DECEMBER 2015 • Rs 100

MY MOBILE™

www.mymobileindia.com

FOR A CONNECTED LIFESTYLE



GiONEE

SENSE THE PLUS





The Gionee S Plus is here to add a huge plus to your festivities. It's everything that you want in a smartphone plus a whole lot more. Every aspect of the phone - design, display, sound, touch and features - has been enhanced to envelop your senses.

This Diwali, celebrate more with your choice of the S Plus, available in 3 classy colours.

S +PLUS

BEST BUY ₹16,999/-



CHARGE +
Charging the powerful 3150mAh battery is a breeze with the new Type-C Fast charge USB cable. It goes in both ways, charges faster and transfers data quicker.



TOUCH +
Experience delight with every touch with the unique immersive tactile effect.

DESIGN +
Make heads turn with this stylish 7.5mm slim body with double cabochon design and diamond-cut designer back cover panel.



SAFETY +
Keep your phone secure with the swanky new 'Face Unlock' feature.



SPEED +
Stay up to speed with the 3GB RAM and 16GB ROM (Expandable upto 128GB)



MAKES ANDROID BETTER

amigo

Amigo is a customised Gionee UI that takes your phone experience to a whole new level with amazing shortcuts and features

800+ Service Centres Across India
Toll Free: 1800 208 1166

India Headquarters:
SYNTECH TECHNOLOGY PVT. LTD. F-2, Block No. B-1, Ground Floor, Mohan Cooperative Industrial Estate, Mathura Road, New Delhi-110044

Gionee supports Leukemia Crusaders
Gionee contributes a part of its proceeds to fight leukemia amongst children.

Deal with e-waste responsibly.
Contact us at:
admin@3rrecycler.com.

/gioneeindia
www.gionee.co.in

DECEMBER 2015 • Rs 100

MY MOBILE™

www.mymobileindia.com

FOR A CONNECTED LIFESTYLE

WEARABLES

IS TECHNOLOGY READY TO BE DONNED OR IS THIS JUST A FAD?

PHONE OF THE MONTH

MICROMAX CANVAS 5



Tested

Sony Xperia Z5 Dual, OnePlus X, Google Nexus 6P and 5X, Moto X Style, Samsung Galaxy On7, Gionne Elife E8, Xolo Black 1X, Coolpad Note 3, Lenovo Vibe P1m and more...

Special

Everything you wanted to know about the Apple Watch in our special FAQ!

@mymobilemag

ROTATE.HAVE FUN.



180° ROTATING
8MP Camera with
Dual LED Flash.

Same camera quality
in all angles.
Even in Selfies!

AVONTE5

Display: **IPS** FWVGA 12.7 cm **(5")** | Processor: **Quad Core** 1.3 GHz
Battery: **2150**mAh | **1 GB** RAM & **8 GB** Internal Memory

BEST BUY
₹5,999/-
only

iball Andi™
TECHNOLOGY. LOADED.
SMART PHONES

www.iBall.co.in | Over 50 million iBall products sold

26 Branches

379 Service Center

Dist inquiry
Call Rupal - +91 8879589933

CELKON

ORION
TABLET



4.4.2
ANDROID
KIT KAT

1GB RAM
8GB ROM

1.3GHz
QUAD CORE

MICRO SD
32GB
EXPANDABLE
MEMORY

Powered by: MEDIATEK
everyday genius

Celkon Customer Care: +91 9052345678
Toll Free: 1800 425 0077

www.celkonmobiles.com

/CelkonMobiles

Editorpage



"Wearable technology is not new. Actually it was around when I was in college. We actually had watches with computers in them at that time. Well, they were actually calculators, but technically, they were computers. You could make calculations, set alarms, play some super basic games and in some cases, even save some contacts and appointments on them. For us, they were amazing. Fast forward to today and we stand on what seems to be the cusp of a wearables revolution when people are looking to communicate with virtually everything on their person - be it glasses, wristwatches or shoes. Some might say that this is because of the Apple Watch, but the fact is that the human race has been interested in wearable technology for quite a while now. Remember all those amazing belts, rings and capes we used to read about in books and comic strips?

But is the current rage for wearables an actual revolution or just a passing phase? That is exactly what we try to figure out in our lead story in this issue. And speaking of the Apple Watch, we have an extended special report on it, which covers pretty much everything you would like to know about it - and that too in a new, easy to read question and answer format.

And of course, there are devices aplenty in the magazine as usual. We have got both the new Nexus phones, the Moto X Style, the Micromax Canvas 5, the Galaxy On7 and Sony's latest flagship, the Xperia Z5, among a bevy of new phones launched in the Indian market. And if you are more into tablets and notebooks, do check out the Asus ZenPad 8 and Mircomax Canvas Lapbook write-ups. We also look at the latest edition of the bestselling game The Room as well as the new trend of PC classics coming to mobile devices. Check out our selection of games like Myst and GTA which have moved from PCs and consoles to our handsets.

These of course are embellished by our regular feature set, including interviews with those who matter in the industry - in particular, do take a look at our interaction with master photographer Raghu Rai, who has used a phone's camera (the Gionee Elife E8) for his latest book. We also have app reviews, responses to your queries, as well as our new features - tips and tricks, quotes and profiles of the tech noteworthy. Rounding off all this are the sections dearest to us - your letters, and our attempts to address your queries regarding all things mobile.

All of which should make this an issue worthy of the Christmas month. Best wishes from all of us. The only gift we ask for are your feedback and suggestions. Happy reading."



Pankaj Mohindroo
EDITOR-IN-CHIEF

Follow Us:

Facebook
facebook.com/mymobilemag

Twitter
twitter.com/MyMobileMag

MY MOBILE

EDITORIAL

Pankaj Mohindroo | Editor-in-Chief

Nimish Dubey | Associate Editor
Anuj Bhatia | Sr. Sub-Editor
Trisha Dey | Content Writer
Saumya Nigam | Reporter

DESIGN

Ajit Kumar Parashar | Sr. Graphic Designer

MARKETING

Puja Mohindroo | Manager - Business
Apoorv Bhatnagar | Sr. Manager – Marketing
Sandeep Kumar | Manager – Marketing
Pankaj Bhat | Manager – Marketing

OPERATIONS

K. Rajagopalan | Advisor-Legal, Accounts & Admin
Deepak Kohli | Manager – Accounts
Sneha Sahu | Web Co-ordinator
Varun Lama | Sr. Manager – HR

CIRCULATION

Lalit Sharma | Sr. Manager – Circulation

ADVISORY BOARD

Prithipal Singh
S.C. Khanna
S.D. Saxena
Rajan Mathews
T.R. Dua
T.V. Ramachandran
Shiv K. Bakhshi
Sonu Halan Bhasin
Bejon Misra

Edited, published, printed and owned by Pankaj Mohindroo, Published from Flat No. 25, First Floor, Shankar Market, Connaught Place, New Delhi – 110001. Printed at HT Media Ltd. B-2, Sector 63, Noida. Distributed by My Mobile Infomedia Pvt. Ltd.

Copyright 2005. My Mobile is a registered trademark of My Mobile Infomedia Pvt. Ltd. All rights reserved. No part of this publication may be reproduced, stored in a retrieval system, or transmitted in any form– electronic, mechanical, or otherwise, without prior permission.

The publishers regret that they cannot accept liability for errors and omissions contained in this publication, however caused. The opinions and the views contained in this publication are not necessarily those of the publishers. Readers are advised to seek specialist advice before acting on information contained in this publication, which is provided for general use and may not be appropriate for the reader's particular circumstances. The ownership of trademarks is acknowledged.

Volume XI, Issue XI, DECEMBER 2015

Karbonn SMART

Where Style Meets Technology



₹3890/-

10.1 cm (4) IPS Screen | 8GB Memory | 1.2GHz Quad Core Processor

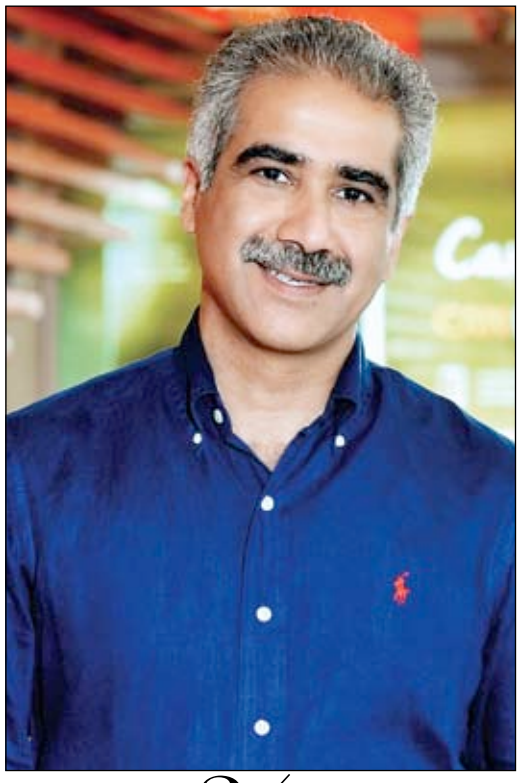
TITANIUM S15 PLUS

www.karbonnmobiles.com

CONTENT

40





34

50



Style Notes

12 LETTERS

14 NEWS

18 MOBILE DOCTOR

20 RUMOR MILL

119 MY GUIDE

FACE TO FACE

22 Deepak Jasrotia, Business Head , LG Mobiles on the plans the company has for its devices.

24 Varun Bapna, Vice President-Product Development, Amkette, on the reason why Amkette got into mobile gaming.

56 Nitin Misra, VP Products, Paytm, on how the company plans to change the world of mobile payments and its plans for India.

60 Amit Boni, General Manager, Motorola, on how the company's recent phones have fared, the relationship with Lenovo and products in the pipeline.

26 JUST IN
It is raining new phones and we check out the Qiku Q Terra, the Lenovo Vibe S1, the Lumia 950 XL and the Micromax Canvas Xpress 4G.

30 PERSONALITY
Ten things you might not know about HTC CEO Cher Wang

31 JARGON BUSTER
What on earth is a retina display and why is it so hyped?

32 SNAPSHOT
Microsoft's Surface Pro 4 is set to arrive in Indian in 2016. A quick look.

34 CHIEF SPEAK
Vineet Taneja, CEO, Micromax, talks about the company's plans for the future, tackling service issues and much more.

39 CELL SPEAK
Quotes that made news from the tech world

40 LEAD STORY
They used to be stuff of science fiction and fantasy but now seem set to change our world. We take a look at wearable gadgets and whether they are here to stay or just passing by.

moto 360



Introducing the Moto 360 (2nd Gen.)

Choose the watch that makes time for you.

All healthy relationships need space. Including the one with your phone. That's why there's the new Moto 360. It streamlines your mobile life by delivering the information that matters to you, giving you more time to do the things you love. Moto 360 keeps you up to date without having to constantly grab your phone from your pocket. Read Gmail messages and calendar invites with just a glance. From the newest Facebook posts to the latest sports scores, you see what matters while staying in the moment.

- Updates, not interruptions
- Men's and women's collections
- Classic round design
- Moto Body fitness tracker
- Google Play™ apps*

androidwear

*Requires a phone running Android 4.3+. All other trademarks are the property of their respective owners. All features, functionality and other product specifications are subject to change without notice or obligation. Certain features or functionality may not be supported and/or the functionality may be limited. MOTOROLA and the Stylized M Logo are registered trademarks of Motorola Trademark Holdings, LLC. Android Wear, Android and Google are trademarks of Google Inc. © 2015 Motorola Mobility LLC. All rights reserved.

motorola.in

CONTENTS

What's Inside

50 SPOTLIGHT
The best gadgets for globetrotting executives.

52 CELLEB CHAT
Master photographer Raghu Rai on the art of photography and why he used a mobile phone for one of his books

54 GAMING
They were a rage on PCs and are now on handsets. We look at PC classics now available on your phone!

VERSUS

58 Which is the best superphone of them all: the iPhone 6s Plus, Samsung Galaxy Note 5 or the Google Nexus 6P?

62 We compare two incredibly stylish phones: the Lenovo Vibe S1 and the OnePlus X.

64 TIPS & TRICKS
Get more out of 3D touch on your new iPhone and the Dos and Don'ts of Online Shopping

Burn Tests

66 ALCATEL FLASH 2

67 INFOCUS M260

68 SAMSUNG GALAXY ON5

70 MICROMAX CANVAS 5

72 XOLO BLACK 1X

74 COOLPAD NOTE 3

76 GIONEE ELIFE E8

78 GOOGLE NEXUS 5X

80 ASUS ZENPAD 8

82 MOTO X STYLE

84 GOOGLE NEXUS 6P

86 MEIZU M2

88 SAMSUNG GALAXY ON7

90 SONY XPERIA Z5 DUAL

92 ONEPLUS X

94 LENOVO VIBE P1M

96 INFOCUS
The Call Drop issue and its pos sible remedies.

100 SPECIAL
Apple Watch 4 FAQ - Every-thing you wanted to ask about the Apple Watch, answered.

104 BOOK MARK
Walter Isaacson's book on the Innovators behind the Digital Revolution.

105 BAZAR BARGAIN
The Microsoft Lumia 640 and Micromax Canvas Sliver 5 suddenly became a whole lot more affordable, thanks to massive price cuts.

106 BOREDOM BUSTERS
Sprint like a Viking in Asgard Run, get spooked in Room 3, take a pot shot with Jason Statham Sniper X and more

113 SMART APPS
Microsoft's Arrow launcher attempts to simplify Android, sing along with iSing Karaoke, find your way around Delhi with Google's Delhi Public Transport Offline, and more

143 ETCETERA
Micromax Canvas Lapbook, F&D Swan 2 bluetooth Speaker, Skull Shape bluetooth Speaker, Amzer Lightning to Micro USB adapter, DailyObjects Messi iPhone 6s plus Case and more



100

119





106

Total number of pages = 152

64 Bit 4G LTE World Mode Smartphone Platform for Super Mid-Market

MEDIATEK
everyday genius



MT6753
4G_LTE_Octa Core Platform

Features

- ARM Cortex-A53 64-bit octa-core CPU (1.5GHz)
- ARM Mali-T720 GPU MP3 450 MHz
- MediaTek CorePilot™ unlocking the full power of all eight cores
- Rel. 9, Cat. 4 LTE (FDD & TDD), DC-HSPA+, TD-SCDMA, CDMA2000 1x/EVDO Rev. A, EDGE
- Integrated Wi-Fi abgn/BT/FM/GPS/Glonass/Beidou
- 1080p Full HD video recording and playback at 30fp
- 16MP image signal-processor
- Full HD 1080 1920X1080

MT6735
4G_LTE_Quad Core Platform

Features

- ARM Cortex-A53 64-bit quad-core processor
- ARM Mali-T720 GPU MP2 450 MHZ
- Rel. 9, Cat. 4 LTE (FDD & TDD), DC-HSPA+, TD-SCDMA, CDMA2000 1x/EVDO Rev. A, EDGE
- Integrated Wi-Fi abgn/BT/FM/GPS/Glonass/Beidou
- 1080p Full HD video recording and playback at 30fps
- 13MP image signal-processor
- HD 720 1280X720

▪ MediaTek Inc. ▪ mediatek.com ▪ For local enquiries ▪ sales.india@mediatek.com ▪ +91 120 6151000

LETTERS



My Mobile is always fun to read. As a reader, I always find My Mobile – engaging and to the point. In fact, I bought a slew of gadgets for my family members after referring your reviews. In my opinion, My Mobile is the best tech magazine in India.

