohesive and progressive over time. Employee happiness is our personal motto and a lot of decisions are taken keeping that at the center. There are a lot of millennials working with us and we have to make sure we use their youthful energies to the best. Company values + Company culture + Changes when required = a work environment, where people thrive.

While we are known for our fun loving global culture, we do maintain certain protocols for mutual respect. This gives an ease of expression which not only better facilitate the projects, but also enhance personalities of individuals. In a short span of time a person coming from rural background with no great communication skills adapts to client interface. With open doors, we ensure that people do not come only with problems but also learn to identify solutions. These problem solving capabilities originate from collaboration right at the grass-roots level. In professional teams, people need to appreciate each other's strengths and weaknesses and figure out best-fit resources to create solutions.

**Nisha Harshwal:-** What steps are you taking to make your position stronger in India?

**Sanjul Vaish:-** We continue to focus on the overseas market primarily to provide consulting and solutions. Our employees are our focus to help us grow. A committed work force will help us



deliver the promises that we have made with the clients which in turn help us grow.

**Nisha Harshwal:-** Globally who do you consider as a biggest competitor in your field?

**Sanjul Vaish:-** Thankfully in the current scenario, there are niche spaces for specialized solution providers. Market today does not need big corporations to disrupt it. It's the innovation and its speed of delivery, which makes or breaks the game. The day we stop innovating and stop taking care of our people, we will find new ways to develop our company and again give it a fresh direction.

**Nisha Harshwal:-** What are the new projects on which you are working?

**Sanjul Vaish:-** ATCS is a boutique business and development consulting firm specializing in creating data driven decision making solutions for leading automotive and healthcare companies in guided analytic capabilities. The company has been supporting the after sales in automotive industry since 2000. ATCS is associated with many leading global luxury auto manufacturers. More recently, we have applied the same analytic data principals from the automotive claims to business to healthcare. Our major services include consulting, information technology, social media, and connected car.

## Is the PUBG fever starting a new reign of gaming in India?



When we talk about socializing the first thing that comes in our mind are the social media platforms. Till now Facebook, Instagram, Twitter, Snapchat, etc were places where people connected and bonded. However, this is changing. There is a segment that is evolving every day and working around building platforms that not only helps you to entertain yourself but at the same time reach out to new people and grow your friend circle. Remember, how we find people to make a group and play games like DOTA-2 and CS: GO? Well, we still enjoy playing these games in groups but now we have broadened our horizons.

With the evolution of technology and gaming companys' hunger for inventing unique gaming features, the gaming community is fed with games that are historic in its own way. For instance, in 2016 the gaming industry was revolutionized by a game that was an all-time favorite cartoon show in the 2000s and incorporated the real-time location of the user to enhance the gaming experience called Pokemon Go. Similarly this year yet again the gaming community was served by another unique game that lets you socialize with players from other cities and countries, technically with people you don't even know or have met.

For more information Visit our Website:  
<https://www.itvoice.in/index.php/it-voice-news/is-the-pubg-fever-starting-a-new-reign-of-gaming-in-india>

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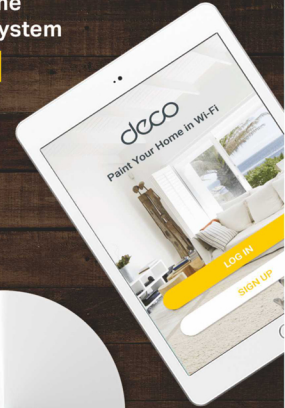
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## Portronics Launches “Muffs R” Bluetooth Earphones with Mic



Portronics, a prominent leader in innovative and portable digital product market launches “Muffs R” – Bluetooth earphones with

mic, sticking to its tagline, committed to offering smart products that deliver the highest quality to its users.

The newly launched “Muffs R” is an addition to its existing “Muffs Series”. It is lightweight, compact and comfortable enough to wear it for prolonged hours making it a wise choice for all the music lovers. With the launch, Portronics has brought in a headphone that quickly charges giving you whole day battery backup incorporated with a wireless set which saves you from the wrath of entangled cables giving one a hassle-free audio delivery.

Muffs R headphones are fully equipped for your comfort with its ergonomic ear-tips and neckband design. No wonder Portronics Muffs R wireless headphones can easily become an essential part of one’s day-to-day life.

### Features:

#### Wireless Connect with Hands-free calling:

Muffs R gives you the ability to connect and listen to your favourite tracks and take calls comfortably without giving a single thought to the upkeep of cables, unlike the traditional headphones. However, if one is not keen on using Bluetooth maybe because the phone battery is low, one can use the additional option of 3.5 mm auxiliary cable and a built-in mic and controls for calls and playback.

#### Foldable Featherlight Design:

The sleek and compact design makes the product lightweight and

portable to be carried anywhere and also go light on your ears. The rugged foldable design ensures durability for its use over months and years of use. In addition, it is made up of high-quality material which is both durable and strong.

