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**FEBRUARY
2012**



CES jungle

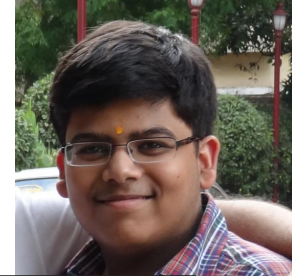
**AMAZON COMES
TO INDIA**



**MAJOR IT COMPANIES SHUFFLE CEOS
ULTRABOOKS AT CES 2012
APPLE TRIES TO IMPROVE EDUCATION**

EDITORIAL

STOP PIRACY, PLEASE!



Vidit Bhargava

Last month FBI shut down Megaupload, one of the largest hubs of pirated material on the Internet. The founder 'Kim Dotcom' a millionaire having expensive cars with fancy number plates, was sent to Jail and his beloved cars were seized. Whatever happened was good and morally correct. But The instance didn't go very well with the general public. After all their pirated bread and butter was being snatched! The ignorant consumers don't worry about who is losing the money or who is not. Why would they?

However, The other side of the picture is a glum sight, Pirated products are hammering the sales of those who are making goods. Be it authors, movie makers, developers, all of them are being robbed of millions every single day.

Here is what some of my friends of have to say about the shutting down of eminent players in the dirty, flimsy world of piracy:

"If Mediafire* shutdown hell breaks loose"

"Internet on a larger scale is doomed"

See? Every one is worried about what would happen to 'their pirated stuff', no one ponders on the fact that, what they were doing was wrong, and the shutting down of such websites is for a prosperous tomorrow.

This is one hard fact that no one but developers understand these days. Ask a filmmaker if he'll ever download a movie illegally or an author if he would use the torrent to get an eBook for free, or a Software developer if he downloads free software or apps just to save money. The Answer is going to be 'NO' every time.

Trust Me, I feel like bashing anyone who laughs at me when I tell them my iPod is not Jailbroken. It is not, And will never be. The reason is simple, Jailbreaking an iPod is going to be of no-use to me, Jailbreaking not only helps you to modify the software of your Device (and hence compromising its purity) but also helps you to download and run paid apps at no cost. Now, why would I want to do any of this non-sense. Being a developer I know how hard it is to earn money when you register an app on the App Store. Robbing any other developer of his money, is simply not in my DNA! nor would it be in any other law-abiding citizen's. You just don't steal simply because you want to save money. But The problem is half the world doesn't understand what they are doing is stealing.

Put yourself in the shoes of a developer, an honest man trying to make ends meet and the world will turn upside down for you. Piracy will be one of the biggest antagonists in the story of your life. You build a powerful app, a good movie or a nice book, in hope that you will help yourself financially but the world outside doesn't want to do that they want to admire your masterpiece but without you earning money. What will you do then?

Stop Piracy, Please! It costs more than using a genuine product. It costs a soul.

** Mediafire might not be a major hub for pirated goods but it surely is a free market where both paid and shareable material are available for free.*

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AMAZON'S 'JUNGLEE' ADVENTURE



Vidit Bhargava

Last week Amazon launched its first weapon into the Indian e-commerce world by restarting a website it bought 14 years ago. 'Junglee'. While the rumors suggested that Junglee would be a fully functional e-commerce website, which will allow users to buy stuff, and explore a wide variety of goods, Much like flipkart, but they turned out to be bitterly untrue, Junglee was no-way close to what many understood it to be. However those well aware of the deal that had happened 14 years back, Would have known Junglee was always something entirely different.

Amazon had bought 'Junglee' a website which had a large database of goods where you could compare prices from two or more resellers, it also gave the users the best price that was available both on offline stores and online ones. It was founded in 1996 by Ram Shri Ram (Who'd later go on to become one of the founding investors in Google). Junglee at that time had been fairly popular and had ties with major retail brands. We hadn't heard about the website ever since it was bought by Amazon. And it was a complete surprise when Amazon launched the website in India, with the same features it had back in 1998.