-Pralay Raman Ganguli, Bangalore

I was reading a detailed review of the Lenovo Vibe Shot in the last issue of My Mobile magazine. Impressed by critics' rating, I immediately bought the device for my brother. Being an amateur photographer, he found the Vibe Shot's camera insanely powerful. I guess I took the right decision. Kudos to My Mobile!

-Poonam Misra, Bikaner

I'm constantly on the move, due to my job and other priorities. I hardly get to spend time with my loved ones. One day I thought of gifting an iPhone 6s to my hubby. I grabbed the latest issue (October issue) of My Mobile magazine where the reviewer praised an iPhone 6s for its cameras and looks. Later I gifted the phone to my husband, along with a copy of My Mobile magazine.

-Padmini Sharma, New Delhi

I have been following your magazine from my college days. I love the Bazar Bargain section because it gives me a complete picture about what's trending in tech. I also love the way you guys write unbiased reviews, something other publications need to follow.

-Paresh Deshmukh, Nashik

I love reading your magazine as it gives me a lot of useful information about the upcoming stuff in the market. I find reading a magazine more convenient, than browsing the Web. Good job, folks!

-Nilesh Mathur, Raipur

I have been following your magazine and love reading it. Not just that, I often recommend My Mobile magazine to my friends. What's cool about this magazine is that it cover all the latest phones (including the good old feature phones) in the market, something I personally appreciate.

-Mahesh Khanna, Patna

I am an avid reader of My Mobile magazine and most importantly a hard-core gamer. The biggest reason why I read your magazine is because you guys write precise gaming reviews. Perhaps the biggest reason why I read your magazine.

-Nikunj Mehrotra, Gurgaon

Recently I bought the Samsung Galaxy Note 5 after reading your review. The Note 5 helped me achieve so many things as a travel photographer that wasn't even possible with my iPhone 5s. Thank you guys for your guidance. Now, waiting to get the next issue of My Mobile magazine.

-Rishab Kapur, Ghaziabad

I have been a long-time fan of My Mobile magazine. My favourite section in the magazine is none other than the comparison section where average buyers get some perspective on things that really matter. Hats off!

-Neeraj Rajat Taneja, Faridabad

There's so much misinformation about consumer tech in India. I think My Mobile is one such magazine that empowers buyers in the context of current market trends. The more you read My Mobile, the more you learn about the impact of consumer technology on our lives.

-Balraj Wadhwa, Amritsar



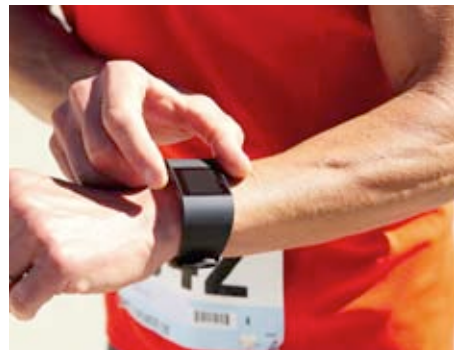
Are you crazy about cellphones and have the potential to pen a few lines? Do you have a nose for news and can also key in a dream headline? Do you crave to lay your hands on the latest gizmos and tell the world about them? If you think you have it in you, we are looking for you. Rush your CV to **team@mymobile.co.in** to see your name in My Mobile, India's best mobile magazine.











TRACK ACTIVITY

RECORD WORKOUTS

MONITOR SLEEP

LOG FOOD

CONTINUOUS HEART RATE

SYNCS WIRELESSLY



fitbit®

fitbit.com

amazon.in

croma A TATA Enterprise

Reliance digital

digitalxpress

HELIOS THE WATCH STORE By TITAN

What's Up

Micromax launches Canvas Xpress 4G at Rs. 6,599



Micromax has launched a 4G LTE-enabled smartphone, the Canvas Xpress 4G, priced at Rs. 6,599. The Canvas Xpress 4G is a dual-SIM smartphone that runs on Android 5.1 Lollipop out-of-the-box. The device comes with a 5-inch (720×1280 pixels) HD IPS display. It is powered by a 1GHz quad-core MediaTek MT6735P processor coupled with 2GB of RAM. It has 8GB of inbuilt storage that can be further expanded via microSD card (up to 32GB). The smartphone has an 8-megapixel rear autofocus camera with LED flash, and a 2-megapixel front-facing fixed-focus camera. In terms of connectivity the phone offers 3G, Wi-Fi 802.11 b/g/n, GPRS/EDGE, Micro-USB, and Bluetooth options, apart from 4G. The Canvas Xpress 4G packs a 2000mAh battery.

Zebronics Storm Headphone Launched at Rs. 699

Zebronics India has come up with their latest headphone-'Storm' which has been priced at Rs. 699. The headphones are available in two variants Black and Blue and are available at the leading retail stores across the country. The semi-open back architecture of Storm gives the listener some impactful Monster bass reproduction and also prevents sound leakage. To improve the user experience and accessibility, the headphone comes with 3.5mm audio jack at the end of its 115cm long cable. It is compatible with Mobile phones, iPods and other gadgets in the market. The headphones are equipped with 40mm driver and also has in-built microphone which is positioned at an optimum distance to receive the voice calls and can response clearly.

Datamini Dual Boot 2-in-1 Laptop now available exclusively on Snapdeal



Snapdeal has launched Datamini Dual Boot 2-in-1 Laptop exclusively on the online marketplace. The Datamini Dual Boot 2 in1 functions both as a PC and tablet in a single device and is priced at Rs. 9999 on Snapdeal. The Datamini Dual Boot 2-in-1 Laptop is a Wi-Fi enabled and 3G-ready. It comes with an Intel Atom Quad Core processor and a 2GB Ram that will enable users to experience seamless performance and lag-free execution. The device has a 64 GB expandable storage capacity. It has a 26.5 cm IPS touchscreen on the device that offers easy navigation and viewing experience. It comes with a 5MP front and 2 MP rear cameras.

YU smartphones available at offline retail stores in partnership with Reliance Retail

YU Televentures has announced a new partnership with Reliance Retail and put their smartphones on sale at offline retail stores across the country. Until this partnership was announced, YU smartphones were available through e-commerce websites. The YU YUNIQUE, YUREKA and YUPHORIA will be available at over 30,000 retail outlets in India. In addition, the handsets will now be VoLTE (Voice over LTE) enabled and will cost Rs 6,499, Rs 7,499 and Rs 10,999 for the Yunique, Yuphoria and Yureka Plus respectively. This will also allow consumers to get a firsthand experience on the phones before purchasing and also give some prospective customers who were not able to purchase a phone earlier to this due to lack of internet connection.

OnePlus Marshmallow update set to arrive!

OnePlus has said that they will soon be announcing the updates for the Android 6.0 Marshmallow for their OnePlus device. The company has not yet revealed any specific dates of the update's roll out, but it has made a statement in which it mentioned that the updates will be rolled out from next year onwards. Also as expected, the OnePlus One will be the first smartphone from the company which will get the Marshmallow update, since Cyanogen has already been working on the update. The OnePlus 2 will be next in line for the updates, which is also expected to be released sometime in the first quarter of next year. Again, no specific date has been released by the company.

LG announces VoLTE, VoWiFi 4G enabled handsets

LG had announced that it will bring the LG Spirit LTE and LG G4 Stylus 4G handsets to India by 10th Nov. These 4G handsets will be VoLTE (Voice Over LTE) and VoWiFi (Voice Over Wi-Fi) enabled that will also allow faster transmission of data and voice. LG and Reliance Retail have entered into a sales and distribution partnership to improve the availability and sales of the upcoming VoLTE and VoWiFi LG mobile devices across India. LG Spirit LTE and LG G4 Stylus will be LG's first set of VoLTE phones to power Reliance Retail's robust nationwide sales and sharing network to increase penetration across geographies. Reliance Retail has a retail network of 1200 distributors and 150,000 retail outlets that will hold the developing VoLTE & VoWiFi device ecosystem in the country. A VoLTE device has three times more voice and data capacity than normal 3G networks and up to six times more than 2G GSM.

Apple Music now available to Android users



Apple has released an Android version of its popular Apple Music app. The Android version offers the same features as the iOS app, which includes the free trial for new users. The service, Apple Music, was originally launched in June to rival popular music streaming app such as Spotify and Tidal. You can download Apple Music from Google Play Store, as long as you are using a device running Android 4.3 and above. The Android version will offer three-month free trial offered to iOS users. "We wanted it to be for everyone," Apple exec Eddie Cue told Billboard. "We wanted

AMZER

CHECKOUT 8000+ Latest Products!

Wireless Charging Pad

Create the ideal charging station for your Qi-enabled devices - without the wire.



SKU: 97742

4-Port USB Car Charger

• Quick • Easy • Efficient

4 Charging Ports | 50 WATT Total Power | 10A Overall | 2.5A Per Port | SI Smart Identification



SKU: 97790

Bluetooth Selfie Stick

AS SEEN ON NDTV GADGETS 360

Extends upto 32 inch



SKU: 98899

LIGHTNING (MALE) TO MICRO USB (FEMALE) adapter



- Connect to micro USB cables and compatible chargers.
- Lightning (male) to micro USB (female) adapter

Made for iPod iPhone iPad



Available in 3 / 6 / 10 feet useful options!

USB CHARGE DATA cable

2-in-1 DATA SYNC CHARGE

- Complete quality combination
- Special Bear High Temperature design
- USB 2.0 Compatible
- Superficial dent design maintains conjunction

2-Port USB Power Bank Car Charger

• Quick • Easy • Efficient • Safe

SI Smart Identification | 2.1A Auto Detect | POWER

SKU: 97900

2800 mAh



MICRO TYPE-C TO MICRO USB adapter

Features:

- USB Type-C connector to Micro USB Adapter for your USB Type-C devices.
- Connect to micro USB cables and compatible chargers.
- Future Ready, Easy to Carry and Compact Design.



SKU: 97938

TPU™ Soft Gël Skin Case

FEATURES:

- Perfect Mix of Hard & Soft Gel
- Abrasion Resisting & Shock Absorbing
- Sleek & Form-fitting design with exact cut-outs

HYBRID PROTECTOR CASE

Double Layer Case with Kickstand





Exclusive for
Asus Zenfone 2 Laser
Micromax Canvas Spark
Micromax Canvas Spark 2
Samsung Galaxy J7
Lenovo Vibe P1
OnePlus 2

For all the latest Smartphones & Tablets!

Kristäl™ TEMPERED GLASS HD Screen Protector

Glass with Bevelled 3D.™



EDGE 2 EDGE

Exclusive for
Micromax Canvas Spark
Micromax Canvas Spark 2
Lava Iris x8

Premium Oleophobic Coating | SCRATCH PROOF | HD High Definition | Army Grade Protection | Bubble free Anti-dust | Finger Print Proof | 100% DRY Install

FOR TRADE ENQUIRIES PLEASE CONTACT:

Rishi Raj Goel, Mobile: +91-9999050123 Email: distributor@amzer.co.in Website : www.amzer.co.in

Like Us On Facebook facebook.com/amzer

Follow Us On Twitter twitter.com/amzerinc

Watch Us On YouTube youtube.com/amzer

See Us on Instagram @amzergram

©2015 Amzer – Enhancement products and services. AMZER & are registered in the U.S. Patent and Trademark Office. All Rights Reserved. All other brands, product names, company names, trademarks, and service marks are the property of their respective owners. Mobile enhancements, mobile accessories, and associates' software are protected by copyright, treaties, and various patents by their respective owners. AMZER is no way associated with trademarks or logos listed herein.

CUSTOMER CARE
USA & Canada : 1-866-663-2693
UK & Europe : 44-1925-596205
India & S. Asia : 91-11-49367001

www.amzer.com
Sugar Land, TX 77478, USA
Copyright © 2003-2015
amzer.com

people to be able to enjoy music on their iPhone, or Android phone, or Windows computer, or Apple TV. Everyone loves music."

OnePlus X extended service plans in India starting Rs. 699

OnePlus introduced extended service plans, B2X Service and B2X Protect for the OnePlus 2 smartphone last month, now the company has launched these plans for the OnePlus X users and also B2X On-Guard Plus and B2X On-Guard. All the OnePlus X smartphones come with manufacturer's warranty for the device for up to a year from date of purchase. The B2X On-Guard Plus plans for OnePlus X at Amazon for Rs. 699 and the B2X On-Guard plan for OnePlus 2 at Amazon for Rs. 999. At present OnePlus has 59 services centres across India.

Cube26 launches IOTA Lite smart bulb



Cube26 has launched the IOTA Lite smart bulb in India powered by Texas Instruments microprocessor and uses energy efficient Toshiba LED. The Cube26 IOTA Lite costs Rs. 1899 and is available on Flipkart at an introductory price of 1499. The IOTA Lite has a life of 15,000 hours and offers a choice of 16 million colors. It is rated at 7W and offers 500 lumens of brightness and is powered by Bluetooth 4.0. It also connects into existing light fixture without the need for a hub or extra hardware. The IOTA Lite gives weather alerts and shows the weather forecast at the user's location. The bulb can be controlled through the IOTA Lite app which is available at the Android Play Store.

iBall Launches Andi Sprinter 4G at Rs. 7,099



iBall has launched its Andi Sprinter 4G smartphone which has been priced at Rs. 7,099. The 4G LTE-enabled handset's key feature is the inclusion of a Universal IR Remote application. The universal remote enables the user to control their television sets, DVD players, set top boxes and enables them using more IR transmitter. The device will be available in Special Gold and Wine colours options. The dual-SIM iBall Andi Sprinter 4G has a 5.0-inch FWVGA IPS display with 480×854 pixel resolution. It runs on Android 5.1 Lollipop and is powered by a 1GHz quad-core processor and is coupled with 1GB RAM and 8GB storage and can be expanded via a micro SD card up to 32GB. For photography, it has an 8.0-MP autofocus rear camera with LED flash and a 3.2-MP front facing camera.

YouTube for Android to support Google Cardboard VR

Google has announced that YouTube app for Android will now offer support for the Cardboard VR headsets. The 360-degree videos posted to the site can be enjoyed in virtual reality, which will allow users to look in every direction and enjoy a sense of depth. The update will come through a new YouTube app from Google Play. "Near things look near, far things look far. So if you were excited about 360-degree videos, this is pretty freakin' cool," Google wrote on the YouTube blog.