#### Bluetooth 4.2 and Compatibility:

The product comes with a built-in Bluetooth technology feature that enables users to connect and listen to their favourite tracks from any Bluetooth-enabled devices like Laptops, mobile devices, tablets etc. The inbuilt drivers of 40 mm assist you in controlling the high-quality audio within the range of 10 metres.

#### Pure Bass Sound:

Portronics have engineered the best of the headphones for both deep and powerful bass. The ambient sound produced by this headphone not only incorporates high-quality bass but also the lows.

#### Battery Life:

Delivering 10-15 hours of talk time and continuous audio playback of 15 hours on a single charge is one of the eminent features of this product which is sufficient enough to last for a day and helps while travelling etc. The durability of the battery lets it to work for longer durations as compared to other headphones.

#### Folding Earphones:

The ultra-light in-folding earcups offer a perfect fit for all-day comfort. These headphones are highly efficient and optimise the sound quality for an unmatched clarity. Also, the Natural vocals with the responsive 40mm Neodymium drivers produce a balanced sound for a pure listening experience within 20 – 20,000 Hz. of frequency.

## DIGISOL expands its Switches Portfolio, launches 6 Port Fast Ethernet Unmanaged PoE Switch



DIGISOL Systems Ltd., a leading provider of the Networking products, extends its switches portfolio with the launch of DG-FS1006PF- a six port Fast

Ethernet PoE unmanaged switch. In order to offer exceptional performance in a compact form factor, the device supports 4 PoE Ports & 2 Uplink Ports. The switch also features CCTV mode which allows to extend Ethernet connectivity upto 250m on PoE ports with VLAN support, perhaps making it an ideal choice for Surveillance requirement.

### Power over Ethernet Ports

The DG-FS1006PF Switch offers 6 x10/100 Mbps Fast Ethernet ports with 4 Power over Ethernet ports. These PoE ports are IEEE 802.3af and IEEE 802.3at compliant and can supply PoE Power to PoE devices. The existing Ethernet cables can be used to power up IEEE 802.3at/ 802.3at compliant network devices. This eliminates the need of an external power source and power cabling for such devices. The switch provides flexibility to users for connecting a PoE or non PoE device. The PoE devices connected to switch can be easily identified by the separate PoE LED status indicators.

### Exceptional Performance

To ensure maximum uptime for data and power transfer, the switch

offers backplane capacity of 1.2Gbps, while the data transfer is at an average of 200Mbps per port at full duplex mode. This allows every node to perform at their maximum performance.

### Easy Installation

The plug and play feature of DG-FS1006PF saves customers time and resources when it comes to installing the device. It’s auto-negotiation and auto-sensing feature makes the configuration simple, and enables deployment of security solutions quick. Additionally, it’s Auto MDI/MDI-X feature eliminates the need of using a crossover cable or dedicated uplink port. These features enable the switch to operate out of the box without any manual configuration.

### CCTV mode

The device comes with a toggle button that allows customers to switch to CCTV mode. Under this mode, ports 1-4 will be isolated from each other but can communicate with uplink port 5-6. At the same time, it will set ports 1-4 to full 10Mbps speed & can extend Ethernet connectivity up to 250m which can help extend the distance without adding additional switch or repeater to install the device at higher distance.

### Pricing:

The DG-FS1006PF Switch is priced of Rs. 3999/- and comes with limited lifetime warranty.

# RCTA Badminton League-2018

The most anticipated finale of the first ever RCTA Badminton Tournament 2018, took place at the Jaipur sports academy Hanuman Nagar, Jaipur on 26th of November 2018.

The high-octane badminton event, which was organised and sponsored by RCTA, created major buzz among the traders association. The event saw great success with 30 disparate participants coming together to form duo teams and going against their contemporaries to win the first ever title of RCTA Badminton tournament 2018.

In a high-voltage finale match, Anil Jain (Sun Rise) and Praveen (Tinnu International) went against the strong emerging duo of Manish Mittal (Aman Info) and Devender (Computer Element). The nail-biting match kept the audiences on the edge of their seats and at last, Anil and Praveen Jain aced the competition.

The CEO of the title sponsors WardWiz antivirus software, Mr Abhijit Khot along with RCTA executive body members, President Mr. Mihir Sharma & Secretary Mr.Sudhir goyal presented the winning team with the first ever champions cup. Apart from the



winners, various other players and teams were presented with different category awards to keep their spirits high. The tournament ended up on a very happy note, ending participants and teams with better competitive spirits and industry relations Mr. Aakash Sharma, PRO RCTA.





## Intel Unveils the Intel Neural Compute Stick 2 at Intel AI DevCon Beijing for Building Smarter AI Edge Devices

Intel is hosting its first artificial intelligence (AI) developer conference in Beijing on Nov. 14 and 15. The company kicked off the event with the introduction of the Intel® Neural Compute Stick 2 (Intel NCS 2) designed to build smarter AI algorithms and for prototyping computer vision at the network edge.