Junglee is a good idea. But it is old. Junglee would have been viral if it had come to Indian shores in the 1990s, it would also have done good for some time in the early 2000s but given the current scenario where Flipkart is an e-commerce website that has a great public presence, and rules the Indian e-commerce business, Junglee seems to be too small a venture to exist individually.

With the arrival of Junglee, also arrive the Amazon Kindle and the thousands of other goods which can be

bought via Amazon and shipped to India. (The shipping charges are quite high, though). Junglelee also re-directs users to websites which provide the cheapest deals on anything. For example, a book is available at flipkart for Rs.500 and it is available at some other lesser known site for less than Rs.500, Junglelee will inform the user about that lesser known site. This can help Junglelee attract traffic away from Flipkart, because most of the times, the prices at flipkart are a little higher than other websites.

Junglelee may have been Amazon's small missile in a pre-planned domination mission. Missile or not, the announcement was surely not small, the rumor-mill churned out the information about Amazon's arrival a week before the website was live, and the online social sphere was abuzz with joy and was eagerly waiting for the big daddy of all e-commerce websites to launch in India. But when Junglelee launched, it was like expecting an iPhone but receiving a chinese fake of the same. Junglelee burst into flames, as soon as it entered. No one liked to use a stripped-down version of Amazon. Amazon could have come up with the actual Amazon with real e-commerce given that the company has a really good brand presence in the urban areas and it would really have created some tough competition to the big-players. But that obviously didn't happen. Instead, Junglelee is already dormant. Amazon's weapon failed to fire.

So here you are. Junglelee. A small website for comparing prices of items, blown up to be mistaken as Amazon in Indian clothes, and getting flop as soon as it launched.

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CES 2012

ULTRABOOKS OR ULTRACLONES



Vidit Bhargava

Sometime back, Intel introduced a new class of laptops called 'Ultrabook'. It defines it as 'a higher-end type of subnotebook'. The definition itself is so complex, that you can imagine what kind of weirdly boiled mockery the Ultrabooks will turn out to be.

The CES was paraded by Ultrabooks from Asus, Acer, HP, Dell, Lenovo this year. Almost every computer manufacture wants to wet its hands in the supposed Ultrabook Revolution.

To give you a clearer picture of what an ultrabook looks like Here are a few details about this 'Revolutionary' product that comes once in a while: The Ultrabooks are thin, light-weight, come in Unibody Enclosures and with limited ports. They also have a long-battery life. And almost all of them use 'Flash Based SSDs'. The display size is 11.6" to 13.3" or 14" at most. None of them features a CD-DRIVE.

Now you may know what an Ultrabook looks like:



Looks familiar? Isn't it? Its the MacBook Air that was launched in 2010. The Ultrabooks were announced in mid-2011. Most of the Ultrabooks shamelessly copy what the Macbook Air does. They have nothing new to offer. From the design ergonomics to the keyboard color.

Talking about the Ultrabooks, I'd like to mention the CULV processor over here: CULV (Consumer Ultra-Low Voltage) is a low power Intel Processor with Integrated Graphics. It is designed specifically for the Ultrabooks platform.

Intel plans to release these low-voltage processors in three phases. Intel plans to launch the CULV processors with Sandy Bridge Architecture in the first phase, Ivy Bridge in the Second and Haswell in the third. When you 'know' that Intel has Ivy Bridge and Haswell in works, which are better processors based on relatively newer technology (one of them is that of 3D Tri Gate Transistors), then there seems no point in settling for a Sandy Bridge Processor which looks like Yesterday's discarded waste when compared to the glorious tomorrow Intel Promises.

Having said all that about the Ultrabooks, I will like to add that not everything is so-clone like about the Ultrabook genre. While 'most' of

the ultrabooks may look like Chinese fakes of the macbook air. There are a few that are promising and aren't that bad.