WhatsApp Gets Starred Messages Feature for Android

WhatsApp for iOS has recently received the new Starred Messages feature which will allow the user to quickly access the bookmarked messages-like images, videos, or other content quickly. The feature is now available to Android users. The new Starred Message bookmarking feature can be used by tapping and holding a message, apart from media content. Then the message would be saved in a separate new Starred Messages tab, after which, the star icon will appear next to it. The latest Starred Messages is currently only available via the company's website or signed APK file but will reach app stores in due course. It is expected that the company will roll out the latest update to Google Play in the coming days.

Eminem Launches "Shady Wars" Mobile Game



Eminem has launched a new mobile game called the "Shady Wars" which has been developed by Music Power games. The game is available on Android's Google Play Store and on the iTunes store of iOS platform. The game is free to download and is available for iPhone and iPad and the users will play as Eminem in the game. The game was promoted on Twitter with lyrics from Eminem's song "Dead Wrong" with The Notorious B.I.G. Under a picture of the game's logo Eminem writes- "I'm ready for war, got machetes and swords..." #ShadyWars." Eminem joins other rappers like Slim Thug, who has "Roll Like a Boss," which is available on the iTune store and Nicki Minaj, who have mobile games to their names.

Twitter updates its Star icon to 'Heart'

Twitter has applied changes on its star icon for favorites which now appears in a heart shaped icon which will be called the like option. The company has mentioned that they know, at times the 'star' icon could be confusing to the newcomers and user might like a lot of things, but not everything can be their favorite. So, the heart is a universal symbol which comes across languages, cultures, and time zones. The heart icon is more expressive as per the company and will enable the user to convey a range of emotions and easily connect with people. The company also claims that the new update on their social platform is loved by most of the users. In a statement, Twitter said: "You have embraced hearts in a big way on Periscope, and we are delighted to bring them to Twitter and Vine, making them the common language for our global community." ■

team@mymobile.co.in

INFINIUM™ series

VIDEOCON smartphone

16GB SDcard Free

Octa Core Z55 Delite

High Speed. High Performance.



1.4 GHz Octa Core Processor

8MP Rear
5MP Front Camera

2200mAh Battery

8GB-ROM
1GB-RAM

3G Enabled













ENTERTAINMENT PHONE

powered by EROSNOW

T&C Apply. Pictures/images are for representation purpose only. Features and prices may change without prior notification.

www.videoconmobiles.com V - SERVE 750SERVICE CENTRES 33660000

(PREFIX STD CODE OF STATE CAPITAL OR 0124)

Q&A



I want to buy a calling tab under 12000. It should have a high quality camera,high resolution, and with a good battery

-Prakhar Singh

Dear Prakhar,

We reckon you will have to prioritise what you need more in this regard. In your budget, you can get the Xiaomi Mi Pad which has an excellent 2048 x 1536 display and a very good 8.0-,megapixel camera as well as a powerful processor. However the edition in India does not come with calling. If calling is very impiortant, then it would the Asus ZenPad 8 that would be our recommendation - it is an excellent device, but has a lower resolution display and does not have that good a camera - but scores in the department of sound and does have 4G connectivity and a SIM card slot. It really depends on what you consider to be more important.

I want to buy One Plus Two mobile which is only available through invite basis. How do I get the invite. Kindly suggest. My second option is Moto X Play. Can you suggest any more stylish mobiles in the same budget i.e. Rs.20,000-25,000.

-Utamjit Singh

Dear Utamjit,

The phones you are asking about follow an invite system where you are invited by the manufacturer to purchase the device. Different companies have different systems in this regard and you can find out more about the one followed by OnePlus on their website - generally there is a registration involved. If you are looking for other stylish looking devices in your price range, then we would suggest you also consider the very good looking Lenovo Vibe Shot which is available in the market for Rs 25,499. We would also recommend taking a look at the OnePlus X and the Lenovo Vibe S1, which are available at lower price points but score very heavily in terms of style quotient and are decent performers.



My budget is maximum Rs. 10,000. I want to buy an Android phone with a good battery backup. Can you give me some ideas? My preferences are Coolpad Note 3 or Yu Yureka or Samsung Galaxy On5.

-Manickam Moorthy

Dear Manickam,

If battery is indeed what matters most to you, then we would recommend going for either the Lenovo K3 Note of the Lenovo Vibe P1m, especially the latter as it packs in a 3900 mAh battery which can last for quite a while. If you want an option from the devices you have named, our vote would go for the Galaxy On5, as the battery lives of the other two devices are not as good as it is.

I want to buy a Dual SIM 4G mobile between the price range of Rs. 9,000- Rs. 14,000. The device should have a decent camera, metal body, 2 or 3GB RAM, USB connectivity and a full HD display. Battery should be more than 3000 mAh. I chose Redmi Note Prime. Do suggest me some more options. I want to know about Xiaomi's after purchase service and if it is good quality how can i get it?

-Dharam Gupta

Dear Dharam,

The Redmi Note 2 Prime (which is the device we think you are referring to) has not been officially released in India and we do not really know if and when it will come to the country. In its absence, you could consider the Lenovo K3 Note, the Lenovo Vibe P1, the Micromax Canvas 5 or if you want a Xiaomi device, even its current flagship, the Mi 4, which is just outside your budget but at Rs 14,999, is perhaps the best specced device in the Sub-Rs 15,000 category and also meets all your requirements. The after sales service of Xiaomi is expanding steadily and from what we have seen, the company is very responsive to any complaints that it receives.

Kindly guide me about good brands of smartphones along with their latest models.My budget is upto Rs. 10,000 and need a max 5 inch display, 2GB RAM, 16GB storage with expandable memory and good cameras. Please do not suggest indian and Chinese brands.

-Suresh sethi

Dear Suresh,

We would advise you to strongly consider Indian and Chinese brands as they do offer some very good value for money devices in the price segment you have chosen, and as per our experience, they even turn in a very good performance. You would get options like the Lenovo K3 Note and the YU Yureka Plus both of which deliver full HD displays and good processors at surprisingly low prices. However, if you persist in sidelining them - and we respect your freedom to choose - we would advise you to try out the Asus ZenFone Laser and the Lumia 640, both of which deliver a very decent performance and have the features that you are looking for.

Is your mobile phone acting strange? Email your queries at **team@mymobile.co.in** and our mobile doctor Arshdeep Singh will suggest remedies for your ailing device.

Disclaimer: The views expressed by Arshdeep Singh are his own and do not necessarily coincide with those of *My Mobile*.

You are never alone.

Syska Gadget Secure.
The Ultimate Protection for your device.



Accidents, damage or loss don't announce their arrival. But you can be prepared well in advance, by getting Syska Gadget Secure.
Get repair reimbursement or free replacement and make your worries a thing of the past.

MUSIC UNLEASHED
Powered by hungama

LIVE TV
Powered by ditto tv

EASY MOBILE RECHARGE
Powered by POKKT

E-MAGAZINE
Powered by magzter

GAMES ON THE GO
Get 100 android games complimentary

3000 + Movies
Stream/Download

GADGET CARE | PHYSICAL/FLUID DAMAGE | FIRE & ALLIED PERILS | VIRUS PROTECTION

Antivirus by SYSKA TOTAL SECURITY

Powered by ditto tv, hungama Music, POKKT

SYSKA™
GADGET SECURE
BLANKET COVER FOR DEVICES

Plans available in categories*
*Terms and conditions apply. Please read the policy documents carefully.

ibdbrands.com

Available at your nearest mobile store | Toll Free: 1800 3002 7090 | inquiry@syskagadgetsecure.com | www.syskagadgetsecure.com
Corporate Office: Syska House, Plot No. - 89/90/91, Survey No. - 232/1/2, Off VIP Airport Road, Lane No. - 4, Sakore Nagar, Lohegaon, Pune - 411 014, Maharashtra, India.



Talk in Tech Corners

Micromax going the wearable way

There are rumours that Micromax might be considering getting into the rapidly growing wearable market. Evidently work is underway on a host of wearable devices including an Android Wear watch as well as fitness bands. And of course, they will all be incredibly affordable (we are hearing of a Smartwatch priced at Rs 5,999). Interestingly, Micromax's sister band YU had launched the YU Fit band in the market earlier but had a mixed reception. Micromax must be hoping to do better with its own brand of wearables which as per our sources will be released under the Canvas brandname.

Nokia N1 tablet coming to India

Nokia might not be getting right back into the phone business just yet but we are hearing rumours that the Nokia N1 Tablet which had been unveiled earlier this year might finally be making its way to Indian shores, mainly via an online deal. The tablet which features a 7.9 inch display of 2048 x 1536 resolution and is powered by a Intel Atom 3580 processor with 2 GB RAM and 32 GB storage, had won acclaim for its compact design. Many believe it lays the foundation for Nokia's second coming - this time on an Android platform.

Smaller iPhone coming

Apple is believed to be working on releasing a smaller version of the iPhone 6s in the coming days, perhaps in March. Evidently the device will be very much on the lines of the iPhone 5s but with improved innards in terms of processor, RAM and camera. Evidently, it will come with specs that will be similar to those of the iPhone 6 but will sport a 4.0-inch display and will come with colorful backs - many are saying that this would be the spiritual successor of the iPhone 5c. Of course, it is expected to cost significantly lesser than the iPhone 6s and 6s Plus and it is believed would replace the iPhone 6, which some say will be discontinued next year.

YU set to unleash the Utopia

There is increasing evidence to indicate that YU, Micromax's sister brand, is set to release its most powerful and premium device yet in December. The device which has been officially named the Yutopia, packs in some seriously good hardware including a quad HD display, a Snapdragon 810 processor, 4 GB RAM and a camera that is said to be in excess of 20 megapixels. Although it is likely to be the most expensive device in the YU portfolio, it is still likely to come with a surprisingly affordable price tag by general standards - maybe even below Rs 25,000.

Lenovo ZUK coming to India in January

It's Vibe range might be making headlines in India but Lenovo is in mood to rest on its laurels. As per our sources, the ZUK brand, which is part of the Lenovo group, will also be launched in India in January, with the Z1 being released in India. The Z1 has won acclaim for its design, hardware and smooth handling of Cyanogen OS - it comes with a 5.5 inch full HD display, 3 GB RAM and 32 GB storage and runs Cyanogen 12.1 out of the box and is also assured updates. The device is expected to India through Amazon or Flipkart.

Asus working on dual booting Windows 10 Padfone

We are hearing some people say that Asus is working on a Windows 10 Padfone device. The Padfone series is known for having two components - a phone and a tablet, with the phone fitting into the tablet to give the user a bigger display. This concept had been used earlier but with an Android platform. Now with Windows 10 phones having the ability to deliver a desktop-like Windows experience when connected to a larger display via a special adaptor, Asus is believed to be working to incorporate that feature in its Padfone, allowing users to experience both the mobile as well as desktop avatar of Windows in a single device. We are rooting for them! ■

team@mymobile.co.in

i-smart
Mobiles
Lets Get Smarter.....

IS-56i HD

Mercury V6 With Stylish Look .....





Over 300 Own Service Centers Across India

I-SMART MOBILE TECHNOLOGY PVT. LTD
Registered Office
C -148 Ground Floor, Phase - 1, Industrial Area, Naraina, New Delhi - 110028
Ph : +91-11-42756656/57/59, F : 91-11- 42756658, E : info@ismartmobiles.com

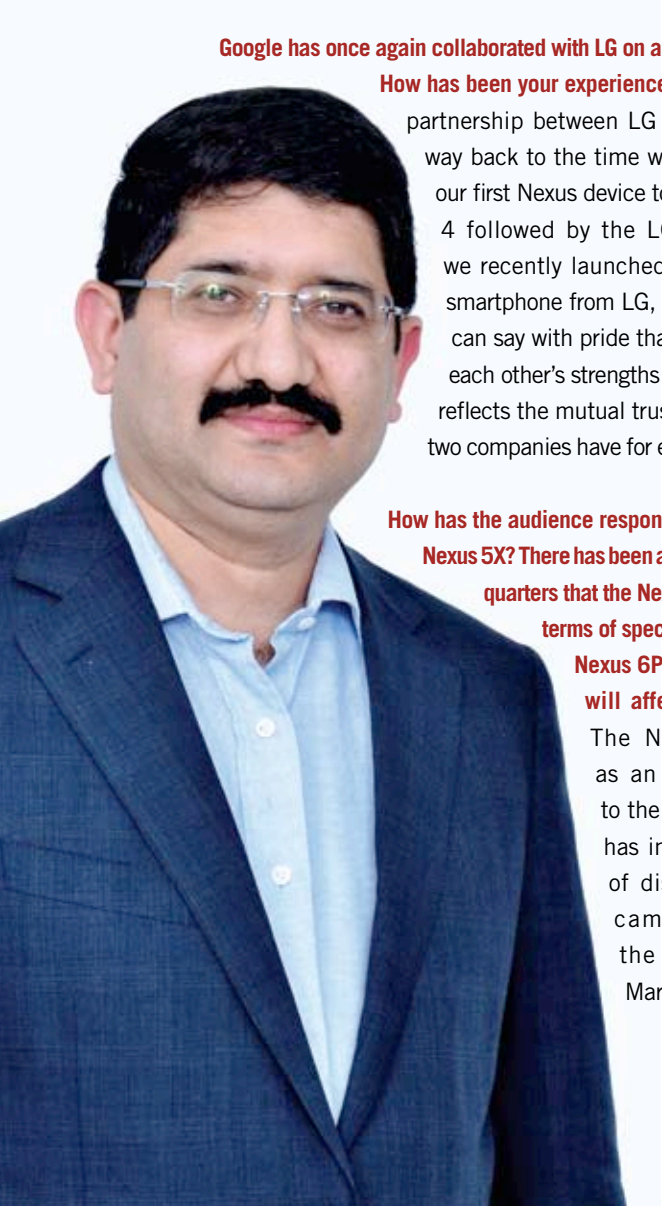
www.ismartmobiles.com
Toll Free No . : 1800-300000-57
Trade Inquiry No. : +91-9582073434

In Conversation

'We strongly believe that our product is our Hero'

IT MIGHT NOT BE LAUNCHING PRODUCTS IN A FLURRY LIKE SOME OF ITS CHINESE AND KOREAN COUNTERPARTS, BUT LG IS STEADILY CARVING A SPACE FOR ITSELF IN THE INDIAN MARKET WITH HIGH-PROFILE AND ACCLAIMED DEVICES LIKE THE LG G4 AND THE NEXUS 5X. WE MET DEEPAK JASROTIA, BUSINESS HEAD, LG MOBILES INDIA, TO FIND OUT MORE ABOUT THE COMPANY'S PLANS FOR THE COMING DAYS. *By Anuj Bhatia*

Earlier this year, LG launched the G4 smartphone in India. How is G4 fairing in the market? The G4 is the flagship phone that LG launched in June this year and we are overwhelmed with the kind of response we have received from our consumers since then. It has already garnered a fan base comprising not just customers but also the media especially for its best in class camera feature.