Based on the Intel® Movidius™ Myriad™ X vision processing unit (VPU) and supported by the Intel® Distribution of OpenVINO™ toolkit, the Intel NCS 2 affordably speeds the development of deep neural networks inference applications while delivering a performance boost over the previous generation neural compute stick. The Intel NCS 2 enables deep neural network testing, tuning and prototyping, so developers can go from prototyping into production leveraging a range of Intel vision accelerator form factors in real-world applications.

“The first-generation Intel Neural Compute Stick sparked an entire community of AI developers into action with a form factor and price that didn’t exist before. We’re excited to see what the community creates next with the strong enhancement to compute power enabled with the new Intel Neural Compute Stick 2.”

–Naveen Rao, Intel corporate vice president and general manager of the AI Products Group

**What It Does:** Bringing computer vision and AI to Internet of Things (IoT) and edge device prototypes is easy with the enhanced capabilities of the Intel NCS 2. For developers working on a smart camera, a drone, an industrial robot or the next must-have smart home device, the Intel NCS 2 offers what’s needed to prototype faster and smarter.

What looks like a standard USB thumb drive hides much more inside. The Intel NCS 2 is powered by the latest generation of Intel VPU – the Intel Movidius Myriad X VPU. This is the first to feature a neural compute engine – a dedicated hardware neural network inference accelerator delivering additional performance. Combined with the Intel Distribution of the OpenVINO toolkit supporting more networks, the Intel NCS 2 offers developers greater prototyping flexibility. Additionally, thanks to the Intel® AI: In Production ecosystem, developers can now port their Intel NCS 2 prototypes to other form factors and produce their

designs.

**How It Works:** With a laptop and the Intel NCS 2, developers can have their AI and computer vision applications up and running in minutes. The Intel NCS 2 runs on a standard USB 3.0 port and requires no additional hardware, enabling users to seamlessly convert and then deploy PC-trained models to a wide range of devices natively and without internet or cloud connectivity.

The first-generation Intel NCS, launched in July 2017, has fueled a community of tens of thousands of developers, has been featured in more than 700 developer videos and has been utilized in dozens of research papers. Now with greater performance in the NCS 2, Intel is empowering the AI community to create even more ambitious applications.

**What is Happening at Intel AI DevCon Beijing:** More than 1,000 AI developers, researchers and Intel customers and supporters are gathering at Intel® AI DevCon Beijing to collaborate on the advancement of AI and hear the latest updates on Intel’s AI portfolio of technologies, including:

- Cascade Lake, a future Intel® Xeon® Scalable processor that will introduce Intel® Optane™ DC persistent memory and a set of new AI features called Intel DL Boost. This embedded AI accelerator is expected to speed deep learning inference workloads, with enhanced image recognition compared with current Intel Xeon Scalable processors. Cascade Lake is targeted to ship this year and ramp in 2019.

- Intel’s Vision Accelerator Design Products targeted at AI inference and analytics performance on edge devices come in two forms: one that features an array of Intel Movidius VPUs and one built on the high-performance Intel® Arria® 10 FPGA. The accelerator solutions build on the OpenVINO toolkit that provides developers with improved neural network performance on a variety of Intel products and helps them further unlock cost-effective, real-time image analysis and intelligence within their IoT devices.

- Spring Crest is the Intel® Nervana™ Neural Network Processor (NNP) that will be available in the market in 2019. The Intel Nervana NNP family leverages compute characteristics specific for AI deep learning, such as dense matrix multiplies and custom interconnects for parallelism.

## Everest Group Names HCL a ‘Leader’ and ‘Star Performer’ in Global Banking Application Services PEAK Matrix™ Assessment 2018



HCL Technologies (HCL), a leading global technology company, has been identified as a Leader and Star Performer in the Global Banking Application Services PEAK Matrix™ Assessment 2018 by Everest Group.

HCL has been named a Leader for the fourth consecutive year in the Banking Application Services PEAK Matrix assessment and a “Star Performer” for the second time after 2015.

The company has been assessed high for both ‘vision and capabilities’ as well as ‘market impact’ for its double digit growth in

Banking Application Services, strong presence in growing markets like Asia Pacific, ability to support clients through investments in co-innovation labs, investment in talent and solution accelerators. HCL’s go-to-market powered by its FENIX framework, an approach that is Forward-thinking, Engineering-driven, Nextgen-focused, Innovative, and E-Xperience-centric along with its flexibility in operating and commercial models were highlighted as its key strengths by Everest Group.