According to Joanna Stern of The Verge there were a few notable Ultrabooks at CES and amongst them the best were: The HP Envy Spectre, XPS 13 and Lenovo Yoga were the best Ultrabooks at this year's CES.

Lets start with HP's Spectre. Its a comparatively thicker solution for an Ultrabook. and that's probably because of the Gorilla Glass it comes with. While the Gorilla Glass is a neat-trick, those obsessed with extremely slim laptops won't be very happy. It does have a good display and sports high-end ultrabook specs, which include a 128GB mSATA SSD, and 4GB of RAM with a Core i5 CULV processor and NFC capabilities. The only thing that HP seems to have copied from Apple's Macbook is the the color scheme. The black-keyboard on on a grey





body. HP's Spectre is better than the rest of Ultrabooks. It is priced at \$13,999.

XPS13 is Dell's first dive into the Ultrabook market. When closed, the XPS13 can easily be mistaken to be a clone of the Macbook Air. However it has a completely different feel to it when opened. The Interiors are all black. The Specifications of the laptop are also good. They are nearly the same as that of Spectre but the XPS has a Core i3 CULV processor and a screen-resolution of 1366X768. XPS13 also has the gorilla glass. However NFC is missing over here. The laptop is priced at \$999.

The last one on this list is Lenovo Yoga. It was the most uniquely designed ultrabook at CES. The laptop can turn into a touch screen tablet with a simple twist and fold action. Lenovo Yoga will come with Windows 8. It has a Flash SSD, a large 'quoted' battery life, it is thin and

its ultraportable. The hinge-design is a neatly done, but 'Yoga' might just prove to be very bulky to play the role of a Tablet. Also, the hinge may not be very comfortable for Laptop as well as Tablet users. The Lenovo Yoga (An Ideapad) will hit the stores only after Windows 8 makes a debut.

Final Words:

While the Ultrabook platform is flooded with clones, there are a few which stand-out and perform better than others. However I am never going to seriously consider buying anyone of them, just because I know that at the same price I can get much better. Ultrabook is largely an over publicized uninspiring technology. The Ultrabook platform might just survive or may turn out to be "Netbooks 2.0", which will eventually die a painful death.

EDUCATION

APPLE'S FORAY INTO EDUCATION



Vidit Bhargava

An education based event was hosted by Apple, last month. The event emphasized on how the company will try to change the decaying American education system.

Phill Schiller took the stage to kick-start the education event by emphasizing that USA wasn't a leader when it came to global education. He didn't forget to mention that the iPad had been the most desired gadget amongst the teens. Phill also mentioned about iPad's contribution in helping students study.

There were three things, that Apple Launched that evening. I'd like to go through them one by one and try to give a feed-back on exactly how revolutionary they are:

1. iBooks 2

iBooks, Apple's book-reading app for the iPad now features some really interactive content from popular textbook publishers. These are books specifically designed for the iPad. They are interactive, more colorful and much less boring than the books you might be reading today. And They have the same quality of content.