Google has once again collaborated with LG on a new Nexus device. How has been your experience with Google? The partnership between LG and Google goes way back to the time when we launched our first Nexus device together, LG Nexus 4 followed by the LG Nexus 5. And we recently launched the third Nexus smartphone from LG, the Nexus 5X. We can say with pride that we complement each other's strengths and the Nexus 5X reflects the mutual trust and respect the two companies have for each other.

How has the audience response been to the new Nexus 5X? There has been a perception in some quarters that the Nexus 5X is inferior in terms of specs and design to the Nexus 6P - do you think this will affect its prospects? The Nexus 5X comes as an ideal successor to the LG Nexus 5 as it has improved in terms of display, hardware, cameras and has the latest Android Marshmallow. We are sure that Nexus 5X will carry on the legacy of LG Nexus 5, which is still the big star of Google's Nexus range of smartphones.

But does not the Nexus 5X have a negative impact on your own devices like the G4 for instance? The 5X brings together the best of Google's software and LG's hardware in one single package ensuring that users are bound to get the best Android experience on the LG Nexus 5X. Coming to the G4, LG G4 and LG Nexus 5X have their own USPs and therefore each has its own fan base.

You launched the LG G3 and G4 with Amitabh Bachchan. Do you think that his association has helped the brand. Is this association likely to continue? When you have the best premium smartphone, you want only the best to endorse it and talk about it and there is no one better that Mr Bachchan. Having a legend such as Mr Amitabh Bachchan talk about his personal experience with the phone definitely helped us in breaking through and standing out in this otherwise cluttered segment.

The Indian smartphone market is getting more competitive by the day with the arrival of new players as well as releases of new devices from established ones. How do you plan to expand your market share in these conditions? In LG we strongly believe that our product is our Hero. Our endeavor has been to offer products that meet the needs of the people here. Consumer insight is the key along with the global flagship products that we have launched. We will continue our efforts to cater to the needs of changing consumer behavior, which now demands both great looks and usability in a smartphone

What are your plans for India going forward? We are gearing up for 2016 with a new product road map and some very exciting launches. ■

anuj@mymobile.co.in

M-tech
BANO TEZ

GLORIOUS 5 Years OF EXCELLENCE



2015

EVOLVING FOR A SMARTER GENERATION.



2010

OUR RANGE OF PRODUCTS



CORPORATE OFFICE: M-tech Informatics Limited, 4th Floor, 24 Rajlok Building, Nehru Place, New Delhi-110019, Tel: 011-43580708

Website: mtechinfo.in **mtechmobile** **@mtechmobiles**

Brand Bazooka

"We are targeting every Android gaming enthusiast"



MOBILE GAMING MIGHT BE A RAGE BUT MANY FIND BUTTONS DIFFICULT TO SPOT AND TAP ON TOUCHSCREENS. WHICH IS PERHAPS WHY AMKETTE HAS COME OUT WITH THE EVO GAMEPAD PRO, A GAMEPAD THAT IS DESIGNED TO WORK WITH ANDROID DEVICES. BUT WILL IT STRIKE A CHORD WITH MOBILE GAMERS IN THE COUNTRY? WE MET VARUN BAPNA, VICE PRESIDENT- PRODUCT DEVELOPMENT, AMKETTE TO FIND OUT MORE.

By Saumya Nigam

Amkette has been known for its audio products and mobile accessories. What made you enter the gaming accessory market with the Evo GamePad Pro? We believe that mobile gaming will predominate the market as the number of smartphones will increase compared to PCs and consoles. Over the last two years the industry - Android and game developers have made the concept of a pocket console a possibility. Amkette has been monitoring developments in mobile gaming and specifically Android Gaming for nearly two years and has been planning to create and introduce the right product at the right time. This according to us was the need of the hour in the world of smartphone gaming.

There are other players in this segment too. What makes your product different? Currently, there is no product in the Indian market that is providing a true end-to-end console like experience out of the box for Android Device. The Evo Gamepad is portable, easy to use and above all has a very durable and robust hardware. It's designed for long term use, and has been tested for it. What makes it a completely unique and seamless experience is its companion – the Evo Gamepad App (available on the Google Play Store) that curates and suggests all the compatible games for your phone categorized as per your area of interest. It also aggregates all your installed gamepad games in one location for easy access. We are targeting every Android gaming enthusiast be it professional or casual. So far the response has been extremely positive.

You have gone for an exclusive online sales model. Don't you think this restricts your audience? In today's digital age, an e-commerce portal is where our consumers are. We partnered exclusively with Flipkart because it is one of the leading online retailers with a wide reach, which not only allows us to connect with our consumers across metros but also in the Tier II and III cities. We are also in discussions with large format retail stores like Reliance Digital and Croma to sell the device in the coming few weeks. But as of now, the response that we are getting from the online market is incredible.

What next can we expect from Amkette, both in gaming as well as in other areas? We are excitedly working on bringing a dedicated Android based gaming console for the big screen, priced at under Rs 10,000, to strengthen our position in the Indian gaming market. We will continue to build innovative products by foraying into newer categories for the Indian market with International standards. ■

saumya@mymobile.co.in

MADE IN INDIA

ADCOM
more than Xpect...

Digital India
Power To Empower



FEATURE PHONES

30+ MODELS
OF FEATURE PHONES

SMART PHONES

10+ MODELS
OF SMART PHONES



POWER BANKS

30+ MODELS
OF POWER BANK





300+ Service Centres Across India

Follow us on :

Customer Support : 9654000947
9716370407
9910072666

ADVANTAGE COMPUTERS (I) PVT.LTD.
3/20A Industrial Area, Kirti Nagar
New Delhi - 110015
Contact No.- 011-45587070, 71, 72
Website : www.adcomhitech.com

https://www.facebook.com/AdcomHiTechIndia
https://twitter.com/AdcomHiTech
https :// www.youtube.com/user/AdcomHitech/

For trade enquiries please contact : Pancham :- +91 9910519494, Email:- info@adcomhitech.com

First Look

Lenovo Vibe S1 Hey, Good-looking!



The Vibe S1 is arguably Lenovo's most eye-catching smartphone after the Vibe Shot. With a curved glass back, top-tier specifications, and beautiful construction, the device's design outpaces its competition by a big margin. Beyond its design and build quality, the Vibe S1 might be the perfect selfie smartphone with its dual-facing front cameras. The 8-megapixel camera is for details, while the 2-megapixel shooter gathers depth of information. Like any other advanced selfie-centric camera smartphone, the Vibe S1 comes with a slew of editing features. The Cut Out feature, for instance, lets you relocate people out of selfies and into any other image preloaded on the device. Up front, the smartphone comes with a 5-inch Full HD display, a 64-bit MediaTek Octa-Core processor, 3GB RAM, 32GB of internal memory, microSD support, 2,500mAh battery, and runs Android 5.1 Lollipop. It supports 4G LTE and has dual SIM slots. It is available in the market for Rs 15,999. ■

QiKU Q Terra The Gamechanger?

The latest entrant from the Chinese smartphone market is Qiku (pronounced Cheekoo) and it is clearly in a mood to take on the likes of Xiaomi and Lenovo. The Q Terra is its first device to be released in India and grabs attention for its incredibly compact frame - although it sports a full HD 6.0-inch display, it is actually smaller than the iPhone 6s Plus as it has almost no bezels on its sides. It also sports dual 13.0-megapixel cameras on the back and is powered by a hexa core Snapdragon 808 processor with 3 GB RAM and 16 GB storage, which is expandable to 128 GB. Connectivity options include 4G, Bluetooth, GPS and Wi-Fi. Round that off with a magnesium alloy frame, and a clean 360 OS UI over Android 5.1, and at Rs 19,990, it is a terrific deal for anyone looking for a high-end device at a relatively low price. ■



ZOPO

Speed 7

Blazing Fast



4G LTE

Android 5.1 with ZOPO Z-UI

Octa-Core 64 Bit CPU

3GB RAM

16GB ROM

13.2MP + 5.0MP Camera

GPS / GLONASS



Authorized Distributor: Advantage Computers (I) Pvt. Ltd. in India

For trade enquiries please contact : Pancham :- +91 9910519494, Email:- info@adcomhitech.com



Lumia 950 XL
Comeback kid?

Microsoft's comeback smartphone in the premium smartphone segment, the Lumia 950 XL, is aimed at power users. The company is chasing enterprise users who want a reliable smartphone experience in addition to an access to Microsoft's marquee services and apps. Hardware-wise, the phone offers a large 5.7-inch display, a Qualcomm Snapdragon 810 processor, 3GB RAM, 32GB of storage, a 20-megapixel camera with Zeiss optics, a 5-megapixel front-facing shooter, microSD card support (up to 2TB), and runs Windows 10. It comes with 'tablet-class' liquid cooling for keeping temperatures down and even features a dual antenna setup with an adaptive feature which automatically switches to the antenna with the best signal. What's more, the Lumia 950 XL comes with the USB Type-C connector and can be hooked up to a larger display using the Display Dock to experience Windows 10. The Lumia 950 XL is expected to cost in the vicinity of Rs.50,000. ■

Micromax Canvas Xpress 4G Budget-friendly 4G Canvas

Brands like Micromax aren't shying away from launching LTE-enabled smartphones at attractive prices. Proof of this is the Canvas Xpress 4G - Micromax's new budget smartphone for a very affordable Rs.6,599, which is available through Flipkart. The Canvas Xpress 4G is a dual SIM smartphone that comes loaded with Android 5.1 Lollipop out-of-the-box. As far its specs go, the phone has a 5-inch HD (720p) display, a 1 GHz quad-core MediaTek MT6735P processor, 2GB of RAM, 16GB of on-board storage which can be expanded up to 32 GB via a microSD card. Also, it comes with an 8-megapixel rear camera and a secondary 2-megapixel shooter in the front. It is powered by a 2,000mAh battery and offers multiple connectivity options, including Wi-Fi, Bluetooth and GPS. The Canvas Xpress 4G comes with double data offer for Airtel customers for 6 months. ■

team@mymobile.co.in



24th "Digital India" Convergence India 2016

International Exhibition & Conference
Pragati Maidan, New Delhi
20-22 January 2016

Convergence India

Your platform for Digital India



Focus Areas

- Convergence of Telecom, IT, Broadcast and Digital Media technologies
- e-Governance : Services on demand
- Broadband Highways : Optical fibre for high speed connectivity
- Electronics manufacturing : Make in India
- Digital empowerment of citizens : Services on Cloud
- Digital Infrastructure as a utility to every citizen
- Smart homes and solutions for better living
- Bridging the Digital divide : Rural Internet connectivity to reach masses
- Cyber Security in Digital era
- Infrastructure & Service providers for wired & wireless technologies

Supported by
Government of India
Ministry of Communications & Information Technology
Department of Electronics & Information Technology

Organiser
Exhibitions India Group
ISO 9001:2008 · ISO 14001:2004 · OHSAS 18001:2007

Supporting Journal
MY MOBILE

For Exhibition & Conference, please contact:
Mr. Yash Menghani, Senior Manager, yashm@eigroup.in
217-B, Okhla Industrial Estate, Phase III, New Delhi - 110 020
Tel: +91 11 4279 5000 | Fax: +91 11 4279 5098

www.convergenceindia.org

Profile

Ten Things You Might Not Know About...

Cher Wang, CEO, HTC



1. Not only did Cher Wang help start HTC in 1997, but she also helped found the motherboard and processor company VIA in 1987. It is still the world's largest independent manufacturer of motherboard chipsets. She also helped establish a number of other successful IT-related businesses.

2. She is currently the Chairwoman of HTC America, as well as the Acting Chairperson of its parent company, High Tech Computer (HTC) Corporation. She is the Acting Chairperson at VIA Technologies, too.

3. Wang is one of eight daughters of the late Wang Yung-ching, billionaire chairman of Formosa Plastics. He often wrote Wang long letters about business best practices.

4. She studied abroad at the College Preparatory School in Oakland, California and graduated from the University of California, Berkeley in 1981 with a degree in economics.

5. In 2011, she donated $28 million to the Guizhou Forerunner College, a charitable college in southwest China, which helps provide three years of free or low-cost education to students from low-income families.

6. Wang is a philanthropist who says she prefers to stay out of the limelight despite her accomplishments. She is an extremely private person and widely known for her simplicity. She flies in budget airlines and wears a simple black suit to work.

7. She has an interest in politics., She supported Taiwan President Ma Ying-jeou in his bid for re-election.

8. Her husband is Wen Chi Chen, the CEO of VIA Technologies. In May 2011, Forbes ranked him as the wealthiest person in Taiwan, with a net worth of US$8.8 billion.

9. Wang is Christian and is the mother of two children.

10. In August 2012, Wang was ranked as 56 on Forbes' list of The World's 100 Most Powerful Women. And in 2014, she was listed as the 54th most powerful woman in the world by Forbes. CNBC also named Wang one of the 25 people to have the most profound impact on business and finance since 1989.

***Disclaimer :** The information has been collected from the public domain and not from an interview with Cher Wang.

Retina Display

We hear the term "retina display" being used quite often these days, and almost always whenever a manufacturer releases a device with a high resolution display. The fact, however, is that the term "retina display" does not have as much to do with the resolution as with the pixel density of the display - or in simple english, the number of pixels per inch of a display. The term became part of tech jargon when Apple CEO Steve Jobs used it to describe the display of the iPhone 4 in 2011. Interestingly, the iPhone 4 did not even have a 720p HD display - its resolution was a relatively modest 960 x 640, which was well below what its competitors had to offer. Jobs, however, pointed out that the pixel density of the phone's 3.5 inch display was 326 ppi (pixels per inch), which as per Jobs meant that the human eye could not discern individual pixels when viewing the device at a distance of around a foot - which is the distance at which a phone is generally viewed. This would result in sharper fonts, richer colours and in general a better viewing experience

There has been a lot of debate about the actual pixel density which the human eye can distinguish, but a broad consensus seems to be that any phone's display with a pixel density in excess of 320 ppi can be called a retina display. The pixel density figure needed for a retina display decreases as the displays grow larger, as these are viewed from a greater distance - so an iPad Air claims to have a retina display even though it has a relatively lower pixel density than that of an iPhone: 264 ppi. However, it is deemed to have a retina display as it has a larger display and is also likely to be viewed from a greater distance than a phone is.