**For more information Visit our website:**

<https://www.itvoice.in/index.php/it-voice-news/everest-group-names-hcl-a-leader-and-star-performer-in-global-banking-application-services-peak-matrix-assessment-2018>



# How Customer Experience is Disrupting Business Models



A Latin American bank wanted to know what its customers thought of its products. So it broke away from the tradition of outsourcing customer research to a third-party and instead began interacting with them directly. Each week, the bank showed sketches, wire-frames, and functional prototypes of new models to customers and collect their feedback.

The result was redesign in the account-opening process. New customers now had to input just four fields out of twenty-five – the rest would either auto-populate or were excluded.

The bank went beyond delivering good customer service; it delivered a superior customer experience.

## Customer Experience is the New Black

Most business leaders complain about the finicky and unfaithful nature of customers today. This is often because they fail to notice how the landscape has changed. Customers no longer crave just service; they crave an experience.

Customer service is a reactive process, which occurs when customers reach out to a brand. Customer experience, on the other hand, is a proactive process that occurs when the brand reaches out to the customer. From being a good-

to-have, Customer Experience has turned into a must-have for businesses and brands that want to thrive in the new economy.

In an insightful column, CIO of Yes Bank Anup Rajpurohit wrote, "Digital is disrupting value chains and compelling organizations to redesign their business models... Technology is now the bedrock of everything from customer sourcing to enhancing customer service at reduced costs."

This technology is the most important tool when it comes to improving customer experience. Some of the ways it helps brands streamline and improve their functioning are:

1. **Identifying creditworthiness of customers:** Brands can analyze purchase amount and frequency, payment cycles, and other relevant data to set credit limits for their vendors, suppliers and customers, especially in the B2B sector.
2. **Identifying effective lead generation platforms:** Brands can use data to figure out which platforms are effective in generating qualified leads for them. They can increase focus on such platforms and reduce resources on others.
3. **Providing accurate recommendations to customers:** Brands can

also use data to provide accurate recommendations that cater to customers' specific needs. They can also upsell according to these needs. For instance, Target analyzed shopper data to assign shoppers with a "pregnancy prediction score" and sent them relevant coupons at specific stages of the pregnancy. If customers purchased baby products from their stores, Target reasoned, they would start purchasing everything else too. This upselling was one of the key reasons for Target's revenue to increase from \$44 billion in 2002 to \$67 billion in 2010.

4. **Reducing customer churn:** By identifying points where customers abandon a purchase and understanding reasons why brands can not only reduce churn but also shorten the purchase cycle.

5. **Increasing turnover and profitability:** According to research by Google, brands integrating advanced digital technologies and data

to personalize customer experience witness up to two to three times faster improvement in their bottom line.

## The Most Pressing Reason to Digitize Customer Data

Since early days, industries have been disrupted not from within, but by external forces. Automobiles disrupted the horse carriage, the digital cameras were disrupted by mobile phones, television and radio lost their lustre to social media, and so on.

Such industries turned obsolete because they focused on a technology rather than a market. They built technologies and then searched for markets to fit



Mr.Limesh Parekh

them rather than looking at markets and developing technologies to fulfil those needs.

Digitization doesn't just keep customer data safe and consolidated. It also equips brands to analyze buying patterns and identify red flags when changes are en route. Proactive companies like Apple and Amazon go a step further to introduce such changes that revolutionize the market and use data to study how customers respond to it.

## A New Playing Field

Companies that want to thrive can no longer afford to function on yesterday's business models. Questions have changed and so have answers. From "what are we selling?" to "what do customers need?" From "how should we maintain relations with them?" to "what value are they looking for?"

Answers to these questions will decide the success of businesses in the future. Effective implementation of digital technologies and analysis of relevant data captured will play a major role in serving businesses with these answers.



## iBall introduces its new 10" Tablet – 'Slide Elan 3x32', with speedster performance



Adding yet another feather to its cap, iBall – a Brand known for its innovative and latest technology products, rolls out its newest iBall Slide Tablet PC – Elan 3x32. It is beautifully designed and powerfully built, guaranteeing nothing but Terrific Performance.

The perfect paradigm of beauty with brains, iBall Slide Elan 3x32 is an elegantly designed Tablet with advanced computing technology that executes

every task in the blink of an eye. Sporting a 25.5 cm (10.1) IPS HD display with an amazing screen resolution of 1280x800, you can now watch your favourite shows / movies, or play games with brilliant visuals with crystal clear views from any angle.

Sporting an Operating system with the latest Android 8.1 Oreo, this Slide assures a unified blend of features and high-speed performance. No more lags, Elan 3x32 runs smoothly and swiftly with 3 GB RAM along with 1.3 GHz Quad Core processor. Though slim and light-weight, it can store all your data, movies and songs, thanks to its large built-in memory of 32 GB, which can be further expanded up to 64 GB via MicroSD card.

