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SPECIAL NEW  
YEAR EDITION  
January 2023  
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Browse through the magazine to find out more what's going on around in the tech world and to know more about top-notch devices.

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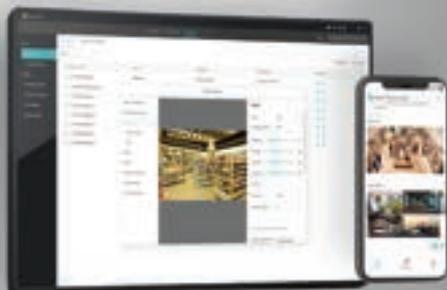
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VIGI NVR1104H-4P



TP-Link India wishes you Merry Christmas and a Happy New Year 2023





# From the Editor

Tarun Kumar Taunk | Editor-in-Chief

## “Rise of EVs in India”

A paradigm change is currently taking place in the global automotive sector as it attempts to transition to alternative, less energy-intensive choices. India is making investments in this transition to electric mobility.

Key drivers of India’s efforts to hasten the transition to e-mobility on the one hand and increasing consumer demand on the other are the burden of oil imports, rising pollution, the Russia-Ukraine war soaring price inflation, as well as international commitments to battle global climate change.

If India continues to make steady progress toward achieving its lofty 2030 goal, the EV market in India will represent a US\$206 billion opportunity by that time. This would necessitate an overall investment in vehicle manufacturing and charging infrastructure of approximately US\$180 billion. The Indian EV market got \$6 billion in investment in 2021 and is progressively growing in appeal to investors in venture capital and private equity.

India’s electric vehicle industry is still in its infancy, despite the nation’s lofty goals. In contrast, India offers the greatest unexplored market in the world, particularly in the two-wheeler market (Ather and Ola to be on the rise for now in India). Under the automatic approach, 100 percent foreign direct investment is permitted in this industry.

In order for any technology to gain traction in the market, government regulations are essential. The government of India seems to be on the lookout for that as well

Public charging stations and EV charging enterprises are now considered unlicensed activities in India, according to

the government. According to regulations set forth by the government, there must be at least one charging station every 25 km on both sides of highways and one station every 3 km x 3 km grid in urban areas. By 2022, all existing motorways and significant highways that connect megacities with a population of 4 million or more people or more will have this coverage. Large cities, such as state capitals and UT’s main campus, will be covered in the second phase (3 to 5 years). Plugin India-facilitated charging stations are one example of a community charging station effort.

Plans to instal solar-powered charging stations at the nation’s current gas stations have been mentioned in news stories. Companies like Tata Power, Fortum, and others are in the business of charging electric vehicles. They already have rapid DC chargers and level 2 AC chargers installed for a variety of uses, including public access, workplace charging, fleet charging, residential communities, malls, and highways, and they have ambitious ambitions to expand.

The hardest task for India in terms of service integration would be building up the charging infrastructure, particularly the implementation of level 2 charging at the public level. For slow DC charging, cost & high renewable energy are the primary elements that could cause a problem. For standard charge, the charging time poses a serious challenge as it ranges from 6 to 8 hours. Additionally, it is expected that just 10% of the necessary charging infrastructure in India will consist of fast charging stations, with the remaining 90% coming from level 2 public charging setups.

Tarun Kumar Taunk  
Editor-In-Chief

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*"We see the world moving towards cloud computing. Any skills related to the cloud will drive the tech markets. We have recently launched BLACKbox OneCloud, which is an IT infrastructure as a service product. It deploys our signature technology known as One Cloud – One Agent service. It allows MSMEs to subscribe to a single cloud service for all its needs like cloud storage, cloud backup, cloud security, VPN, virtualization, DLP, and data protection."*

**Jahnavi- Can you explain the concept of the BLACKbox to us?**

**Vishal-** If I explain BLACKbox in simple terms, it is like a swiss knife. It has a compact design and serves multiple functions. It gives you the scissors, pliers, magnifying glass, chisel, hook, reamer, screwdriver, corkscrew, can opener and bottle opener. It avoids the hassles of handling the entire toolbox, can be carried in the pocket and proves to be cost-effective compared to the total cost of procuring each tool separately. Similarly, BLACKbox has a compact design with an integrated "single hardware – single software". It serves the functions of a File Server, Mail Server, Domain Server, Backup Server, Storage Server, Endpoint Control Server, Firewall, DLP Solution, and Device Hardening Tool. It avoids the hassles of procuring and integrating multiple server hardware and software solutions, can be maintained by average IT talent and proves to be cost-effective compared to procuring, integrating, and maintaining many separate hardware-software.



**Vishal Prakash Shah, CEO & Co-founder, Synersoft Technologies Private Limited**

**Jahnavi- How were you able to come up with the idea of the BLACKbox, and how has it managed to benefit you?**

**Vishal-** When we started up, we observed that most IT solutions are designed and built by the IT industry for large scale usage. Such systems are hardware-intensive, expensive and complex. They are meant to be used by talented IT professionals. In a nutshell, most IT systems in those days were meant for large companies that could afford high costs and could employ highly talented IT professionals. We also visualized that there would be a large segment of Indian Small and Medium Enterprises that would require IT standardization to be able to compete globally. Ironically, neither were these MS-

MEs resourceful enough to afford complex IT systems, nor were they in a position to retain highly talented IT professionals. It gave us an idea of the need for a simple and affordable "IT in a Box" product for MSMEs that is designed and built for small-scale usage and does not require highly talented IT professionals to operate it. It inspired us to design and build BLACKbox, which is available at one-third of the cost and DIY (Do It Yourself) IT in a Box product.