Basically, in everyday parlance, a retina display is one which is so rich in pixels that when viewed from a normal distance, you cannot see individual pixels. There is no absolute figure for retina displays for different devices, although the term is used for phones, tablets and notebooks. A simple rule of thumb for consumers: go with a higher pixel density whenever possible but remember that beyond a point, all displays look equally rich and sharp. ■

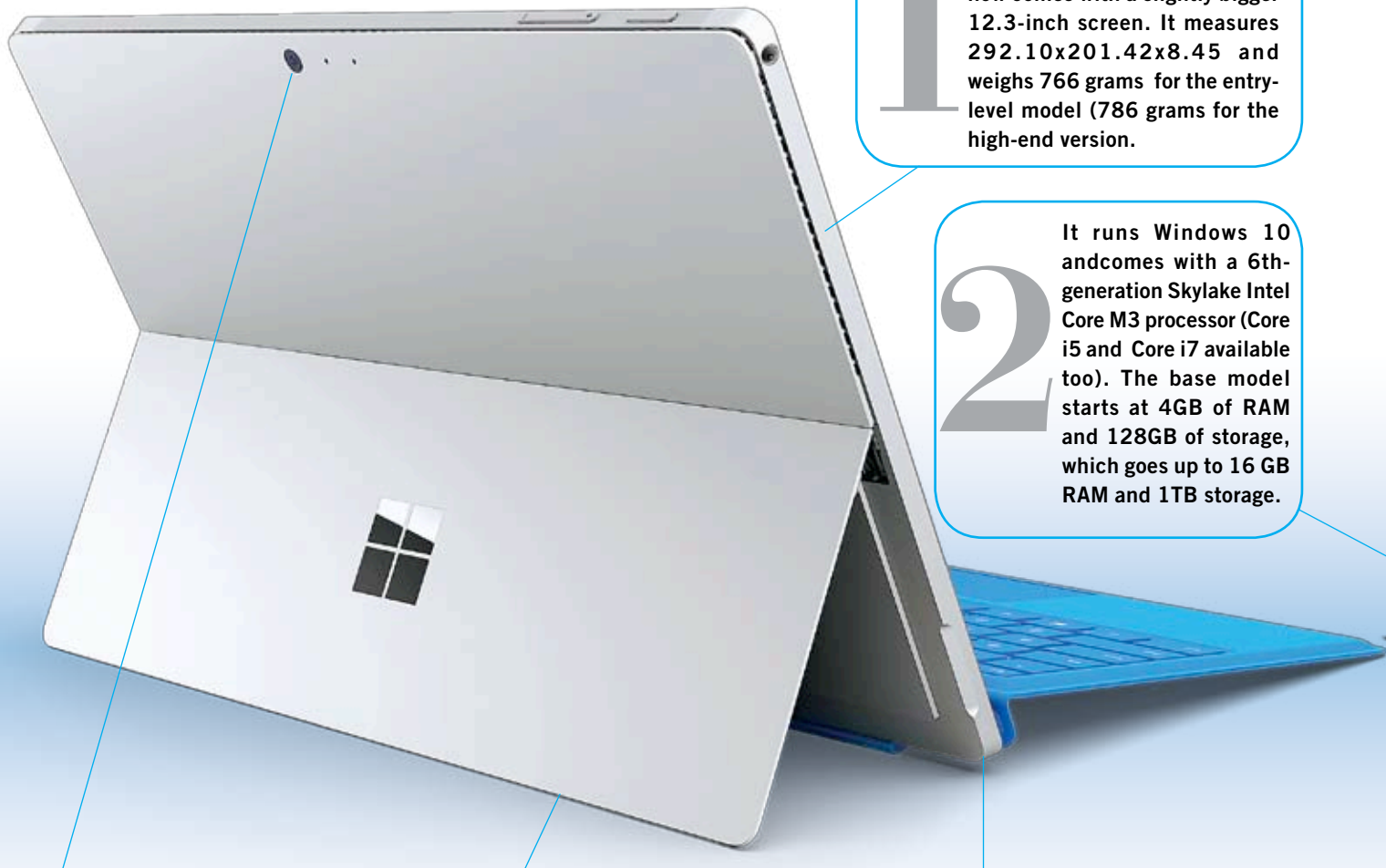
nimish@mymobile.co.in



In focus

Surface Pro 4: The

MICROSOFT HAS BEEN TRYING TO CREATE A NEW PRODUCT CATEGORY
ITS FINEST EXAMPLE OF CRAFTSMANSHIP AND ENGINEERING. MICROSOFT
IT BOASTS A 12.3-INCH TOUCHSCREEN AND RUNS WINDOWS 10 PRO.
ENTERPRISE USERS. AND YES, IT'S COMING TO INDIA BY JANUARY 2016.



1 The heir to the Surface Pro 3 sports a similar form factor but now comes with a slightly bigger 12.3-inch screen. It measures 292.10x201.42x8.45 and weighs 766 grams for the entry-level model (786 grams for the high-end version.

2 It runs Windows 10 andcomes with a 6th-generation Skylake Intel Core M3 processor (Core i5 and Core i7 available too). The base model starts at 4GB of RAM and 128GB of storage, which goes up to 16 GB RAM and 1TB storage.

5 The Surface Pro 4 gets a rear-facing autofocus camera that allows you to capture an 8-megapixel stills, as well as a 5-megapixel front-facing shooter. It supports the Windows Hello facial recognition feature.

6 The device retains the kickstand - a signature of the entire Surface lineup. It can be dynamically adjusted, like the Surface Pro 3, allowing you to work at different angles.

7 The Surface Pro 4 has an uncanny resemblance to the Surface Pro 3 - but there are some significant changes that make a difference to the overall experience. It is thinner, lighter and has a magnesium alloy build.

Notebook Killer?

IN THE FORM OF ITS SURFACE LINEUP, AND THE LATEST SURFACE PRO 4 IS IS PITCHING THIS AS A 2-IN-1, A CROSS BETWEEN A TABLET AND LAPTOP. IT'S INNOVATIVE, PROMISING AND SQUARELY AIMED AT TRAVELLERS AND WE TAKE A CLOSER LOOK. *By Anuj Bhatia*

3 The Surface Pro 4 features a 12.3-inch, 10-point multi-touch display, which is bigger and thinner than the one we saw on the Surface Pro 3. And yes, the resolution is now 2736 x 1824 (267 ppi), resulting in crisp and sharp images.

4 Microsoft claims the Surface Pro 4's battery will last at least 9 hours on a single charge. Very impressive indeed and good for mobile executives.



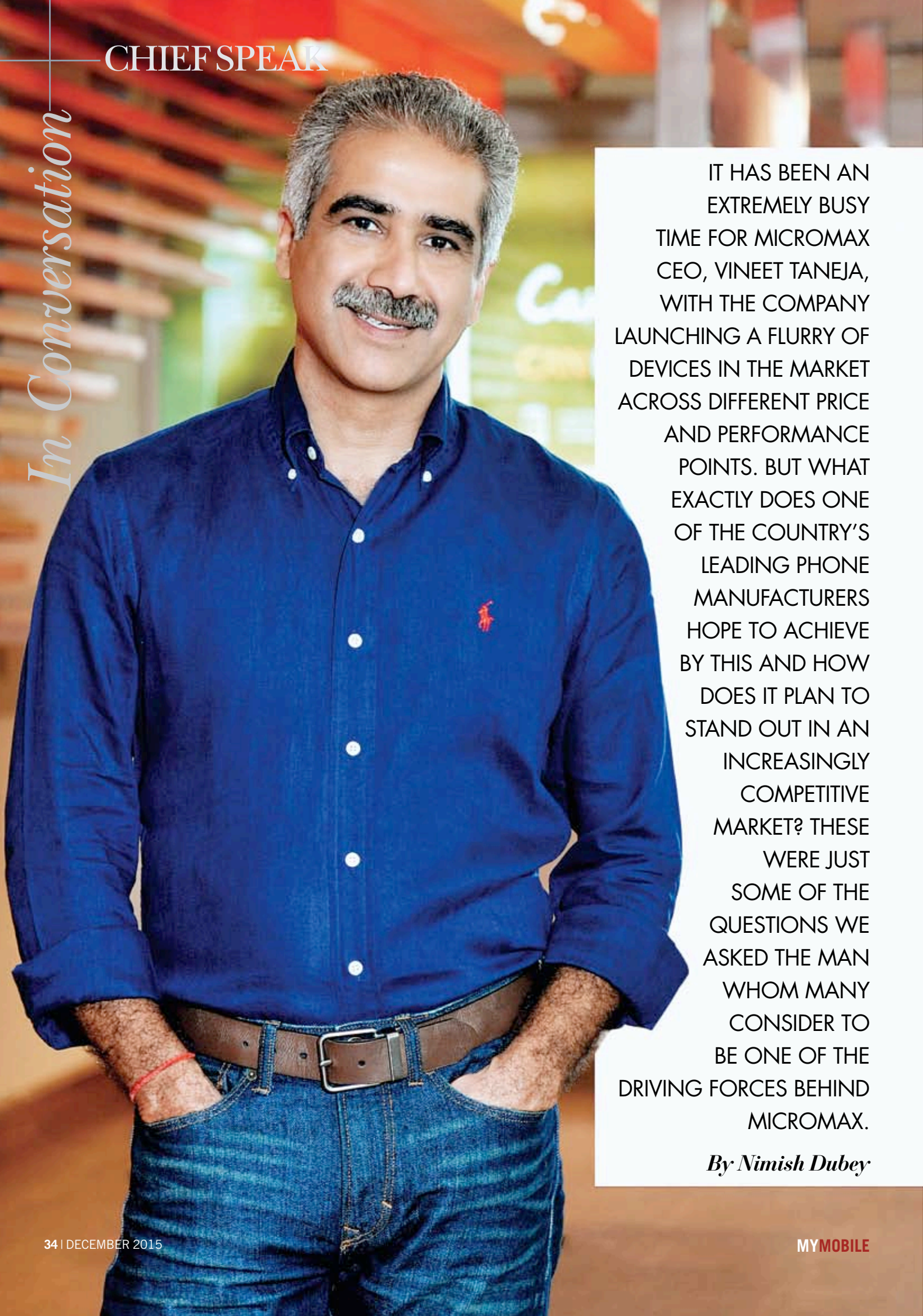
8 The Type cover has been updated too, making it the best yet - there is more space between the keys and decent depth for a better 'travel' and a good typing experience. Moreover, the trackpad is made of glass and 40% bigger.

9 The Surface Pen - Microsoft's answer to the Apple Pencil - attaches magnetically to the either side of the Surface Pro 4. It has 1,024 levels of pressure and an eraser on the end; and supports interchangeable tips.

10 The Surface Pro 4 has a full size USB 3.0 port, a microSD card reader, and a mini DisplayPort. There's also a headset jack, a cover port, and Surface Connect technology. ■

anuj@mymobile.co.in

CHIEF SPEAK



IT HAS BEEN AN EXTREMELY BUSY TIME FOR MICROMAX CEO, VINEET TANEJA, WITH THE COMPANY LAUNCHING A FLURRY OF DEVICES IN THE MARKET ACROSS DIFFERENT PRICE AND PERFORMANCE POINTS. BUT WHAT EXACTLY DOES ONE OF THE COUNTRY'S LEADING PHONE MANUFACTURERS HOPE TO ACHIEVE BY THIS AND HOW DOES IT PLAN TO STAND OUT IN AN INCREASINGLY COMPETITIVE MARKET? THESE WERE JUST SOME OF THE QUESTIONS WE ASKED THE MAN WHOM MANY CONSIDER TO BE ONE OF THE DRIVING FORCES BEHIND MICROMAX.

By Nimish Dubey

"WE ARE MASS MARKET PLAYERS"

We have seen a lot of launches from Micromax of late and of very different types, at different price points, and different design ethos (like the Sliver), some online and some offline. From a distance, it seems very scattered, but is there some central theme running through it all? Portfolio planning is both a science and an art in this industry as you know. We do a very structured process, which is taking into consideration price movements (how much we can launch and so on). What has added to the complication is the entire range of online and 4G. We actually had to prepone some of our 4G devices because we don't want to be late in the market. As a result when you look at the portfolio, you suddenly see that there are a lot more products than there should be. Because there is duplication. I will give an example, we launched the Nitro 2 and within a month we launched the Nitro 4G. Now, ideally there should be only one phone at this price point. Same is the case with the Fire. When you look at our portfolio then it looks like it has more products than we should have. Here the other dimension of course is that at any point of time now it is almost given that we require at least three online exclusive products. Ideally one with Flipkart, one with Amazon and one with Snapdeal. So there is a method but today our portfolio is more cluttered than it should be.

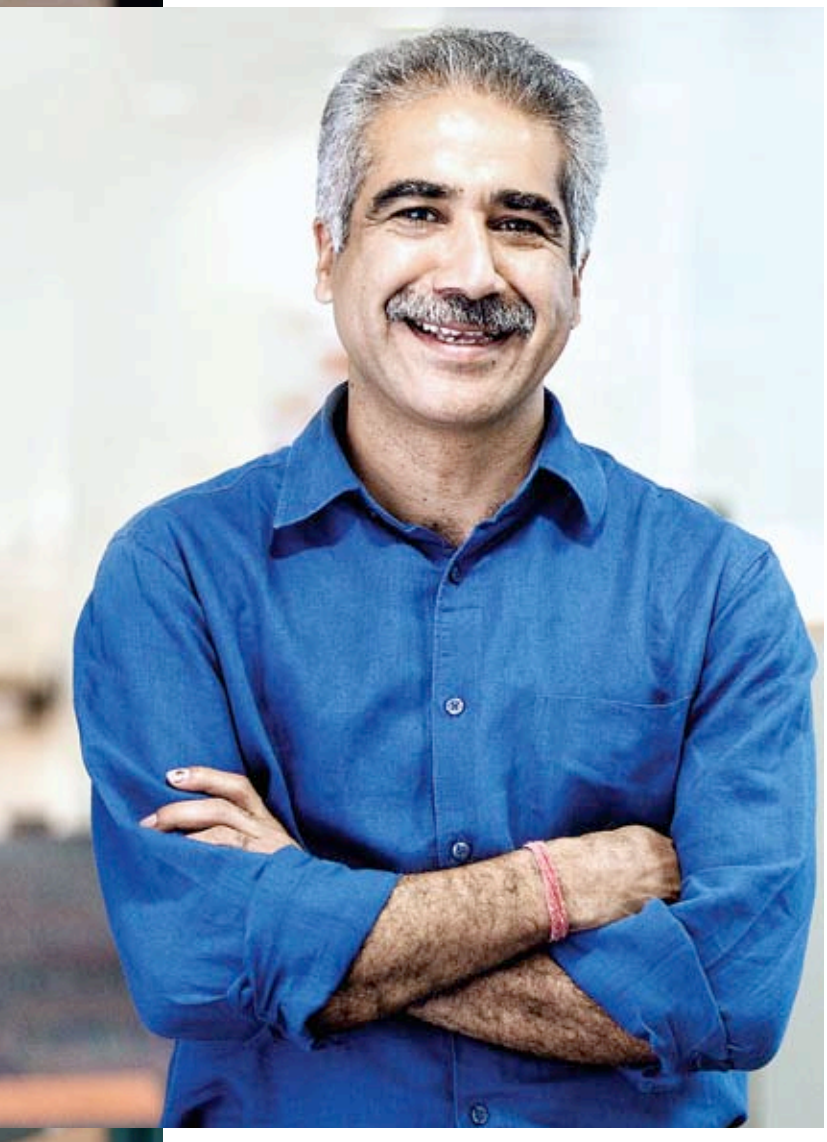
You have launched the Sliver 5, which showed that Micromax was trying to go to a slightly more premium position, highlighting design more than specs and coming with a relatively high price tag. But with the Canvas 5, you seem to have returned to your "value for money" roots. So have you given up the premium segment? I think we need to rethink our premium strategy because just specifications and only design will not give us the kind of results we want. The reality is that the market has got recalibrated and the Canvas 5 pricing is a reflection of that - we deliver superlative value with top end features with good design. We have not yet given up the premium aspiration. It is just that we need to rethink what else to add there - clearly specifications is not it, it is not design, so then it has to be software. And that will happen in due course.