Equipped with a 5 MP rear Camera with Auto Focus and LED flash, perfect moments are captured vibrantly. Additionally, Selfie captures are a redefinition of bright picture quality as well, with the

2 MP front camera that also comes with a heap of filters and modes. So, happy clicking!

Incorporated with the mammoth 7000 mAh battery, you get 20 days of standby time, 6 hours of video playback and 23 hours of Audio playback; so now enjoy every moment of your listening, and viewing. Connectivity options include, USB OTG Support, Wi-Fi, Hotspot, Bluetooth, Cast Screen, etc. Armed with additional Round DC Pin for charging, now multitask your gadget at ease. The special feature is Micro HDMI port that lets you connect to a bigger TV screen or even a Projector.

iBall Slide Elan 3x32 comes loaded with pre-installed Stub applications of Microsoft (Word/Excel/Powerpoint). You can connect to your dear ones in regional languages, and add the desi touch to your chats through its 22 Indian Regional Language Support feature; allowing you to read and operate in the language you want.

The product is already available Online and in select Retail stores across India at an MRP of just ₹16,999.



## Fortinet's Leadership in OT Security Expanded with New Additions to its Fabric-Ready Partner Ecosystem

### FORTINET®

Rajesh Maurya, Regional Vice President, India & SAARC at Fortinet® "As OT networks embrace digital transformation, and physical and cyber domains continue to converge, sensitive production environments and critical infrastructures are increasingly being exposed to cyber risks. Fortinet is committed to protecting crucial and sensitive OT environments through the integrated power of the Fortinet Security Fabric, which includes advanced and specialized protections provided by our growing number of Fabric-Ready Partners."

#### News Summary

Fortinet® (NASDAQ: FTNT), a global leader in broad, integrated and automated cybersecurity solutions, today announced the expansion of its Technology Alliances ecosystem to include four leading operational technology specialists.

• The OT industry is being impacted by convergence and digital transformation. As physical and IT networks continue to integrate, including those in critical infrastructures and industrial automation companies, OT networks are leveraging well-integrated solutions based on strong segmentation and specialized analytics to ensure the safety and reliability of

physical processes and things, addressing new security risks targeting multi-vector threat landscapes.

- Fortinet, an established leader in OT security and safety, is building upon its success with existing Fabric-Ready Partner Nozomi Networks and is announcing its partnership with three additional OT specialist firms – RAD, Indegy and SecurityMatters. These partnerships extend the range of integrated security solutions now available to OT customers through the Fortinet Security Fabric.
- Fortinet's Security Fabric platform approach to cybersecurity leverages Fabric APIs, Fabric Connectors and DevOps scripts and tools to create an open ecosystem to accommodate leading technology solutions. This integrated approach seamlessly brings together a wide range of critical security solutions designed for the OT segment to enable comprehensive and centralized safety, reliability and security.

Operational Technology (OT) organizations are adopting digital transformation to unlock the advantages of the Internet and connected IIoT devices.

For more information Visit our Website:

<https://www.itvoice.in/index.php/it-voice-news/fortinets-leadership-in-ot-security-expanded-with-new-additions-to-its-fabric-ready-partner-ecosystem>

# SEAGATE TECHNOLOGY REPORTS FISCAL FIRST QUARTER 2019 FINANCIAL RESULTS

Seagate Technology plc (NASDAQ: STX) (the “Company” or “Seagate”) today reported financial results for the quarter ended September 28, 2018.

“In the September quarter, we achieved strong financial results in revenue, profitability and cash flow, reflecting solid execution and positive demand for our products across multiple markets. By delivering competitive cost-effective mass storage solutions, Seagate is a crucial supplier in supporting the Data Age digital transformations that are happening across the storage marketplace. We believe our deep storage industry expertise, leading technology portfolio and focused execution will continue to drive long-term success for the company and deliver value to our shareholders,” said Dave Mosley, Seagate’s chief executive officer.

## Quarterly Financial Results

	GAAP		Non-GAAP	
	FQ1 2019	FQ1 2018	FQ1 2019	FQ1 2018
<b>Revenue (\$M)</b>	\$2,991	\$2,632	\$2,992	\$2,632
<b>Gross Margin</b>	30.5%	28.0%	31.0%	29.0%
<b>Net Income (\$M)</b>	\$450	\$181	\$496	\$279
<b>Diluted Earnings Per Share</b>	\$1.54	\$0.62	\$1.70	\$0.96

In the first quarter, the Company generated \$587 million in cash flow from operations and \$410 million in free cash flow, paid cash dividends of \$181 million and repurchased 3 million ordinary shares for \$150 million. Cash and cash equivalents totaled \$1.9

billion at the end of the quarter.

For a detailed reconciliation of GAAP to non-GAAP results, see accompanying financial tables.

Seagate has issued a Supplemental Financial Information document, which is available on Seagate’s Investors Relations website at [www.seagate.com/investors](http://www.seagate.com/investors).