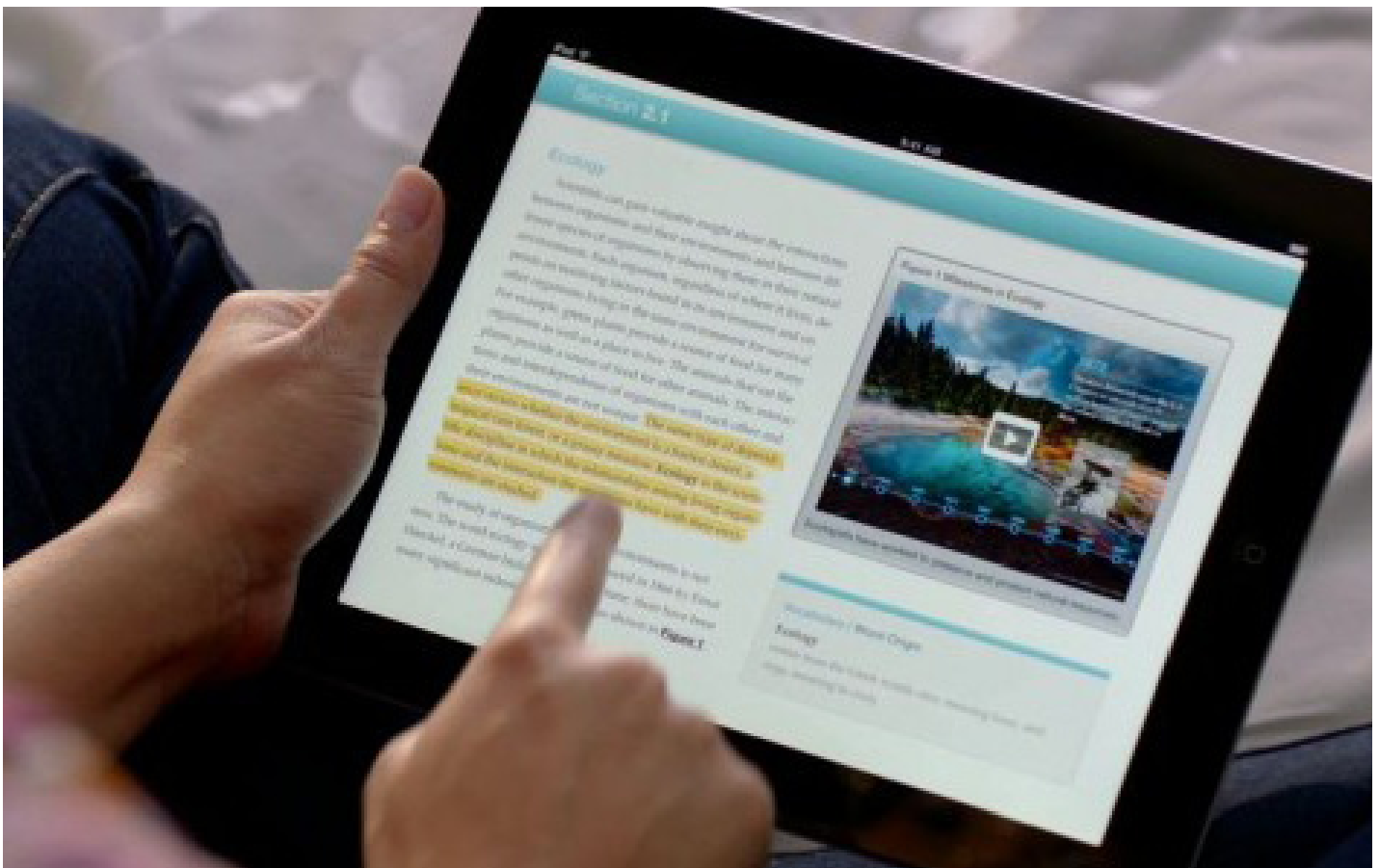
One such book is E.O. Wilson's *Life on Earth*. It's a biology textbook which is fully loaded with interactive content. You can pinch inside a human cell, interactively study the parts of an insect, get video lessons, visit interactive image galleries related to the topic, test yourself and get an interactive feedback there and then. Apple has redefined how a book looks like.