So what do you think the Micromax customer is looking for? Definitely looking for better value than anything else. The reality is that it is our core consumer and we will never shy away from that. We are mass market players, and we make no bones about it.

Which of course bring me to an inevitable question that the mass market is very clustered and we have new phones coming everyday and now Micromax is the target, whereas at one time you were the guys who were the challengers. So how do you plan to cope for the competition? There is a strategic answer and there is an operational answers and let me give you the operational answer first. The operational answer is that you need to go faster, be more nimble and don't slow down yourself because you have become big. That to me is the first mantra that we need to keep reminding ourselves - don't forget where your roots are. When you become affluent because your company has succeeded, you tend to drive bigger cars, etc, and you say that's life, but the roots are still the same, middle class youth and college students. We have already seen that our competition is already making mistakes that we have learnt from already. You can see the advertising and you see them following some of the mistakes we made. On the strategic front, however, we have to come up with a differentiation that is beyond hardware. We have no other choice. Because even if we make the volumes, we won't make the margins.

One thing that has been perceived to be the Achilles heel of Micromax is the after sale service. What are the initiatives in that regard? There are three or four parameters in the sale services function of any company that you look at. One is turnaround time, (TAT) which means that if I get your phone today, how long do I take to give it back. Now like averages hide facts so you further dissect it and so you say pendency is above 21 days, so number of open calls above 21 days - these are consumers that are really in pain you know: 21 days without a phone. Then there is cost that we measure of course, but which we tend to give less importance. Lastly is the overall measure, which is more a measure of quality, which we call total FFR (field failure rate). Now let me give you a snapshot of our last twelve months.

In the last twelve months, our FFR has come down significantly - and I am saying within smartphones and feature phones because within smartphones the FFR is double that of feature phone, as the former are more complicated devices. But within each segment my FFRs have come down by half, which gives a very big thumbs up to the quality we are delivering to our consumer and our overall quality - FFR has nothing to do with after sale services. Our FFR is



now comparable with the best in the industry. Having said that because our smartphone contribution has gone up so much, the number of total calls has of course gone up, and I think while we have improved both the TAT and 21 days in percentage terms, but in absolute numbers, it is still a very sizeable number. For example, our greater than 21 days open calls as of yesterday - and I monitor it every day - is in tends of thousands. Some number like that - it is not a small number. It is a very large number. When I look at percentage, it seems small, so I think the learning for us is that we just need to ramp up a lot. We have ramped up - our repair capacity has doubled and I don't mean the L2 capacity in the 800 centres we have but also the backend repair factory. But maybe we have to quadruple it (laughs) - it is as simple as that. So yes, we have made a huge improvement but maybe we need to be a lot better because of the sheer volume. Our overall and average TAT is good, but our greater than 21 days really needs to be really addressed. That said, I can tell you without naming any companies that there is a huge issue in after sales service as an industry. Because smartphones have grown so much and I do not think repair capacity has gone up by the same pace. Some of very close competitors have serious issues on quality and after sales.

We need to recalibrate. Customer expectations have changed. My customer service team might claim things have improved and that are repairing devices faster (say in a week) but the customer will still feel unhappy that his or her phone stopped working and that it took a week to fix it - how do they survive without a phone for that long. And they are right to feel that way. So we do not have to just look at going below 21 days but need to recalibrate, as the customers' reliance on a smartphone has become so much higher. Not many people can afford to have a standby phone!

There is no miracle cure here. We are trying to be one of the first players who do a replacement of a device above a certain price point - a seven-day replacement. For all our phones above Rs 10,000, we are providing a seven-day replacement. If I don't repair your phone in seven days, I will give you a replacement. I am giving that guarantee. As we get better, maybe we will bring that price limit further down, say to Rs 8,000. That is the destination but I cannot move overnight to a seven day replacement across the board. All we can strive for is very high operational detail and efficiency.

You said that in the future it would not be possible to fight purely on specs and hardware. What do you think you are going to have to fight on then? I think you will have to fight on experience for which you will require software, and some kind of unique services on your device, natively integrated.

So is Micromax working on its own software? Absolutely. I won't say "own software" - it will be some version of Android that we will definitely want to work on.

Any plans to bundle applications on your phones? We already do. Bundling, which is simply burning, is an easy way to do and also it generates revenue for us. But more interesting is if you could integrate it natively. So for example when you see the Gaana integration - it is the default music player. Club that with selling subscriptions because complete knowledge of the usage, then you can do a lot and this is only in music. Now imagine doing similar native experiences with other services, including shopping. If you do that, there is a huge value. And that is the way to go because as only a hardware player, I don't think there is going to value beyond a few quarters.

What next can we expect from Micromax? What you can expect is some unique experiences and those unique experiences need not be hardware experiences. Because in hardware, you have come to expect it already. Do not expect it in the next month or month after. It will take its time but it will come soon. It should come in the first half of next year for sure. That will be a defining moment. ■

nimish@mymobile.co.in

swipe™

VIRTUE

distinctly you



Available in: Colors

1.3 GHz Quad Core Processor
12.7cms (5.0") HD IPS Display
16GB ROM
Android Lollipop 5.1

2 GB RAM
Dual SIM 3G
8MP (R) + 5MP (F) Camera
2500mAh Battery

JUSTSWIPE.COM

swipe™

KONNECT 5.1

PLAY MANY ROLES



Available in:

1.2 GHz Quad Core Processor
5.0" IPS Display
8 GB ROM
Android KitKat 4.4

1 GB RAM
Dual SIM 3G
8 MP (R) + 3.2 MP (F) Camera
3000mAh Battery



"Theoretically you can have everything in a phone but that doesn't mean it's going to be a good phone. Like a chef can put every ingredient into a dish but that doesn't make it a good dish. There's got to be a conscious removal and addition at the same time; you can't just have everything."

-Carl Pei,
co-founder, on the newly launched OnePlus X in an interview to AndroidPit.

"I think if you're looking at a PC, why would you buy a PC anymore? No really, why would you buy one?"

-Tim Cook,
CEO, Apple, casts doubt on the future of the PC in The Telegraph even as Apple releases its iPad Pro.

"With the second largest developer population in the world, India is poised to be home to next generation of global software firms."

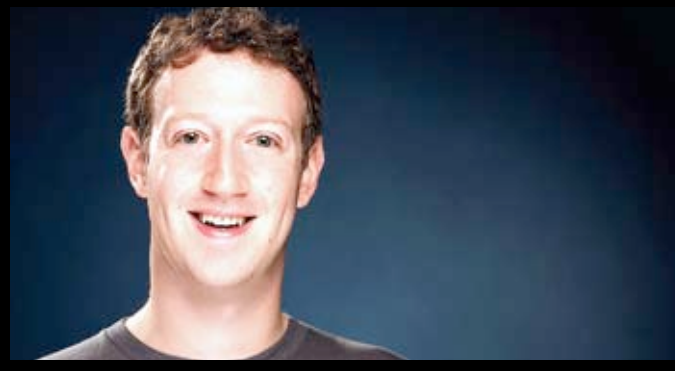
-Amit Singh,
president, Google for Work, speaking at the launch of two new initiatives in India.

"Having a spotty internet connection shouldn't mean you miss your next turn"

-Suren Rahul,
Director, Google Maps on launching the offline navigation and search feature for Google Maps in India.

" You should know that we will find you and we will not let you go. We will launch the biggest operation ever against you.Expect massive cyber attacks. War is declared. Get prepared."

-Message from the online collective group Anonymous to ISIS following the terror attacks in Paris.



"Look at the efforts we have had with Internet.org. It is live in 24 countries in the world and growing. There are 15 million people in the world who have access to Internet because of efforts of Internet.org. I have seen some cynical reporting saying it isn't working as good. But if that isn't good I'd like to know what you think is. So this is a program that is working around the world."

-Mark Zuckerberg,
CEO and founder, Facebook, speaking on the Internet.org initiative at a Townhall meeting at IIT Delhi


10:00

Wearables
IS IT TIME TO DON TECH?

ONCE CONSIDERED STUFF OF SCIENCE FICTION FANTASY AND THE GEEK CROWD, WEARABLES HAVE COME A LONG WAY AND ACCORDING TO SOME PUNDITS, ARE NOW ALL SET TO GO MAINSTREAM. BUT ARE GADGETS LIKE THE APPLE WATCH A FLASH IN THE PAN OR THE SIGN OF A NEW TREND? WE TAKE A CLOSER LOOK AT WEARABLES IN INDIA. ***By Anuj Bhatia***

In the 1987 movie, Mr. India showed a gold watch worn on the wrist, which when activated, made the wearer invisible to the naked eye. Two years later, in 1989 Back to the Future Part 2 captured the public's attention when the future family of Marty McFly use "connected goggles" to watch TV and make video phone calls. And then there is Giordi La Forge's VISOR from Star Trek: The Next Generation, a device which helped him to see even though he was blind. They might not have been part of our every day lives, but wearable gadgets - from watches to spectacles - have definitely been a part of our imagination for a while now. In fact, there is evidence to suggest that a lot of the wearables that we see in the market today owe their existence to science fiction.

The sci-fi series Star Trek, inspired Google to develop its head mounted Google Glass (now discontinued), as revealed by Amit Singhal, Google vice-president and senior search engineer, in 2012. When Samsung launched the Galaxy Gear smartwatch back in 2013, it released commercials that reminds consumers that the wearable gadget actually dates back to 1946, when comic-strip-detective Dick Tracy first used his handy wristwatch for police communications.

From the world's first commercial electronic digital wristwatch to Apple Watch to Oculus Rift, wearable computing is an integral part of the "Internet of things (IoT)", which could redefine how we interact with technology and indeed with each other, making technology an even more integral part of our lives.

What are wearables?

The growing adoption of smartphones and wireless broadband , driven by rapid price decline and the incoming of 4G LTE connectivity, have accelerated the scope of mobility, in general. At the same time, the distinction between computers and smart devices is fast blurring which led to the emergence of a whole new category of smart wearable tech. So what do exactly mean by wearables?

A wearable is a small electronic device, consisting of one or more sensors and having an embedded chip. As its name indicates, instead of being carried around as a separate entity, it can be easily attached to the person of the user. A wearable can thus resemble a watch, eyeglasses or even jewellery. Wearables come in all shapes and sizes and with varying abilities, depending on the components within them. For instance some smartwatches might be able to capture and analyse more data than a basic fitness wearable, whose main task is to just count steps. Wearables started out as being



"With more practical apps getting embedded onto these wearable devices.... The time is not far when developers shall start conceiving functionalities to be rendered through wearable devices, which otherwise are conceived only through smartphone"

-Amit Gujral,
Marketing Head, LG Mobiles India

mostly extensions of mobile devices, relaying notifications from phones to the user, but are slowly being recognised as devices in their own right, even though their primary function for most users remains notifications and fitness information captured from their various sensors.

The market potential of wearable technology is estimated to be immense in the coming years. From small startups to multinational giants, like Apple, Google, Samsung and Huawei, almost every brand in the tech world has jumped on to the wearable bandwagon. According to the International Data Corporation (IDC) Worldwide Quarterly Wearable Device Tracker, wearable device shipments will reach 76.1 million units in 2015, up 163.6% from the 28.9 million units shipped in 2014. By 2019, worldwide shipments will reach 173.4 million units. Meanwhile, new findings from Juniper Research estimates that the smart wearables market is expected to generate $53.2 billion hardware revenues by 2019, compared to the $4.5 billion expected this year. Impressive figures indeed.

The wearable Tech Market in India

Although the wearable technology market in India is still in an early stage of evolution, it has seen significant growth and adoption in various segments, in particular fitness, fashion, and healthcare. And the arrival of the Apple Watch has further spurred consumer interest. The segment has also been attracting a lot of attention from the mainstream media and developers.

In India, the wearable tech market primarily consists of smartwatches and activity trackers, and is still mainly a niche segment. Compared to the last year, though, the market for smart wearables has seen a steady growth. The number of players has been increasingly steadily and global brands like Fitbit, Misfit and Jawbone also arriving in the market. Perhaps the best indication of the increasing interest in wearables in the country is the fact that Amazon India recently started operating a dedicated wearables store, where consumers can compare wearable tech devices ranging from smartwatches to active fitness trackers.

But the wearable market in India can claim to have really taken off in April this year, when Chinese smartphone manufacturer Xiaomi launched its highly anticipated Mi Band in the country. With an asking price of just Rs. 999, the Mi Band proved to be a killer deal for those looking to buy a fitness tracker without spending a bomb - Sony's tracker for instance cost almost five times as much. In the first flash sale of Xiaomi's Mi Band that was conducted on the company's own ecommerce site (Mi.com/in), the device went out of stock within seconds. In less than a gap of few days, Yu Televentures (a subsidiary of Micromax) introduced its YuFit fitness tracker, with a similar price tag of Rs.999. The device was recently pulled out of the market, citing some technical issues. But devices like these indicate that the wearables market in India might just be moving beyond the niche geeks and going mainstream.

The big names arrive, and so does the Apple Watch

Furthermore, in August, Fitbit - the world's largest wearable maker, made its debut in India. The company started selling its entire lineup, through leading retail chains such as Croma, Reliance Digital, among others, priced between Rs. 3,990 to Rs.19,990. Unlike many other vendors, Fitbit has been selling its popular devices through both online as well as offline channels. Immediately, after Fitbit made its debut in India, Jawbone too - another major player in the wearable tech - went ahead with its plans to bring its entire lineup of fitness trackers in the country, in partnership with Amazon at a price range of Rs. 4,999 to Rs. 14,999. Misfit, another high-profile wereable brand entered India in September this year with three (Misfit Shine, Misfit Flash and Misfit Link) of its health and fitness trackers. Unlike other bands, which are to be worn on the wrist, Misfit Link, for instance, can be clipped anywhere, on a belt, sleeve or pocket. And it also had an affordable device - the multifunctional Misfit Link which is available in four colours for Rs. 1,999.

And with the recent release of the Apple Watch in India, the era of wearable technology has officially arrived in India, it seems. Unlike other smartwatches from rival brands, the Apple Watch comes in three distinct design collections, which include an 18-karat gold version. The Apple Watch starts at Rs.30,900 for the entry-level Sport model and goes all the way up to 14 lakh for the Apple Watch Edition, which is made of gold. This is a key difference between the Apple Watch, and say, the watches from Samsung, LG or Motorola for that matter. With the Apple Watch, the Cupertino company, is clearly aiming to capture the high-end of the market, currently bossed by the likes of Rolex, Tag Heuer, Omega, among others.