**Jahnavi- How do you ensure that the data theft prevention is fully activated and not any of that is failing to complete its task?**

**Vishal-** There are two ways to ensure data theft prevention—one by monitoring and another by controlling. Traditional DLP solutions focus on generating activity reports and making them available for continuous monitoring to detect any data theft attempt and trigger actions. It works well for a large enterprise with a dedicated Data Protection team. The same strategy does not work in an MSME setup. They do not have an IT team for monitoring and cannot afford such hi-tech data leakage prevention tools. They need to prevent Data Theft Prevention by controls. BLACKbox offers control policies which do not allow users to do certain things. For example, when the user visits websites offering data upload, the BLACKbox automatically isolates the confidential data. So the user cannot upload confidential data. Such controls simplify data theft prevention for MSMEs, and they can achieve data integrity in the best possible manner.

**Jahnavi- What was the major goal behind this company? What made you think about having this company for the betterment of the country?**



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*“Through various innovative solutions, we focus on several industries to become more productive and improve efficiency through careful planning and execution. With our vast range of products and years of experience installing and starting up different projects, we help customers in the short and long term. By bringing in Fuji Electric during the design and planning stages, companies can save money and time when they start up.”*

**Jahnavi- What all marketing strategies are followed by FUJI Electric India? How do you think and recognize which strategies are the best for your organization?**

**Ashish-** The business world of marketing is constantly changing. Digital marketing has given B2B marketers a lot of options for putting their plans into action. At Fuji Electrics, we have built some effective B2B marketing campaigns around two basic rules.

Rule no.1 Be clear when you promote your brands and solutions. For a marketing strategy to work, it needs to be simple. Too often, the message gets lost in the chaos of industry jargon.

Rule no. 2 of B2B marketing is to solve the customer’s problem. We follow customer-focused marketing, which determines customer needs and wants to drive the working force behind the company’s products or services. The market is now based on communication, and a lot of that communication happens through virtual channels driven by technology. So, mastering these technology platforms and fully integrating them into our marketing process is becoming a core skill for marketing leaders in all industries, not just ours.

At Fuji Electric, we use various channels like social media, email marketing, and account-based marketing, which is a great way to create brand awareness and add potential customers to the business’s pipeline. Social media is a big way for millions of people to get news and information, so it’s an integral part of our marketing plan

**Jahnavi- Has the digital marketing been a vital way to achieve the general brand objectives? Also, what strategies help you reach the directed audience?**

**Ashish-** Yes, digital marketing has become an integral part of the business in less than a decade. A perfect digital marketing strategy helps businesses to use online tools to achieve the objectives like finding new customers and possible leads and building brand awareness and credibility by getting users involved. As digital channels offer many ways to get engaged with your audiences, turn followers into customers, and create brand awareness by sharing knowledge and information to the audiences.

Reaching the directed audience is the process of using data to know how to prospects and offering the right solutions to answer their key challenges. We follow target audience analysis which is one of the essential parts of any marketing plan because it tells you who your audience is and who it isn’t.

**Jahnavi- Next year you going to complete 100 years of Business, Please highlight what are your company’s core business overview and objectives?**

**Ashish-** Since our foundation in 1923, Fuji Electric is pursuing innovation in energy and environment technology to make broad contributions

to the world in the fields of industrial and social infrastructure. In addition, we are now working to realize a responsible and sustainable society through our energy and environment business by offering renewable energy solutions, as well as power stabilization, energy saving, and automation solutions, in order to help achieve the worldwide goal of a decarbonized society. Fuji Electric’s strength is its ability to independently develop and manufacture power semiconductors as key energy-saving devices. We utilize these devices in our power electronics equipment and offer customers comprehensive engineering services that integrate these products.



**Ashish Jha , Marketing & Communication Manager – Fuji Electric India**

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*“ India is a key growth market for Biwin. Over the last few months, we have seen a wide acceptance of our branded storage products (HP and Acer storage products). We intend to introduce a wide range of industrial solutions in future. Details of the same will be shared as and when available.”*

**Saumya: Firstly tell us about the journey of BIWIN from the year it was established till now?**

**Rajesh:** BIWIN is globally one of the top companies in DRAM and Flash Storage field for the last few decades and with in-house IC packaging capability. We have already completed over billion+ IC packaging with 99.7% yield rate.

We also have close partnership with all the original vendors in Flash and DRAM. BIWIN products and services include SSDs, embedded storage chips, memory cards, memory modules, and customization services.

Biwin is also authorized worldwide by both Acer and HP to manufacture and market respective branded Storage products. Both HP and Acer are leading brands known to Indian Consumers. Biwin is a leading storage quality manufacturer. This unique combination along with strength and network of distributors- fortune marketing (For Hp &Acer) and UR distreel (for HP) make our product offerings very exciting for Indian consumers.

It's been over eighteen months, since we launched Acer branded storage products (SSD, Drams, SDcards) in addition to HP Branded storage products (Internal and external SSD). Initially the journey was very turbulent due to Covid lockdowns. However, once the market opened up, we have witnessed a huge acceptance of our products. Covid induced shift in work culture led to "Work from home ". This augmented by online /digital adoption made high speed and robust SSD in big demand. We have been very successful at placing these products at key counters in markets all over India. We also won recognition awards from the industry forums. We would like to thank the Indian channel partners and consumers for helping us. We remain bullish for coming months for both HP & Acer storage products.