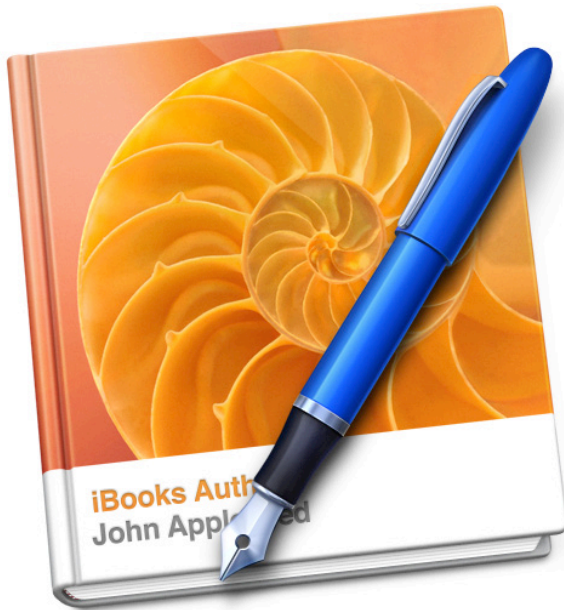
While these books may be great when it comes to 'reading the content' but when it comes to the books which concentrate less on the reading material and more on providing extra questions, the interactive way of learning faces a challenge. When you add more questions and less of content, you ultimately end up compromising the interactivity of the book. Which is something you won't want because the selling point of these books

is interactivity, followed by other supplementary factors.

The interactive iBooks also have a task of luring the kids into studies, while this may convert a few students and make them study 'more' but not many will 'start' studying just because their new books are on a touch-screen device, have a video or are interactive. Moreover to such kids, the iPad might prove to be more of a distraction than a learning ground. This is something perhaps no-one can change and technology's intervention doesn't help.

* iBooks 2 is a free update from Apple's App Store.





2. iBooks Author

This is a tool for the publishers. The iBooks Author lets you create interactive textbooks and test them on your device. It provides the Author with an opportunity to put content or add interactive media. This can be in the form of an interactive HTML5 widget, a 3D figure, a video or even a simple quiz. Publishers have a choice on what they can put.

iBooks Author is just like Instant food. It can create a new book in a matter of minutes. All you need is, the content to fit in and a suitable collection of pictures and video. iBooks Author manages almost everything. Also you can test your book on

your iPad before publishing it to the iBookstore. Authors can choose their own price.

However, iBooks Author has a large scope of improvement. Not only do authors have limited control to how their book can look, many of the services are only linked to Apple's ecosystem. For Example if you wish to add an HTML5 widget you just can't embed an HTML file. You will need to create a widget using Apple's proprietary dashcode and then embed it into the iBook. There is also little modification you can do with a set template. You don't have much say when it comes to changing the look and feel of the book. This might lead to a set pattern of stenciled textbooks on the iPad, in the future.

Apple Likes having a full control in all its products and iBooks Author is no exception. Its dead closed and all you can do is, play around with the Apple software. Its like a Garden with many swings, but it is closed on all sides. No where to escape. No room to expand.

On the whole the iBooks Author is a good desktop publishing tool but there is a lot left to desire over here.

3. iTunes U

iTunes U has enjoyed a good 4 and a half years of existence. It has been helpful to all kind of students and provides a good variety of courses from the world's best universities. Apple decides to expand it now, with an iOS App.

The new iTunes U iOS App features courses. What are courses? Well, Courses are just like the courses you might attend at your college. They involve Video Lectures, Mini Quizzes, Assignments, Study Material and Tests. They are a digital replica of a college course. Not only does iTunes U help you get all the content, It also helps you maintain notes, and allows you to

search through the study material and keep a track of your tests.

The iTunes U App is a nice addition. It is also the most effective way of learning and grasping content amongst the three announced by Apple.

The App has a good, clean and sensible UI which allows the users to concentrate on studying and lets them build a good understanding of whatever they are learning. Also the Tests, Quizzes and Assignments are very helpful.



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Summary:

While Apple may like to portray how revolutionary these new iBooks and this Digital Content is, It remains to be seen how well it performs. The Book business might turn out to be as good as the iTunes Music Store or might end up being one of the few failures Apple has faced in the past decade. Completely changing a country's education system is a big task, This is just a small step in one direction. Only time will tell if it is the right direction.