The Smart Watch Effect

The Apple Watch is not the first smartwatch ever launched. Even before the launch of the Apple Watch, others have been trying hard to present smartwatches as useful add ons to smartphones. Unfortunately, most of them, including Google with its Android Wear, have failed to make a lasting impact on the wearable market. The core issue with wearables right now is a perception problem. An average user still thinks that smartwatches do those things that your smartphone already does. Most smartwatches work as wrist-worn notifiers for your smartphone alerts. However, there are some smartwatches on the market that can be used independently on their own. The Samsung Gear S, for that matter, was a unique smartwatch doubling as your smartphone by letting you make and receive calls and text. The Gear S, however, failed to woo consumers because the device wasn't a fully independent device. Plus, it was chunky and it constantly needed to be charged.

The most obvious issue with current wearables devices are limited battery life and an inconvenient user interface. Beyond



"Wearable devices are still a niche segment. In India we have seen brands entering the market but most of them were unable to generate interest. Consumer engagement with these remains a question as it needs a significant shift in consumer habits."

-Tarun Pathak,
Senior analyst, Mobile Devices and Ecosystems, Counterpoint

that, there are questions being raised over the accuracy of the data captured. Privacy concerns and security flaws then further pose questions over the use of wearables in the workplace. Perhaps that's why Google Glass is off the market, citing privacy concerns. The other problem is fragmentation, which already exists in the Android ecosystem. Since Google controls the Android Wear system, this makes it really difficult for manufacturers to play around with native software - it doesn't matter whether you buy a smartwatch from LG or Motorola or Tag Heuer , you will essentially get the same software.

And then there is the Apple Watch. As with any new first-generation product, it is far from being perfect. Like any other smartwatch, it lacks a definitive compelling feature. Plus, it costs Rs. 30,900 for the basic version. That's a lot of money for an average Indian user. And well, you need a relatively recent iPhone to be able to use an Apple Watch (it won't work in sync with other smartphone platforms). That said, Apple has made its smartwatch appear something fashionable and desirable, something most other players have been repeatedly ignoring. In a country like India, where Apple enjoys the status of a premium brand akin to LVHM and Prada, there's a fair chance of seeing people flocking to get the Apple Watch - after all, iPhones are in great demand these days in India, notwithstanding their price tags! Wealth-X projects there will be 437,000 millionaires in India by 2018, and the number will double by 2023. And that represents an opportunity not just for Apple but for just about every wearable manufacturer.

The Industry speaks

2015 has seen a major increase in the advancement of the wearable technology. But while there is no denying that smartwatches and fitness bands are the latest trend, they have made little impact influencing Indian consumers. Tarun Pathak, senior analyst, Mobile Devices and Ecosystems, Counterpoint says,"Wearable devices are still a niche segment in India but growing steadily. Although in the last one year in India we have seen brands entering the market but most of them were unable to generate interest level of consumers. Consumer engagement with these devices still remains a question mark as it needs a significant shift in the consumer habits."

As per the Counterpoint Research Quarterly Wearable Tracker, sales of wearable devices such as smartwatches and fitness bands totaled 1,00,000 units in India in the year 2014 and are estimated



to grow to close to a million in 2015. During Q2 2015, Indian market reached 0.30 million units as compared to 0.08 million in Q1 2015. The split between activity trackers (smartbands) and smartwatches was 85:15 during Q2 2015.

What is perhaps more interesting is the that consumer themselves do not seem ready to embrace wearable technology. "Consumers are still not warming up to the use case or idea of wearables and are somehow not ready to add a fourth device to their existing set of devices which needs to be charged periodically. As a result of which the attach rate to current smartphone users is in very nascent stages which is less than 1%.It will take some time to create a robust ecosystem around wearable devices and generate interest level of the end consumer. Also all the top selling smartwatches in India and even some of the fitness bands from Tier One brands are currently costly, with an retail ASP between $100-150 which is higher than some of bestselling smartphones in the country," Pathak says.

"Currently smartphone being the center of all consumer online activities manages to find itself at a stage where consumers keep them in the vicinity, rather than some of the wearables currently out there in the market. As a result of this, it has cannibalized the sales of entry level activity trackers which restrict themselves to just step counts and a few other tasks which are now available as apps on the App stores. For wearables to be a hit, not only do the use cases and segments need to evolve but underlying data and its authenticity will also act as a differentiator which can be further used to incentivize end user. These incentives can range from discounts on health items after reaching a particular target on wearable device, lesser premium on health insurance and discount on doctors consultation based on wearable history and track record," he adds.

For Fitbit, however, India is a big market for connected and health fitness devices. The company sees great growth potential in India, as people become more aware of health risks, demand for such devices will automatically go up.

"India offers great potential for Fitbit given the growing focus on personal health and fitness and we believe the time is right to launch the brand here. We have seen that people in India have a growing interest in connected health and fitness devices that can help them lead healthier, more active lives. We expect that our expansion to India will help us to continue to drive the growth, scale and reach we've experienced," says, Manisha Sood, Country General Manager-India, Fitbit. "What sets Fitbit apart is its fun and accessible brand, its large and engaged community, its product design and intuitive software, its broad compatibility across platforms, its wide range of devices, and its global distribution reach. Fitbit devices are widely accessible on most platforms, including more than 200 iOS, Android (which accounted for almost 80% of the global smartphone market share last year) and Windows Phone products, as well as Mac and PC computers."



"India offers great potential for Fitbit given the growing focus on personal health and fitness... the time is right to launch the brand here. We have seen that people in India have a growing interest in connected health and fitness devices that can help them lead healthier, more active lives"

-Manisha Sood,
Country General Manager-India, Fitbit.



According to a statement from a Jawbone spokesperson, Indian consumers are becoming both design savvy and hugely interested in the latest technology. "With heart disease and diabetes remaining two of the major causes of death in India, keeping a healthy and active lifestyle has never been more important. UP helps people better understand their health and well-being by tracking sleep, activity, nutrition or even heart health depending on the UP model, along with clear tools - through the UP app and our unique Smart Coach system - to clearly help our users understand their data and make small changes, every day." Jawbone, which recently made its entry into India, like to call its fitness devices as " lifestyle trackers".

"People tend to talk about the wearables market as if it is one thing. However, when we look at the market, we see at least three different segments: workout devices, smartwatches and lifestyle trackers," the spokesperson said. Jawbone says that if a person is serious about total health, they will likely have a lifestyle tracker.

Perhaps Korean giant LG wants to establish more closer relationship with developers once the wearable tech gets reasonable transaction among consumers. LG has been something of a pioneer in smartwatches, and its latest wearable - the Watch Urbane is a rare combination of design and functionality. The company feels that these wearable devices would be more useful as they get



applications.

"Indeed the forward looking time for man-machine connectivity is of Wearable devices. These devices would be an extension to the ongoing convergence revolution and trends would surge with more practical applications getting embedded onto these wearable devices. The time is not far when developers shall start conceiving functionalities to be rendered through wearable devices, which otherwise are conceived only through smartphone," says, Amit Gujral, Marketing Head, LG Mobiles India.

Motorola has played a key role in establishing the wereable segment to some extent. Its Moto 360 smartwatch has perhaps been the most successful smartwatch this side of the Apple Watch. "Wearables are going to expand. Its an area that will see a lot of innovation soon. There have not been many efforts being made in this category; some of the best efforts actually have come to fruition only in the last 8 to 9 months. And the device which brought it to the mainstream was the Moto 360. So we're very positive about what it does. Subcategories will evolve but we're betting more on integrating products as the Moto 360 and the Moto 360 (second-gen)", says Amit Boni, General Manager, Motorola.

Timex has always been synonymous with old school watches but with its recent launch of a new range of activity trackers under its Ironman series, it too has made an entry in the wearable tech market. "The wearable technology landscape has evolved immensely with a host of new and upcoming devices, especially fitness trackers, coming into the hands of hundreds of thousands of eager consumers. With the advent of wearable technology, the acceptance among the Indian consumers has risen dramatically, " says Anupam Mathur, head – sales and marketing, Timex Group India.

He further elaborates: "Wearable technology has entered the Indian market at a point in time where smartphone usage has crossed all boundaries. The fact that a fitness tracker can be paired with a smartphone, which can further help analyze personal data and provide the user with insights into his health and fitness is further fuelling consumer interest. Gradually, consumers have started demanding more than functionality. Catering to this category means infusing a sense of fashion and desirability into the products. Acceptability of wearables can be further pushed with advancements in the overall look of the product apart from functionality and features."

The wearable era cometh!

As Counterpoint points in its quarterly wearable tracker, the wearable segment in India is a niche category but is "growing steadily" at a fast rate. Even though wearable technology is in its early stage, it has reached 0.30 million units in Q2 2015, and is expected to grow to 1 million in 2015. And as the number of players in the market increase, so will the options available to the consumer. This in turn is also likely to drive down prices, making wearables more accessible to mainstream users and not just the geek squad. However, whether they actually become as much a part of our lives as phones have become will depend on the innovative features they offer. The devices are here. It is now up to the app developers and service providers to script the next chapter of the wearables era, and take it well and truly out of the territory of science fiction and make it a part of our daily lives. ■

SMARTWATCHES, SMARTBANDS -

WEARABLE TECH MIGHT NOT HAVE GONE MAINSTREAM IN THE WAY MANY HAD PREDICTED BUT SEEMS SET TO TAKE OFF, IF THE ENTHUSIASM OF THE MANUFACTURERS IS ANY INDICATION. FROM APPLE AND SAMSUNG TO XIAOMI AND YU, BRANDS ARE UPPING THE ANTE TO LURE CONSUMERS. WE HANDPICK TOP 7 BEST SMARTWATCHES AND ACTIVITY TRACKERS AND SMARTBANDS YOU CAN BUY IN INDIA.



Price: Rs.799

Xiaomi Mi Band

It wasn't even competing with the likes of Jawbone and Fitbit (initially), but its insanely low price and scintillating performance made it perhaps the most popular wearable of them all. At Rs. 799, the Mi Band is the most most cost effective fitness tracker available in the Indian market. The device pairs with any smartphone using Bluetooth and tracks the wearer's step, sleep, daily activities and even delivers incoming call alerts. The collected data is displayed on the smartphone in a dedicated Mi Fit app, which is available for free on Google Play store and iTunes App store. The lack of a display is a bit of a let-down but then it also results in a month long battery life. The real killer? The price!



Jawbone UP3

When you think of fashion and technology, you might think of Jawbone. And the good news is that Jawbone's high-profile UP3 is now available in India for Rs. 14,999. This isn't a conventional looking fitness tracker. Instead, the UP3 looks like a delicate piece of jewelry. With the UP3 you will be able to keep a track of your daily activities. What's more, a feature called Smart Coach gives you recommendations during the day and even tracks food, if you enter information. The UP3 has a bioimpediance sensor that will allow the device to track heart rate. Available in a number of color choices, the Jawbone UP3 has no display and no "smart features" (no call or text alerts) but lasts close to a week on a single charge.

Price: Rs.14,999

Apple Watch

Available in two sizes and an array of interchangeable bands, the Apple Watch (starting at Rs. 30,900) is perhaps the most high-profile wearable available in the market. For those who want a stylish piece of technology, the Apple Watch is an ideal option. Beautifully crafted with an intuitive user interface and a number of apps, it is pretty much the accessory to own for those with an iPhone (it does not work with Android, alas). Standout Apple Watch features include making



Price:
Rs.30,900 Onwards

and receiving calls, viewing emails and the "taptic" feedback and notifications, among others. Apple says the watch will offer an "all-day battery life" - that's up to 18 hours of normal use. The watch also comes with a wireless inductive charger, allowing for wireless charging. Apple's latest WatchOS 2 further adds to the overall functionality, including new watch faces, third-party complications, and support for third-party apps. Apple Watch now has over 10,000 apps available for its flagship timepiece.

- INDIA'S 7 TOP WEARABLES

LG Watch Urbane



LG was in fact the first mainstream manufacturer to launch an Android Wear-powered smartwatch. The Watch Urbane is the third smartwatch from LG to run Google's OS for smartwatches. It is also one of the most expensive Android Wear smartwatches. Pricing aside, the LG-made Watch Urbane will remind you a Swiss-made timepiece, with its all-metal design. With a full circular display, the Watch Urbane is a looker. The device sports a 410mAh battery, making it one of the longest-lasting smartwatches running Android Wear. Under the hood, it has a Snapdragon 400 processor clocked, 512 MB of RAM, 4GB of storage, in addition to Wi-Fi and Bluetooth.

Price: Rs.29,900

Fitbit Charge HR



The Fitbit Charge HR's tiny display might make some wonder as to its utility, but a week long battery life definitely makes a big difference. With continuous heart rate tracking coupled with intelligent software integration, the Fitbit Charge HR is designed for truly active people. The band is slim, looks good on the wrist, and is integrated well with the Fitbit app and website. It measures steps, sleep, stairs, distance, calories burned, time - and even has a caller-id feature. The Fitbit Charge HR is water resistant, but not fully waterproof. The Charge HR comes in small and large sizes, and users can choose between Black and Plum colors.

Price: Rs.12,999

Moto 360

It might have been one of the first wave of smartwatches, but the Moto 360 left a real impression on the wearable tech market. Launched in 2014, it was perhaps the first popular Android Wear smartwatch to feature a circular display.



It runs Google's Android Wear platform, and charges via a wireless charger. Available at Rs. 13,999, the watch boasts a 1.56-inch (320 x 290 pixels) backlit LCD touchscreen. The watch is itself reasonably compact and comes with interchangeable bands. The Moto 360 offers a heart rate scanner and is also waterproof. It comes with 512MB of RAM and 4GB of on-board storage. Its 320mAh battery lasts a day on a single charge, if handled carefully.

Price: Rs.13,999

Samsung Gear S2

For many, this is the smartwatch that can compete against the Apple watch. Samsung's Gear S2 smartwatch has a 1.2-inch Super AMOLED round screen, stainless steel body and interchangeable wrist straps. The watch runs Samsung's very own Tizen OS, rather than Android Wear. Rotating bezels as well as home and back buttons offer quick and easy access to notifications. A heart-rate sensor is found on the rear casing of the watch.



Price: NA

The Gear S2 is waterproof, as well, and comes with a 1GHz dual-core processor, 512MB of RAM, 4GB of storage and two days of battery life. There are two different versions of the Gear S2: the regular model and a Gear S2 Classic. There's no official word on when it's coming to India. Or its price at the time of writing. ■

anuj@mymobile.co.in

7 Gadgets for Business Travellers

WHETHER YOU ARE HEADED OUT TO A MEETING IN DUBAI, OR NEED TO MAKE A PRESENTATION IN WASHINGTON, YOU WILL NEED THE RIGHT MIX OF GADGETS TO KEEP YOU CONNECTED, WITHOUT COMPROMISING ON PRODUCTIVITY. THESE SEVEN GADGETS ARE A MUST HAVE FOR ALL THOSE WHO TRAVEL FOR BUSINESS.