**Rajesh Khurana - Country  
Manager-Consumer Business,  
Biwin**

**Saumya: What are the methods of manufacturing and distribution of your products in India?**

**Rajesh:** BIWIN has built its own complete packaging, testing, and manufacturing lines. From product definition to R&D to mass production, all BIWIN products undergo strict and meticulous design verification (DVT) and product verification (PVT) to ensure stable performance and excellent quality. BIWIN offers a full range of flash storage and memory solutions for many different industries, applications and solutions. In India Biwin distributes and markets Acer branded storage through Fortune marketing and its partners. In addition, Hp branded storage products are distributed by Fortune marketing and Ur distree along with their wide base of resellers, System integrators and online partners.

**Saumya: What were the challenges you faced and missions when you started this company?**

**Rajesh:** BIWIN is globally one of the top companies in DRAM and Flash Storage field for the last few decades and with in-house IC packaging capability. We have already completed over billion+ IC packaging with 99.7% yield rate.

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*"The future trends that Barco expect in the hybrid collaboration space include enhanced collaboration and communication, seamless connectivity between remote and on-site workers, and social collaborations where employees can collaborate over internal social media platforms."*

**Saumya: How have Indian organizations evolved in terms of research and innovation in the post pandemic period?**

**Ashish:** The Pandemic has impelled organizations into the future, quickly accelerating digital transformation across industries. Organizations are now focusing on creating a balance between in-personal and virtual work, driving engagement, and providing employees the flexibility to work from anywhere. There's an increased focus on collaboration platforms capable of creating seamless connections across organizations, and one example we can consider is Barco Click Share Conference, an enhanced collaboration technology offering customers the possibility of 'Bring Your Own Meeting' and epitomizing seamless hybrid collaboration.

Further, organizations are now turning towards next generation technologies like Machine Learning, Software as a Service, Cloud Infrastructure, and Internet of Things, to boost resilience and business continuity. In addition to these technology trends, we can see a rapid evolution in the accepted work culture and norms. Surveys around hybrid workplace indicate that technology is empowering offices and employees to be more flexible, efficient, and resilient, over the longer term. Agility is highly valued in today's hybrid work culture and this has led to an explosion in the gig and contractual economies.

**Saumya: Please share details about the Software Labs by Barco.**

**Ashish:** As part of our digital transformation initiatives, Barco has invested heavily in expanding the Software Labs team in India and we remain committed to this aim. Our Software Labs has been developed in line with

the hybrid collaboration and agile mindset as these are the guiding principles to promoting innovation and ensuring faster value delivery to the customers. Barco's software capabilities have also enabled us to successfully transform into a more resilient and healthy platform, while becoming a successful solutions company leveraging hardware, software and services.

Barco India has a strong port of technology talent that develops software products and solutions across the Enterprise, Education and Healthcare verticals, using diverse technology stacks from embedded software on hardware devices, to SaaS solutions deployed in multi cloud environment (Azure, AWS). Barco's premium visualization and collaboration solutions, such as Click Share Conference, we Connect etc., help transform enterprises by enhancing productivity and continuity for businesses, while facilitating a hybrid and resilient model that can withstand future challenges.

Keeping the Hybrid Workplace model in place, the two-floor Barco Software Labs is designed to enhance efficiency and showcase a common lab area offering flexibility for expansion or addition of new labs. One

floor is divided into the lab zone, silent work areas, and collaboration zone, with each team having a personal space next to their sitting area, fully-equipped with display, whiteboard, and Barco Click Share Conferencing Solution. The infrastructure also features a full-fledged experience and demo centres for meeting room, healthcare, control room and education solutions, offering customers the actual feel of the experiences enabled by Barco.

**Saumya: What will be the organization's strategy towards R&D in coming years?**



**Mr Ashish Gupta Vice President, Head of Software, Barco India**



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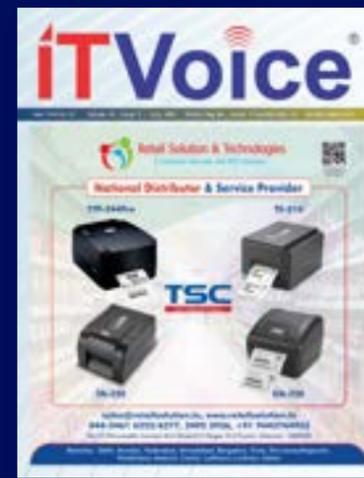
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## Acronis End-of-Year Cyberthreats Report Finds Average Cost of Data Breaches Expected to Surpass \$5 Million Per Incident in 2023

Acronis, a global leader in cyber protection, today released its latest cyberthreats and trends report for the second half of 2022 which found that phishing and the use of MFA (Multi-Factor Authentication) fatigue attacks, an extremely effective method used in high-profile breaches, are on the rise. Conducted by the Acronis Cyber Protection Operation Center, the report provides an in-depth analysis of the cyberthreat landscape including ransomware threats, phishing, malicious websites, software vulnerabilities and a security forecast for 2023.

Of note, the report found that threats from phishing and malicious emails have increased by 60%, and the average cost of a data breach is

expected to reach \$5 million by next year. The research team who authored the report also saw social engineering attacks jump in the last four months, accounting for 3% of all attacks. Leaked or stolen credentials, which allow attackers to easily execute cyberattacks and ransomware campaigns, were the cause of almost half of all reported breaches in the first half of 2022.

"The last few months have proven to be as complex as ever – with new threats constantly emerging and malicious actors continuing to use the same proven playbook for big payouts," said **Candid Wüest, Acronis VP of Cyber Protection Research**. "Organizations must

prioritize all-encompassing solutions when looking to mitigate phishing and other hacking attempts in the new year. Attackers are constantly evolving their methods, now using common security tools against us – like MFA that many companies rely on to protect their employees and businesses."