## Quarterly Cash Dividend

The Board of Directors of the Company (the “Board”) has approved a quarterly cash dividend of \$0.63 per share, which will be payable on January 2, 2019 to shareholders of record as of the close of business on December 19, 2018. The payment of any future quarterly dividends will be at the discretion of the Board and will be dependent upon Seagate’s financial position, results of operations, available cash, cash flow, capital requirements and other factors deemed relevant by the Board.

## Investor Communications

Seagate management will hold a public webcast today at 6:00 a.m. Pacific Time that can be accessed on its Investor Relations website at [www.seagate.com/investors](http://www.seagate.com/investors). During today’s webcast, the Company will provide an outlook for its second fiscal quarter of 2019, including key underlying assumptions.

An archived audio webcast of this event will be available on Seagate’s Investors Relations website at [www.seagate.com/investors](http://www.seagate.com/investors) shortly following the event conclusion.



## ASUS® ASUS Unveils a Refreshed range of TUF Series with FX505 and FX705 along with TUF Desktop FX10CP

ASUS today unveiled the superior and durable TUF Gaming laptops FX505 and FX705. At 15.6” and 17.3” respectively, these gaming laptops have been crafted with perfection to live up to all the expectations from high-end gaming laptop at affordable prices.

Both FX505 and FX705 draw their power from up to Intel® Core™ i7-8750H processors and up to NVIDIA® GeForce® GTX 1060 graphics, offering an immersive experience, owing upto 144Hz high-refresh rate NanoEdge displays. Passionate gamers will also appreciate the gigabit Ethernet and gigabit-class Wi-Fi, and DTS surround-sound audio experience.

Built to endure, both FX505 and FX705 pass the MIL-810G military grade tests. It features the RGB keyboard that is loved by the gamers, in addition to WASD key cap design for intuitive controls. With the Overstroke technology, it registers keystrokes faster for precise and effortless control.

Speaking about the latest product launch, Arnold Su, ROG & PC Head, Asus India, said, “As one of the most trusted global tech brands, ASUS has constantly endeavored to empower its customers

with innovative products which operate at the intersection of power and affordability. The launch of the latest TUF Gaming laptops is testimony to this vision. Both FX505 and FX705 have been designed to deliver unmatched performance, durability, and style, and are perfect for gamers who prefer an immersive gaming experience. We are confident that our latest offerings will meet and exceed the expectations of the Indian gaming community, and will receive heartening market reception.”

## Flawless performance

Providing the best of both the worlds, FX505 and FX705 are powered by up to an 8th Generation Intel Core i7-8750H CPU, a next-gen workhorse with six cores that not only extends the best-in-class gaming experiences but also helps one easily multitask workloads.

## For more information Visit our Website:

<https://www.itvoice.in/index.php/it-voice-news/asus-unveils-a-refreshed-range-of-tuf-series-with-fx505-and-fx705-along-with-tuf-desktop-fx10cp>

## Universal Acceptance Steering Group (UASG) by ICANN



So, what is Universal Acceptance? It is the state where all valid domain names and email addresses are accepted, validated, stored, processed and displayed correctly and consistently by all Internet-enabled applications, devices and systems.

The Universal Acceptance Steering

Group is an Internet community initiative that was founded in February 2015 and tasked with undertaking activities that will effectively promote the Universal Acceptance of all valid domain names and email addresses. The UASG was established by ICANN (Internet Corporation for Assigned Names and Numbers), and it receives financial and administrative support from ICANN.

The group's primary objective is to help software developers and website owners understand how to update their systems to keep pace with an evolving Domain Name System (DNS).

When businesses are UA-ready, their systems and services will work with the continuously expanding domain name space. It also

helps businesses set themselves up for future opportunities and success by supporting their customers using their customers' chosen identities.

When a company is UA-ready, email addresses in any script from any domain name can be used. When a site is UA-ready, it will allow customers with domain names in new top-level domains to successfully use the site and its forms.

Limitations based on some old assumptions are still there and are preventing a larger and increasing group of users from accessing the entire area of internet. Internet users trying to use the generic Top Level Domain (gTLD), whose names may be many characters long or in non-Latin scripts, can face an inability to access or register the sites.

This problem must be solved, and Universal Acceptance realized, in order to achieve a truly global, scalable Internet. It will be considered complete when any person can register and use a domain name in any top-level domain in widely distributed web browsers, email clients, in setting up accounts for Internet services and other services.



## NETGEAR®

### NETGEAR Demonstrates its Nighthawk® Pro Gaming Router at IGX Mumbai

NETGEAR, the leading provider of networking devices; that powers today's smart homes showcased its most admired flagship product, the Nighthawk Pro Gaming Wi-Fi router (XR500) at IGX Mumbai. The event witnessed a huge footfall of gamers where they got a chance to try out on the latest and most popular games and software.