CEO SHIFT



SCOTT THOMPSON: YAHOO! CEO

Former Paypal President, Scott Thompson was appointed as the new CEO of Yahoo in January 2012. Thompson succeeded Tim Morse who was the Interim CEO at Yahoo after, Yahoo ousted Carol Bartz in August 2011. Thompson has previously worked for Inovant and had been a senior employee at Paypal, where he once a Senior Vice President and Chief Technology Officer. Scott Thompson is a relatively new figure to the world of computers and has a great responsibility ahead of him, to save Yahoo from a major collapse.



KAZUO HIRAI: SONY CEO

Kazuo Hirai is all set to replace Howard Stringer the current Chief Executive Officer at Sony on April 1 2012. Hirai joined Sony's computer and video game division in 1995. Kazuo Hirai role in the success of the Playstation brand has been instrumental. His marketing methods have won him a lot praise. In 2006, Kazuo Hirai replaced Ken Kutaragi as the President of Sony Computer Entertainment. Hirai is a popular name in world media and is being looked upto as the person who will put an end to Sony's current problems.



THORSTEN HEINS: RIM CEO

Thorsten Heins comes in as the CEO of RIM at a time when Mark Lazaridis and Jim Balsillie left the reigns owing to the current dismay of the company. Heins joined RIM in 2007. He soon became the Senior Vice President of BlackBerry Handheld Business Unit and then Chief Operating Officer of Products and Sales. Prior to RIM Heins was at Siemens AG where he was a Chief Technology Officer. At the time of the announcement Heins was expected to make revolutionary decisions, however Heins has put a stop to these rumors.



VIRGINIA ROMETTY: IBM CEO

A prominent IBM executive Ginny Rometty has been named to Fortune magazine's "50 Most Powerful Women in Business" for seven consecutive years. Rometty took the reigns from Samuel Palmisano in January 2012. Virginia Rometty is considered to be the lady who bought a cloud computing revolution to IBM. She also steered the creation of the IBM Watson for commercial use. With all these achievements to her name, she might just be the right successor to the legendary Palmisano

MVDIT TECH QUIZ

Vidit Bhargava

Q1. With which popular iOS Game will you associate the lead designers Keith Shepherd and Natalia Luckyanova?

Q2. "There is a horse in Redmond, that keeps running all the time" - Who said the above lines recently and what was he referring to as a 'horse'?

Q3. The logo of which famous International IT consulting company was made by Chetan KS, a student who has a motor and speech disability?

Q4. With which popular theoretical physicist would you associate the computer engineer Travis Bonfield?

Q5. Kim Dotcom made news recently by being sent to Jail. His website was taken down by FBI. Which website am I Talking About?

Q6. With which popular SoC will you associate P.A. Semi?

Q7. "If you want to see what genius looks like study X's words" - Scott Adams
What is X?

Q8. The X series of phones by Nokia is a famous category of smart phones. The branding team decided on the name X because it "sounded great when used with the Nokia brand name and ended with a vowel to make it work phonetically". 'X' means 'of the light' in Latin. However, it has surfaced the team failed to do a complete research as the meaning of the name X turned out to be quite embarrassing in Spanish. What is X?

Q9. Names such as Parliamentary Procedure, Lazy Susan and Bulletin Board were suggested for this path-breaking technology during its founding in the early 1970s. By what name is it known today?

Q10. Usually, large corporations keep acquiring whatever company that they think is a competition to their business. They keep eating whatever comes in their way. What term, coined by Namco Inc., is used to describe this strategy?



Q11. He was the CEO of Micron who died recently in a plane crash recently. What is his name?

Answers to previous edition:

1. Carrier IQ
2. Altair 8000
3. DEC
4. Internet Relay Chat
5. Gordon Bell and Dan Dodge
6. Open Specification Promise
7. Titan Rain
8. Tally
9. John Draper (Captain Crunch)
10. Android

Visit: www.mvdittechbook.com to check the answers to this quiz. to know more about Technology and answer more quizzes.

Mail us at :
viditbhargava@mvdittechbook.com for your valuable feed-back, questions, suggestions and for getting your answers published.



Q15. Identify Him.