As security tactics and the technologies associated with them evolve, so do the threat actors trying to break into organizations and their ecosystems. The constant feed of ransomware, phishing and unpatched vulnerabilities demonstrate how crucial it is for businesses to reevaluate their security strategies.

Ransomware Continues to be the Number One Threat




## Lapcare launches GoBeat II Bluetooth Party Speaker LBS-666 at an unmatched price of Rs. 2499

Lapcare, one of India's leading consumer tech brands with expertise in computer & mobile peripherals, has announced the launch of the latest GoBeat II Bluetooth party speaker LBS-666 in the Indian market. Positioned to be the powerful loudspeaker by Lapcare, GoBeat II shall be made available in all the leading retail stores at a whopping price of Rs. 2499/- from December onwards.

The GoBeat II LBS-666 has a built-in lithium-ion battery with 3.7V1200mAh, which means the speaker guarantees music 10 hrs/day. The Speaker also features Battery Care Mode that prevents overcharging, making your speaker more de-



pendable and durable. The support of the Dual Diaphragm and TWS, allows you to enjoy true stereo sound quality without the use of cables or wires.

The Go Beat II speakers can easily connect to your mobile phones and laptops through Bluetooth. You can also carry it from room to room or just throw it in your bag. Commenting on the same

**Mr. Atul Gupta, Managing Director, Lapcare** said "Lapcare is a consumer-friendly brand that is committed to delivering and meeting its customers' demands, by bringing them up-to-date technology products, through studying the market



trends. We understand that our young customers require vibrancy and with GoBeat II LBS 666, we keep our promise of bringing a variety of wireless and easy-to-use products with a longer life, which means enhanced usage without any worry. We shall be bringing in more such products in the future."

Having more than 36 offices pan India Lapcare is the brand of Rx Infotech Pvt Ltd that offers products across 7 categories and 210 product lines and is supported by a wide dealership network of over 21000 across the country.

Lapcare prioritizes its consumer's convenience & comfort and to ensure the same they have come up with several many consumer-friendly schemes like the Unique Lapcare Protection Plan, One Nation One Warranty, and Return without proof of purchase that manifests Lapcare's confidence in their product quality.

# CONSISTENT Showcases its Extensive Make-In-India Security, Surveillance & Networking Portfolio at IFSEC India 2022

With years of expertise in the field of Information Technology, Security & Surveillance, Networking, Electronics and Print Consumables CONSISTENT Infosystems Pvt. Ltd., announces its participation in South Asia's Largest Security, Surveillance & Networking Expo and Conference – IFSEC India 2022 being held from 1st to 3rd December 2022. CONSISTENT is displaying its Security, Surveillance, Protection and Networking portfolio that has been built under Make-In-India initiative after deep research, employing in-depth tech solutions, and multiple tests.



As a technology solution Indian brand that has a consistent futuristic approach towards all its products and innovations, has become a major market player in the Security, Surveil-

lance and Networking domain of the country. Founded by Nitin Bansal and Yogesh Agarwal in 2011, the brand has achieved a decade-long experience and significant market share in India.

At IFSEC, the tech-based products of CONSISTENT that are being showcased are CCTV cameras, CCTV SMPS, Wireless Routers, 4G USB Dongle, POE Switches, CCTV cables, CAT6 cable, Micro SD cards, HDDs, and Networking Racks etc. Besides this, CONSISTENT is also showcasing its LED Monitors and LED TVs which goes with Security & Surveillance solutions at the Expo.

In a statement, the CEO of CONSISTENT Infosystems Pvt Ltd, Mr Yogesh Agarwal said, "We are confident that IFSEC India 2022 will assist us in giving our products greater ex-

posure. The platform will significantly help us understand the changing trends, meet with industry-level experts and enable us to further disrupt the security surveillance and networking industry in the future."

Security and Protection are the necessities of today. CONSISTENT was launched with the belief that the future needs to be smarter, better and best for mankind. It has remained firm on this ideology and has innovated products that align with the modern needs of households and commercial properties.

A detailed look at the product range that is on display are as follows: CCTV IP Camera

It features IP6, completely weather-proof. It gives three access adjustment housing and a strong single-anti-interference ability. The operating temperature has a range of 10 C to 50C.

## Gizmore launches a unified app for its smartwatches and IoT devices in collaboration with Tres Care

Gizmore, one of India's leading Smart Accessories, Fitness Gear and home audio brands, today announced the launch of a unified app for all its smartwatches and IoT products. For this app, the company has joined hands with Tres Care. Tres Care is an AI-Based Health Tracking Solution and is on a mission to provide real-time access to health monitoring.

At the onset, Tres Connect app will be available with Gizmore's best-selling smartwatches – GizFit Slate and GizFit Ultra and will be available for all Gizmore smartwatches in the next few months. The app is now already available on Apple and Android App Store.

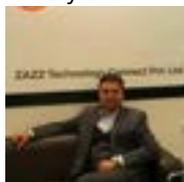
The smartwatch segment in India has been growing at an exponen-

tial rate. Gizmore is leading the pack with its top-of-the-line smartwatches that are priced for the masses. With its association with Tres Care, Gizmore aims to elevate the smartwatch experience for users and offer even more comprehensive data relating to their health and fitness.

Commenting on the partnership, **Nishant Goel, Director – Marketing, Gizmore**, said, It has now become imperative for consumers to track their health. The new-age apps enable them to get real-time updates and make more informed decisions regarding their fitness. Our strategic partnership with TRES care will help us expand even faster in this segment and

provide our users with better insights. We will soon make this app available for all our smartwatches and IoT devices. Along with providing expansive data and proactive health alerts, we have also ensured that this data is completely secure and not shared with any third-party apps".