The groundbreaking NETGEAR Nighthawk® Pro Gaming WiFi Router (XR500) leverages advanced cutting-edge software to optimize network connections by stabilizing ping, reducing lag spikes, and keeps you always on with reliable wired and wireless connectivity for advanced online gameplay. The Gaming Dashboard, Geo Filter, Quality of Service (QoS) and Network Monitoring capabilities enable customization and gaming performance unmatched in the router space. NETGEAR Nighthawk includes best-in-class hardware features such as a dual-core 1.7GHz processor, Quad-stream Wave 2 WiFi with MU-MIMO, and four external high-power antennas wrapped up in an aggressive and formidable



enclosure.

Whether you're gaming online, hosting a LAN party, or streaming high-definition content, the new NETGEAR Pro Gaming product will take your network to a whole new level of speed, performance, personalization and control. Gamers tend to look for every advantage to maximize their ability to thrive in their online game of choice. Regardless of whether one is a serious or casual gamer on

either a console or PC, the Nighthawk Pro Gaming Router XR500 and will give you greater command over who you play with and prevent unwanted interruptions giving you the ability to level up your gameplay.

"We are extremely pleased to be a part of the IGX 2018 to show our exceptional gaming product range. At NETGEAR we have worked tirelessly to deliver best-in-class performance, customization and ease-of use for the ultimate gaming experience. We will continue to participate in such strategic events which give us an opportunity to set new standards in the gaming segment", comments Mr. Marthesh Nagendra, Country Manager - India & SAARC, NETGEAR.

For more information Visit our Website:

<https://www.itvoice.in/index.php/it-voice-news/netgear-demonstrates-its-nighthawk-pro-gaming-router-at-igx-mumbai>

# What does the future hold for data privacy?



James Taplin, Head of Cyber & T.M.T. AXA XL

As cyber underwriters, a big part of our job is to be curious, to piece together “what-ifs” to try to analyse as yet unknown or untested risks. Our role is to look at constantly evolving technology, and a shifting regulatory environment, and consider the liability implications.

When it comes to how individuals think about, value and protect their data, there are many things for underwriters to think about.

Attitudes to the ways in which data is used vary greatly, as follows:

At one end of the scale are people who are willing to part with their personal data so long as there is a clear reward for doing so – the UK’s Data Marketing Association (DMA) refers to this group as “data pragmatists.”

At the other end are people who are resistant to sharing personal data under any circumstances – what the DMA calls “data fundamentalists.”

And somewhere in between are the “data unconcerned,” those who show no or little concern with the issue of digital privacy and data exchange.

As we all know, data is a commodity – and a valuable one at that.

There are, broadly, three types of personal data:

Volunteered data – data that individuals readily volunteer to third parties, such as name and gender;

Observed data – data such as location data or browsing history captured by programs and websites, for example; and

Inferred data – what can be guessed about you from the other two.

Inferred data is, of course, the real money-maker here. After all, as the saying goes, “if you are not paying for it, you are the product.” As consumers, we have become used to being “served” advertising targeted to us based upon our internet searches, our age group and gender, and who our friends are.

But what if this data was not just used to sell us stuff, but could also be used for good?

Many of us carry loyalty cards for our favourite shops which give retailers information about what we like to eat and drink. This data enables shops to target us with advertising and offers, but these cards also can yield data on healthcare purchases, among other things. Data about how often those suffering from long-term or chronic pain buy pain medication could contribute to health research into the lifestyle predictors of various illnesses, for example.

A group of mobile telephone operators in India has begun a pilot project with the World Health Organisation to identify whether their network data can provide insights into population volume

and movement patterns and be used to improve planning to control the spread of tuberculosis – one of the biggest killers in the country. There are all sorts of ways that this type of personal data could be put to powerful use to benefit society – for example in crime prediction, and prevention, or to analyse the impact of floods on communities.

But on the flipside, some of us are becoming increasingly concerned about the way our data is used – and what it is used for.

Some are concerned that data analytics firms are harvesting their data to skew election results. Some resent being targeted by advertising. And others fear that their data is not as private as they might hope.

For example, many homes now have voice-enabled digital assistants that answer questions, order shopping, control devices such as light switches or thermostats – and even tell jokes. These assistants can be convenient, useful and entertaining.

But some users have expressed concern about the extent to which the data collected and stored by this technology is kept private.

The makers of digital assistants insist that the devices do not eavesdrop, and that recording is activated only when a “wake word” is spoken. A woman in Portland, Oregon, however, claimed that earlier this year her digital assistant recorded a conversation between her and her husband – on the titillating subject of hardwood flooring – and sent it to a random contact in her

husband’s address book. This was explained as a glitch that occurred after the digital assistant was “awoken” by a word similar to its “wake word” and then responded to other words that sounded like commands.

While some of us might write this off as a freakish and thankfully not too sinister occurrence, others might view this as evidence of increasing intrusion into our private lives by organisations that can make use of our data for their own ends.