**Gaurav Chiripal, Founder and CEO of Tres Care**, said, "We are happy to collaborate with Gizmore, one of the fastest-growing smartwatch brands in India. Through our proactive health alerts, users can unlock the full potential of their smartwatch and lead a fitter life. Our endeavour is to enrich the users' lives and switch to a healthy lifestyle".



## NetApp Deepens APAC Channels and Alliances Engagement with New VP Appointment

NetApp® (NASDAQ: NTAP), a global, cloud-led, data-centric software company, today announced the appointment of Brenda Tan as the Vice President of the Channels and Partner Organization, Asia Pacific & Japan. Brenda will define the APAC strategy for NetApp's channel model, and work hand-in-hand with partners to execute the strategy across the region. Brenda's appointment follows the recent launch of NetApp's Partner Sphere program, which aims to accelerate digital and cloud transformation for enterprises.

"As we forge ahead in our



evolved cloud transformation journey, our Channels and Partner ecosystem is the bedrock for our next phase of growth," said **Sanjay Rohatgi, Senior Vice President and General Manager, NetApp Asia Pacific & Japan.** "Brenda's track record in leading some of the highest performing channels and alliances teams in the region makes her the ideal leader to drive NetApp's Channels and Partner Organization. Under her leadership, Partner Sphere will bring our partner-first culture to life."



"I am excited to be appointed to this role and look forward to working with our partners across APAC," said **Brenda Tan, Vice President of the Channels and Partner Organization, APAC, NetApp.** "With enterprises embracing the hybrid multicloud, an evolved cloud approach is crucial in helping them realize the full business benefits that lie ahead. The best-in-class solutions and capabilities offered jointly by NetApp and our partners will bring transformational value to our customers across the region."

Brenda has more than 25 years of experience in the technology industry building and leading sales, marketing, channels and alliances functions. Prior to NetApp, Brenda has led the expansion of indirect businesses for Oracle Cloud, Broadcom CA Technologies, IBM and HPE.

## FireMon and netpoleon India Celebrates five-year-long Partnership

FireMon, the leading network security policy management company that brings visibility, control, agility with automation to enterprise cloud/hybrid network infrastructure and netpoleon India celebrates five years of their strategic partnership in India. With their strong presence growing fast across India, the two technology giants have been redefining and enabling businesses with cutting-edge solutions and expertise to thrive in the new digital world.

The celebration marked the onboarding of **FireMon's Country Manager – SAARC, Mr. Pratap Mondal.** With his rich experience in the channel business for over a decade, Pratap will drive the enterprise business growth, build the SAARC regional GTM and establishing channel-driven demand generation processes

When asked about his new appointment and expectations from netpoleon, Pratap said – "FireMon is in a great position right now, not only is the company continuing to grow in this economy but the firewall operations and security risk management market popularly known as Network Security Policy Management (NSPM) as a whole is transitioning out of the emerging stages into a very hot space right now. I am excited to be a part of something I have had the opportunity to watch grow over the last several years and am encouraged by what the future holds for us".

On this celebratory occasion, **Mr. Shikwang Jang – APAC Regional Director at FireMon** sent his thoughts with a message from Singapore on his

continued journey with netpoleon – "netpoleon has been extremely committed to our partnership and has already created a solid awareness of the solution in the Indian market, reaching out to channel partners and enterprise customers. We aim to leverage on this and establish a strong footing making FireMon a household name in the Indian IT market".

Gearing up for the new year with a power-packed strategy for FireMon, **Mr. Milton Dorairaj – Assistant Country Manager at netpoleon India** added "Channel partners and vendors trust netpoleon for our unmatched value and choice of technologies, experienced sales/technical team, focused turnaround time and expertise across customer verticals like IT, ITES, BFSI, manufacturing, pharma, logistics, etc. We welcome and look forward to working with Pratap in setting new benchmarks for FireMon in India".



## Iris Global Delivers APC-Schneider UPSs & Power Systems to LIC Housing Finance thru Aurangabad Partner worth Rs 8.50 Crore

The Delhi based newly awarded as the "Most Popular ICT Distribution and Integration House of India", Iris Global Services has recently delivered through its Western India Partner – M/s Friend Elec Power – 150 nos of APC (now Schneider Electric) High Power UPS systems for its client LIC Housing Finance spanning 150 locations Pan India.

Speaking to Newsmen, **Mr Pradip G Shelar, Proprietor of M/s FriendElec Power**, a young start up entrepreneur, specializing in power solution located at Aurangabad said – "Iris Global has supplied 150 UPS systems of Single phase and Three phase with VRLA Batteries & Lithium-ion batteries respectively of different kVA ratings for our client LIC Housing Finance for their 150 locations pan India. They have supported us with timely deliveries thru all the client's sites against our invoice with a project value of Rs 8.50 Crore".



"Friend Elec is a new addition to our Iris Channel Family. They are known for providing Power Solution for Corporates, Government and Federal organizations. Being a newly founded start-up over a year old having a turnover of 1.50 Crore, Iris supported them and helped in executing the deal successfully" said **Mr HireKhan Pathan, RM Iris Global Services**. "We are proud to deliver this prestigious project to 150 locations country-wide" Mr Pathan concluded.

Iris has been extremely supportive for startups and young partners. Their efficient logistic & credit helps them to execute large deals smoothly.

Schneider Electric has recently conferred M/s Friend Elec Power with the " Best Performing-West " channel partner award. It was presented by Mr

Michel Arres, Vice President IT Channel & Alliance, Secure Power International and Mr Swarup Das, Director Channel Sales India at Kolkata on 10th Nov 2022.

Iris Global has been the "Distributor of Choice" known for quick response, delivering on time, impeccable personal touch and their comfortable service.

Its invariably have become the most preferred distributor for Channel, SIs and Associates. Iris is also known for getting orders loaded quickly.

**Founder Chairman, Iris Global – Mr Sanjiv Krishen** said " We are happy to welcome M/s FriendElec, a young budding startup enterprise. They have appreciable strength and ability in providing Power Solution, UPSs & Power components for Enterprises that is a back bone of any infrastructure. They had previously in 2021 delivered Rs 65 Lac of Power Solution Products to the same client.



## Lenovo Brings 'Custom To Order' Feature for Desktops for the first time to India

Lenovo, the global technology leader, today announced that it is extending its unique 'custom to order' (CTO) feature to desktops in India as well. The Legion 5i Tower desktop now comes with a customization option that was previously only available for IdeaPad, Legion, and Yoga laptops. The Legion 5i Tower is the first desktop in the country where buyers can upgrade their base model setup to a high performance battle-station with a more immersive experience.

The CTO option is exclusively available on Lenovo.com, for customers to avail end-to-end customization

which includes upgrading the processor, graphics card, RAM, hard disk drive, screen type, keyboard, and operating system (OS) type at the time of purchase itself. The customized device will get delivered to customers within 4-6 weeks of purchase. All products in the Legion laptop range including the Legion 5, Legion 5 Pro, Legion 7 and Legion Slim 7 can also be similarly customized during purchase.

Lenovo has introduced some exciting offers to encourage customers

to experience CTO desktops. Customers can upgrade to Nvidia RTX 3070 8GB at the cost of Nvidia RTX 3060 Ti and save Rs.15000. They can also avail an extended warranty of three years for only Rs.99, till December 15.



**Hiral Somaiya, Head – Category Management, Consumer Business, Lenovo India**, said "At Lenovo, we are extremely focused on our customers' requirements, and we recognize that each person uses the PC for a different purpose. With

our 'custom to order' purchase option, gamers and creators will have the liberty to build their desktops according to their gameplay, preferences and budget.

## ViewSonic Launches X2000L/B-4K Ultra Short Throw Smart Laser Projectors Turning Your Living Room into an Audiovisual Feast

ViewSonic Corp., a leading global visual solutions provider, launches its latest Ultra Short Throw Smart Laser Projectors – X2000B-4K and X2000L-4K, equipped with 2nd generation laser phosphor technology offering a lifespan of 20,000 lamp-free hours. In addition, the projectors deliver vivid 4K HDR images and amplify audio by theatre-level Harman Kardon speakers, elevating the audio-visual experience instantly. Designed ergonomically, these projectors blend perfectly with the interior and add to the modern home set-up.

**Mr Muneer Ahmad, Vice President – Of Sales and Marketing ViewSonic India,** said, "Lamp-free technology is taking a wider space in the projector segment, and we at ViewSonic are imperatively focusing on bringing this in our latest projectors. Our flagship models



– X2000B-4K and X2000L-4K, are our first Ultra Short Throw smart laser projectors, ideal for home entertainment giving a best-in-class visual and audio performance. We at ViewSonic are committed to updating and implementing new technology. Our X series intends to add aesthetically pleasing design to the projectors to enhance the home interior. We hope to see the same positive feedback from the audience for X2000 as we witnessed with our X1000 projector."

**Blending into Your Space Harmoniously**

The new X2000B-4K and X2000L-4K projectors are available



in black and white to compliment the aesthetics of any home interior. It is also the finest space-saving option due to its 0.22 ultra-short throw ratio,

which delivers a 100" screen just 23 cm from the wall while keeping the openness of a home.

With flexible placement, the projectors have an adjustable setting for all corners, effortlessly projecting high-quality images from every angle.

The 60-point adjustment capacity ensures that the projected image is proportioned accurately, even when the surface is curved or spherical. When not in use, the projectors are unobtrusive and aesthetically stunning, blending subtly and harmoniously into the space.



## Kuber Digital Labels scales its Digital Printing business with the new HP Indigo Digital Press

Focused on enhancing print production standards, Kuber Digital has installed an HP Indigo 12000 HD Digital Press at the facility in Meerut, Uttar Pradesh. The digital printing service provider catering to photography & general commercial print applications will utilize HP Indigo 12000 HD Digital Press to venture into the new big-size albums, Light Packaging, Gift Boxes, and Wedding Invites, Sheetfed Labels and Personalized Amateur Photo Books.

Providing freedom to innovate and create unlimited designs, the 29-inch HP Indigo



12000 Digital Press offers exceptional print quality, great productivity, and broad versatility to generate the widest commercial application range. The leader in print quality and color matching, it is equipped with intelligent color automation and Indigo's liquid electrophotography (LEP) technology. HP Indigo ElectroInk has the widest digital color gamut, reaching up to 97% of PANTONE® colors and using up to 7 ink stations on press. HP Indigo 12000 digital press also features a 5th ink station for WHITE INK and SPOT



colors, providing color accuracy that will further enable Kuber Digital to produce crisp linework, attractive images, and the finest digital prints in B2 size.

To simplify and automate production, HP Indigo 1200 offers HP Print OS which is an effective tool to ensure business productivity and measure performance. Utilizing this platform, Kuber Digital can manage daily production and take appropriate measures to improve operations and maintain its market reputation.

**Sanjay Rastogi, Managing Director, Kuber Digital** said, "To stay on top of the industry trends, we installed HP Indigo 12000 HD digital press, becoming the first printing business in Uttar Pradesh to address the growing demands of commercial printing solutions.