A study last year by the UK’s Information Commissioner’s Office found that only 20% of the

UK public had trust and confidence in the companies storing their personal information. And only one in ten said they had a good understanding of how their personal data is being used.

So what does all this mean for the future of data privacy?

It’s possible to imagine two scenarios that could come to pass. The first of those is a data free-for-all, where data is shared willingly and openly in order to reap the potential societal benefits.

At the opposite extreme, however, is a society where privacy is valued more highly than the benefits of sharing data, where individuals “own” and guard their personal data closely – and governments impose even more stringent data protection requirements and penalties for those that breach them.

The answer is likely to lie somewhere in the middle. But as cyber underwriters we must explore all the possibilities, and assess the liabilities that might arise.

**For more information Visit our website:**

<https://www.itvoice.in/index.php/it-voice-news/what-does-the-future-hold-for-data-privacy>



## LAPCARE INTRODUCES 150W & 200W SMART CAR POWER INVERTER

LAPCARE, an international brand known for its IT laptop peripherals and accessories for all premium brands of laptops has introduced all-new 150W and 200W car power inverter. If you are one of those who is always on the go this surely is meant for you!

The smart car power inverters are ideal for laptop, car monitor/DVDs, mobile phones, tabs, digital cameras, video games, USB charger and portable speaker.

The swivel designed 150W car power inverter with a single USB port and three pin socket is the perfect companion for extensive car travellers. It converts the DC car power to AC current which can be used to give electrical energy to practically any device that is normally used while travelling like laptops, mobile phone charges, tabs, gaming consoles, car coolers, cameras etc. Car power inverter is an excellent solution for emergency recharging while travelling for long distances.

Next, the Cup Holder shaped portable 200W smart car charger with a double USB port and three pin socket is basically designed for all the major Notebook Computers, Mobiles Phones, iPhone, iPod, PS2 and several digital devices like video camcorder, DVD player and digital camera. The AC socket of the device operates like that of the main socket at home. Smooth and sturdy, this compact inverter has



been developed keeping in mind the on-the-move laptop users. Well, if you are using it, you have to plug it into your car's DC electrical system and then it will convert the power to AC so that you can make use of other electrical appliances in your car.

Both the inverters are full of features as they come with cooling fan & universal Socket, smart design, low voltage Shutdown, auto overload protection, safety shutter, reverse polarity protection by fuse and OverHeat Protection. The inverters are also covered by Lapcare protection plan.

The 150 W car charger is priced at MRP 2199/- while the 200W car charger is priced at MRP 3499/-. Both come with a 1-year warranty and 1-month extra warranty on online product registration at [www.lapcare.com](http://www.lapcare.com).

### Technical Details 150W Smart Car Charger:-

- Input Voltage: 12VDC(11-15V DC)
- Output Voltage: 220V AC
- Continuous Power: 150W
- Fuse: 20A
- Weight: 180 grams

### Technical Details 200W Smart Car Charger:-

- Output Power: 200W
- Input Voltage: 12VDC
- Output Voltage 1: AC 220V +10%
- Output Voltage 2: DC 12V 10A max
- USB Output: 5V 2.4Ax2
- Output Frequency: 50Hz+2Hz
- Output Waveform: Modified Sine Wave
- Weight: 280 grams

## Canon India Reaffirms Commitment to the Country with 'Vision 2025'



Canon India, one of the leading imaging organisations in the country today announced its vision for 2025 in the presence of Mr. Hideki Ozawa, President, Canon Asia Marketing Group (CAMG) and Mr. Kazutada Kobayashi, President & CEO, Canon India. Riding on the organization's commitment to the country, its vision for 2025 charts the company's next phase of growth.

With about 25% contribution to the overall revenues of Canon, CAMG has emerged to be amongst the best performing regions,

with India becoming the second highest contributor to their growth trajectory in Asia, after China. With their continued focus on innovation and customer delight, the imaging leader has shared their target for Canon Asia to reach the 10 billion US\$ mark by 2025.

In 2017, Canon India reported sales of Rs 2,614 crore, marking a double digit growth of 11 per cent (including impact of GST). With Canon India continuing to grow at a double digit growth, Mr. Ozawa also shared his vision of seeing Canon India as the leading contributor for CAMG, by 2025. With its extensive, input to output product portfolio, the organization has seen equal contribution from both B2B and B2C segments. The imaging leader in India is envisioning to close the year with a double digit growth as well. As part of their way forward strategy for India, the organization plans to expand to new domains like medical imaging, surveillance and industrial equipments.

Further, the company has grown steadily in the country to make its presence felt across the nation through its robust regional expansion strategies. With more than two decades in the country, Canon has carved for itself a name that resonates excellence and innovation in the industry. Focussing on regional penetration into Tier-II, Tier-III and Tier-IV cities, Canon is strengthening its retail footprint to spread delight across the country with its experiential retail stores across divisions.

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