## RDP's new state-of-the-art facility is ready to upscale production to 100,000 units

**A**ffordable computing devices manufacturer – RDP Workstations Pvt Ltd, planning to scale up their production to 100,000 units per annum has its new facility in Hyderabad ready for the job.

“At present we have a wide range of products that includes Desktop PCs, All in One PCs, Laptops, Servers, Workstations, Tablets & ThinClients for both personal use as well as business applications,” says **Ashok Kumar Gorla**, COO of the company.

With its trained manpower of 200 plus which has steadily been increasing RDP now has a production capacity to manufacture over one lakh units per annum.

RDP's 28,000 Sq ft state-of-the-art manufacturing facility at Hyderabad includes Sourcing, Procurement, Warehouse, Manufacturing, Logistics, Mother RMA Center, New Product Development Center etc.

“The company adheres to best indus-

try practices to avoid ESD such as ESD flooring, ESD apron, Anti static wrist strip, ESD Foot wear, ESD cap to ensure that the products produced in the factory are ESD free and ensures Product Reliability” says Ashok.

“We at RDP perform industry-standard PC Reliability and load testing for Endurance, Reliability and Stability. We ensure the Outmost Performance of the Product by using the Industry Standard Benchmarking tools”, he says.

“RDP's Incoming Quality Check (IQC) is a process of controlling the quality of RAW materials and components for manufacturing a Product before production begin”, he added.

RDP believes that Component and material quality is a Key to determine the quality of a final Product and having a 1,000 plus Production Process checklist, Ashok says.

When affordability of Laptops or Smart phones to cater to the needs of digi-




Factory

tal India poses a challenge, RDP was in the news for marketing a laptop at an unbelievable price tag of Rs.20,000.

RDP plans to venture into Cloud Solution and Data Center from their new facility anytime in near future.

The company, only ten years old, showcased its products in Gandhinagar during the digital India week 2022. 'Catalyzing New India's Techade', the DIW 2022 exhibition was inaugurated by Prime Minister Hon'ble Shri Narendra Modi in July at Gandhinagar, Gujarat. DIW was launched in 2015 with a vision to transform the nation into a digitally empowered society and knowledge economy.

Company officials say “Our vision is to provide affordable quality computing devices to people.

## Schneider Electric has chosen India to become its Artificial Intelligence hub

**A**ccording to a top executive, Schneider Electric is creating its worldwide artificial intelligence base in India. India already makes up the largest portion of the digital organisation, accounting for 40% of the team's 2,000 members, according to Peter Weckesser, executive vice president at Schneider Digital and chief digital officer at Schneider Electric. Over 5,500 R&D and software engineers from Schneider Electric work across a range of technologies and activities in India.

The French corporation has made it a priority to use artificial intel-

ligence to increase value both inside and externally.

“We have built an open AI organisation, which stretches across the internal and external risks responsibility, and also this AI organisation has the biggest footprint in India,” said Weckesser.

The AI hub currently employs 200 individuals worldwide, 65 of them are in India. A year and a half after the company began working on incorporating AI into its products, it became clear that it needed to group all of its AI expertise into a single global AI hub. As a result, the Bengaluru centre was

chosen. It has a chief AI officer who is now based in France, but according to Weckesser, this position may one day also be managed from India.

Hiring, he said, would continue, both for the AI organisation in India as well as the larger R&D set up. “My organisation not only has the biggest footprint running in India, We also have the highest number of new people we are hiring in India.



## ESET launches psychometric test to uncover visionary thinkers across the world

**E**SET, a global leader in cybersecurity, today announces the launch of the Progress Personas psychometric test, developed in partnership with The Myers-Briggs Company, a pioneer in personality and professional development assessments. The test is designed for the curious and inquisitive, with the questionnaire allowing individuals to identify where they fit on the scale of visionary thinkers.

The Progress Personas test is designed to understand what makes people tick, innovate, and push society forward. After responding to a series of short questions, individuals will be provided with a bespoke report outlining the likely strengths and weaknesses of their forward-thinking personalities. The reports detail the spe-



cific innovative persona type they fall into, including The Changemaker, Flex Fury, Authentic Dynamo, Power Pro, Firestarter, Captain Conventional, Doctor Constant, The Chameleon, or The Inventor.

"We live in a changing world where we need to adapt and be resilient in order to progress. ESET believes that any inquiring mind has a role to play in contributing to progress that keeps the world turning," comments **Ignacio Sbampato, Chief Business Officer at ESET.** "Everyone has different ways of being progress-minded. This psychometric test will highlight an individual's forward-thinking persona and provide hints and tips to help reach their full potential. We're excited to be partnering with a respected insti-



tution like The Myers-Briggs Company, to bring something insightful and fun to our global audience."

"ESET places immense importance on the development of science and technology around the world. Whilst progress comes in many shapes and forms, it is important to protect it. ESET is proud to have been at the forefront of protecting progress for more than three decades," adds Sbampato.

The psychometric test was developed in coordination with the company that publishes the famed Myers-Briggs Type Indicator® (MBTI®) assessment that reveals the differing psychological preferences in how people perceive the world and make decisions. The MBTI assessment indicates a person's preference in four separate categories: Extraversion or Introversion, Sensing or Intuition, Thinking or Feeling, and Judging or Perceiving.

## Lipi- Channel Partner Meet

**T**he Lipi data systems limited, came forward with a meeting of the entire nation's 'consumable channel partners' on November 24th, 2022 at the Lipi data systems limited in the city of lakes- Udaipur. As the meet took place along with all of the Indian dealers, they were all given immense amount of knowledge regarding the products like the line matrix

printer, data matrix printer, atm machine etc. by the engineers present at Lipi. **Lipi's CMD – Mr. Singhal** also presented his thoughts and knowledge about the same to the dealers.

A photography ses-



sion was also conducted with the dealers present at the meet.

Few of the most eligible dealers were also awarded and paid respect to considering their work.

Computer byte technology private limited located in Jaipur, Rajasthan's – **Mr. Mukesh Jain** was also awarded as the 'best dealer' title by the Lipi Data System's Limited Chairman as well as its **Managing Director – Mr. Sameer Singhal.**

We wish him all the best for his bright future.

## Mobile, Crypto, 5G: trends that will define cybersecurity in 2023

# SOPHOS

**I**n a world dominated by technology, we have seen rise in cyberattacks, both in terms of volume as well as complexity. The Sophos State of Ransomware 2022 revealed alarming findings that showed that 78% of surveyed organisations in India were hit by ransomware. In addition, more than 90% of Indian organisations that were attacked said these attacks impacted their ability to operate and led to a loss of business/revenue. Over the course of 2022, we continue to see cyberattacks taking place at a large scale, dominating news headlines, and crippling organisations for days.

Today, it is safe to say that with the commercialization of ransomware-as-a-service, cyberattacks are getting more brazen, and will continue to evolve in 2023.

Here's are some cybersecurity trends to watch out for in 2023:

Mobile devices are increasingly targeted:

As mobile applications have become the dominant way in which people interact with the internet, mobile devices are at the center of a burgeoning range of new types of cybercrime. Not only are attackers still using fake applications to deliver malware injectors, spyware and banking-associated malware, but newer forms of cyber fraud have been growing in popularity, such as "pig butchering" schemes. Today, both Android and iOS devices are increasingly being targeted by fake applications; what is worrisome to note is that criminals have found ways to use social engineering to breach Apple's walled gardens.

Crypto-related scams will increase:

The devaluation of Monero, one of the most popular cryptocurrencies for cryptominers, led to a decrease in one of the oldest and most popular types of cryptocrime—cryptomining. There is also a rise in crypto-related mobile apps in the form of fake wallets that are used to scam investors. Additionally, crypto-related scams are continually shifting and mutating, swinging from fake cryptocurrency investment to fake crypto derivative investments, and into other fake financial markets.

5G will bring about increased cybercrime:

The recent launch of 5G in India will be a game-changer for technology adoption in India. 5G technology, will improve on its predecessors with faster speeds, higher bandwidth and lower latency, which will likely make it more common than 4G ever was.

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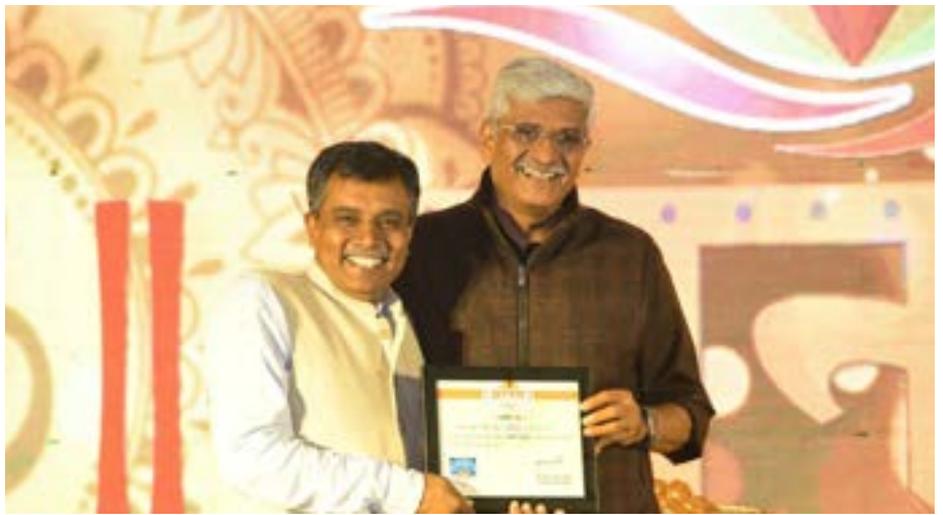
# Chief Editor of IT Voice, Mr. Tarun Kumar Taunk felicitated at Gyanam Mahotsav, December 2022

At Gyanam Mahotsav happened in Jaipur on 17th December - 18 December in Jaipur at Clarion Hotel.

#4 Edition of Gyanam Festival revolved around the importance of Sanatan Dharma in our nation.

Many of personalities were there including Jagadguru Ramanucharya Jiyar Swami Karpatri Ji Maharaj, Ayodhya, Kali Charan Ji Maharaj, Sadhvi Pragya Bharti, Mahant Deepak Vallabh Goswami, Sadhguru Dr. Charudatt Pingle, Baba Balaknath (MP), Gyan Dev Ahuja, Ravi Kumar Iyer, (International RSS Coordinator), Dr. Omendra Ratnu, Major General Anuj Mathur, Rajvyardhan Singh Rathore and many more dignitaries Minister of Jal Shakti (Government of India) respected **Mr. Gajendra Singh Shekhawat** honored IT Voice editor Mr. Tarun Kumar Taunk for his excellent work in the field of IT Media.

For more, visit, [www.gyanamfoundation.com](http://www.gyanamfoundation.com)





IT Voice Media was one of the partner of the two days of Gyanam, there were more than 50+ Speakers. There were more than 12+ Session in this two day event at Gyanam and various insights and knowledge were shared by all the well- known speakers. The motto was Country first and the role of "Dharma" in politics.

For more, visit, [www.gyanamfoundation.com](http://www.gyanamfoundation.com)

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