By Anuj Bhatia





Price: Rs.599

Nokia Treasure Tag

Travelling tirelessly throughout the globe? If yes, then you need to buy Nokia's Treasure Tag accessory. This tiny accessory can be useful to find valuable keys or luggage bags when travelling. Basically if you accidentally leave your bag behind, the bag will start to beep. The device, which come with an accompanying app, is compatible with Nokia Lumia smartphones, alongside Android and iOS devices. The tag lasts up to 6 months on a single charge, which makes it even more useful for frequent travellers.



Price: Rs.2,999

Google Chromecast

Google's Chromecast is a small dongle that plugs into an HDMI port on your TV to stream media from the Internet to the living room screen using your connected device. It's a low-cost competitor to Apple TV and allows you to stream media using smartphones, tablets, PCs and laptops. Setting up the Chromecast is simple. You need to download an app (iOS or Android) that connects to the streaming stick via Wi-Fi and allows you to configure the settings for your home Wi-Fi network. Streaming from YouTube is easy and you can also mirror your smartphone onto the big screen using the Chromecast. If you have already invested in an Android device, go with the Chromecast - make your content big screen.

Apple Watch 42mm

The Apple Watch is a watch for business users who are constantly travelling. The build quality is solid, especially if you opt for the stainless steel case with Grey Milanese Loop. At Rs. 60,900 this is an expensive model but you can settle for a cheaper model, starting at just Rs. 30,900. Whatever price you pay, you are going to get roughly the same watch in terms of features and functionality. Business users will love its ability to send reminders, handle phone calls and give you contextually relevant information from your apps.

Price: Rs.60,900



Sony 3-in-1 Walkman



If you are serious about music and do not want to carry multiple devices, Sony's 3-in-1 Walkman that can be used as wireless speakers, headphones or an MP3 player. The Sony Walkman NWZ-WH303/B comes with 4GB of internal storage so that you can use it as an independent music player. With a 3 minute quick charger, you get to enjoy 60 minutes of playback - Sony promises 20 hours of music playback when fully charged. When in headphone mode you get powerful bass and sound. Let's not forget that it works as a standalone portable speaker when in a speaker mode, and can be dangled around your neck.

Price: Rs.8,990

Harman Kardon Esquire Mini

Striking design, premium build and amazing sound quality - the Harman Kardon Esquire Mini has it all. Portable speakers like the Esquire Mini ensure that you can handle any presentation with ease. Not only are the good-looking speakers a fashion statement with their bold design, but there is substance beneath that style - it produces satisfying bass and loud sound. This Bluetooth-enabled speaker promises 8 hours of battery life for long business trips. Connect your smartphone to the Esquire Mini - and you can answer conference calls with the built-in noise cancellation microphones.

Price: Rs.9,820



BlackBerry Passport

The BlackBerry Passport stands out from the phone crowd with its square screen and solid construction. There are two distinguishing features in this device: first, its display is square and very wide. Secondly, it has a physical keyboard. The 4.5-inch (1,440 x 1,440) pixel resolution display is good enough to edit text and handle emails, and even tweak presentations. A Qualcomm Snapdragon 801 processor, 3GB RAM, 32GB storage and 13-megapixel camera ensure good performance. A 3,450 mAh battery keeps it ticking. for a long time indeed.



Price: Rs.38,990

Belkin Universal Home Charger

The Belkin Universal home charger is a solid option for smartphone or tablet owners . It's highly portable, weighing at 15 grams, and that makes it easy to carry. It plugs into any power outlet; On the front of the charger has a microUSB charging port. The charger will charge any smartphone or tablet that supports a USB port. It even comes with a 1.2 meter Micro-USB to USB cable, so you can charge your tablet or smartphone at the fastest possible speed. Pretty handy for those power-hungry times ■

anuj@mymobile.co.in



Price: Rs.1,599

In Conversation

"Photography Either Stops a Heartbeat or Gives You a New Beat"

You must have been asked this dozens of time, but what is photography according to you? Photography is something, which, when you look at it, either stops a heartbeat or gives you a new beat.

You have been taking pictures from long time now. Seen a lot of change... Photography is the youngest art form,150-160 years old. Things never stay the same way. We ourselves, our faces, our bodies, either they improve or they deteriorate with the age. Change is essential. And the ability to capture the change with the deeper understanding of emotional and human values, with a deeper insight into nature's magic, then your work becomes special.





What makes a good photographer? Who is on the move! On the move, who is shooting a lot. And who is living beyond his frame, every time. You have to tear your own frame.

I move on to your book, which was just released. There is this perception that there is huge rivalry between the mobile phones and the DSLRs and point shoot cameras? May be for the manufacturers, but not for me

Why not for you when everybody is saying "no, no, a mobile camera cannot be as good as the DSLR camera."? No, it cannot be. Look at my camera (a DSLR). Look at the quality and look at the panaromas I have done outside (his photo gallery). They are huge! And this is not the biggest and we could go even bigger. Now what is good about Gionee E8 is that most cameras can have 12 megapixel, 20 megapixels but in cell phones, this sensor is tiny, and they (Gionee) put a big sensor. If your sensor is big, then your image quality is superior. So this Gionee E8 has a size of the sensor almost as big as the DX format in the smaller camera, which means you will get a A-class quality. What is surprising is that you see this is an aerial shot I took while sitting in a plane (at his art gallery an image clicked from the window of an airplane). Look at the streets and the cars. You can see each and every detail. So, their lens has a great resolution, beautiful sharpness. And even if they manufacture just a small camera with this sensor, they will sell it very well.

When you go to take pictures, so do you first turn to your camera or do you pick up your phone. Very frankly, I am a very serious photographer. In a mobile phone you cannot change the depth and focal length. And that is a limitation for me but they say human beings can get use to anything. You see in late 1960s and 1970s, when I started photography, in India you couldn't buy the lenses which you wanted to, and there were no zoom lenses in that time in 70s. So I had a 50mm standard lens and with great difficulty I coud buy a 28 mm lens, then I bought a 105 mm lens. But the

WHEN IT COMES TO PHOTOGRAPHY IN INDIA, THERE IS PERHAPS NONE AS FAMOUS AS RAGHU RAI, THE MAN WHO HAS PHOTOGRAPHED GENERATIONS OF INDIANS, FROM PRIME MINISTERS TO PEOPLE GOING ABOUT THEIR EVERY DAY LIVES. WE MET THE MASTER LENSMAN TO FIND OUT HIS THOUGHTS ABOUT PHOTOGRAPHY IN GENERAL AND MOBILE PHONE PHOTOGRAPHY (ESPECIALLY THE GIONEE ELIFE E8) IN PARTICULAR.

By Nimish Dubey



fact was that when we were using these block lenses, we knew how much space it takes and how far you have to be in order to capture your moment. So you create that discipline. And now that we have zoom lenses, I would not like to stuck to that part.

But then, it is surprising that this camera (the DSLR) was hanging on my shoulder, and I tell you that I was just picking up this (Gionee E8) and 'Khat'-'Khat'-'Khat' (makes a photo clicking noise) and nothing else to do. No focusing, no change of lens, no this, no that, only thing you do is 'Khat'-'Khat'-'Khat'. Life became so easy I forgot to pick up this one (his DSLR)

Any tips for the readers who prefer doing lot of photography with their cell phones? You see the readers and enthusiasts and those who think they want to be creative individuals, the problem is that the biggest computer God has been installing in each one of us and this computer has so much memory of sights, sounds, ideas, and they take pictures from this memory. But if they start taking pictures from feelings, then they will do much better. Because memory can only reproduce. It can repeat pictures. If you look at the world with art's eye, then the world will look different. ■

nimish@mymobile.co.in

Go, Play

From PC to Mobile: Six Classic Games



THEY WERE A RAGE ON COMPUTERS AND CONSOLES IN THE NINETIES AND IN THE YEARS THAT FOLLOWED, HOLDING MILLIONS OF PEOPLE TRANSFIXED AND ATTRACTING ACCLAIM, CENSURE AND CONTROVERSY. WE ARE TALKING OF THE GOLDEN AGE OF VIDEOGAMES WHICH SAW A NUMBER OF NOTABLE TITLES ON THE PC. AND WELL, THEY ARE NOW BACK ON YOUR MOBILE DEVICE. WE TAKE A LOOK AT SIX CLASSIC PC GAMES THAT YOU CAN NOW PLAY ON YOUR HANDSET.

By Anuj Bhatia

DOOM Classic

First released for PC back in 1993, DOOM is widely considered to be one of the greatest games ever made. The game that put the first-person shooter genre on the forefront, DOOM was a fast paced action game, enriched with pseudo-3D graphics, and dark settings. Available on iOS devices, DOOM Classic includes four episodes -- three classics and three different control types. The game also offers multiplayer over Wi-Fi. Audio and video visuals are almost similar to the original one, DOOM Classic impresses as the classic first-person shooter. The core of the game is obviously gunplay. And if you are an FPS fan, you cannot afford to miss out on buying this.

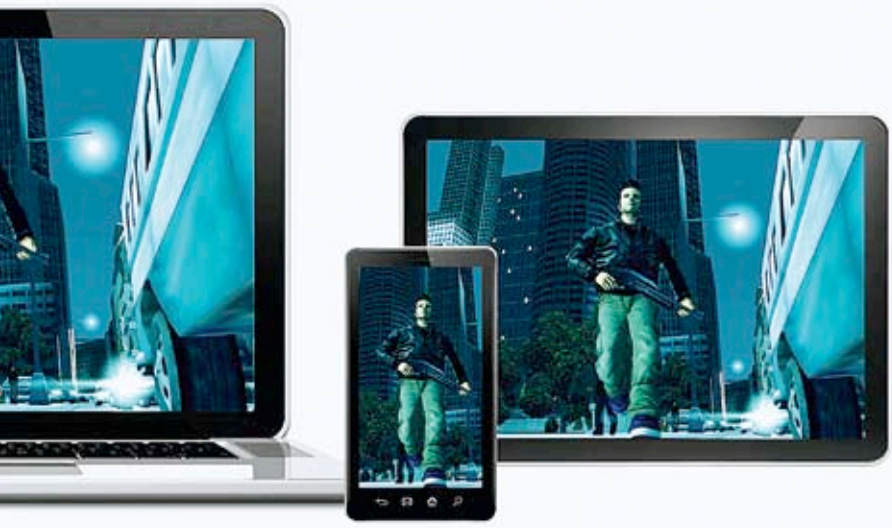


Availabile On - iOS



Myst

It is impossible to talk about a cult adventure game and ignore Myst. 1993's Myst was lauded for its immersive gameplay. But this game still holds a significant place among gamers, delivering smooth gameplay, on the iPhone. Myst is basically an adventure puzzle game that revolves around the strange and mysterious islands of Myst. The game is divided into two parts: a puzzle-based level and a book hunting level. The plot and story remains the same as the original one, but the main difference is how you going to control the game. Unlike the original game which needed a mouse, Myst for iOS can be controlled easily with touch. With graphics and sound optimised for the iPhone, this remains a storytelling triumph. **Availabile On -** iOS



Grand Theft Auto III: 10 Year Anniversary

Whether you love Rockstar's Grand Theft Auto series or hate it, you cannot deny its popularity or impact on gaming. And Grand Theft Auto III was perhaps the most revolutionary game of the series, delivering stunning graphics (for its time) with a seemingly endless world. And well, you can now experience one of the best action-adventure game titles on both iOS and Android platforms. The 10 Year Anniversary edition of GTA III looks obviously dated (visually) in comparison to newer titles, but the game has been enhanced with improved graphics and updated characters and car models. The developer has added touchscreen controls, and even added controller support as well. Risque and addictive. As ever. **Available for -** iOS, Android



Baldur's Gate: Enhanced Edition

Originally a popular PC role-playing game in the 90s, Baldur's Gate was a masterpiece. The Enhanced Edition, meanwhile, available on iOS and Android platforms, is as compelling as the original version. Baldur's Gate: Enhanced Edition takes the classic Dungeons & Dragons PC RPG and delivers it to your phone or tablet in all its original glory. The Enhanced Edition also fixes a number of bugs, andalso adds new quests, characters and more than 60 hours of gameplay. Also on board are a slew of additions, including an improved interface, zoom functionality and more. If you still remember Baldur's Gate and loved it, you should definitely try the Enhanced Edition on your phone.



Availabile for - iOS, Android

Tetris



Tetris is a game that most who were teens in the nineties are bound to have played. Gameplay is simple and challenging as well. The premise of the game is simple: new bricks appear at the top of the screen. Instead of manually rotating and sliding them into place, you are presented with four or five places where the bricks can go. The free version of Tetris features new and improved visuals, the famous Tetris music and much more. For many people , it remains the best puzzle game ever.

Available for - iOS, Android

Prince of Persia Classic



Prince of Persia is one of the most iconic games of our time. Originally developed and published by Broderbund and designed by Jordan Mechner for the Apple II, Prince of Persia has grown into a cult and spawned its own Hollywood film as well. And its original version is now on smartphones. The beauty of the game is its limited duration - quirky and precise. Graphically, the game has been modified, which is a blessing. Prince of Persia Classic manages to keep everything that the original game was known for - puzzles, leaping and swordplay. You will love the mobile avatar as much as the PC one.

Available for - iOS, Android

anuj@mymobile.co.in

In Conversation

"There is always an exciting offer going on at Paytm.com"

IT HAS BEEN MAKING ITS PRESENCE FELT THROUGH A HIGH-PROFILE ADVERTISING CAMPAIGN AND SPONSORSHIPS, BUT WHERE DOES MOBILE PLATFORM PAYTM STAND TODAY IN THE HIGHLY COMPETITIVE INDIAN MARKET? WE MET NITIN MISRA - VP PRODUCTS, PAYTM, TO FIND OUT MORE ABOUT ITS PLANS.

By Nimish Dubey



Geeks might know it well, but there is a fair bit of confusion among consumers about Paytm. If you had to describe it in simplest terms, how would you do so? Paytm is a leading mobile commerce platform that runs India's leading mobile wallet and marketplace. A mobile wallet is where customers can load certain amount of money. This money can then be used to make quick and secure purchases and payments without the hassle of carrying cash around, remembering multiple passwords or worrying about card frauds. The money credited in a digital wallet is stored in a secure escrow account and is completely secure as per strict Reserve Bank of India (RBI) norms. Also, because the consumer decides how much money to store in a digital wallet, the risk of losing one's entire savings due to a fraud is not there, an exposure, which is there in cards and net banking.

Paytm also has an online marketplace where customers can shop for over 10 million

products from over 80,000 sellers. There is always an exciting offer going on at Paytm.com

There are so many dimensions to Paytm - a mobile wallet, recharges, special offers and so on. Don't you think this would confuse consumers? All aspects of Paytm are intricately weaved into the customer lifecycle. From incentivizing adoption to driving engagement, at Paytm there are no coincidences. We plan every aspect of customer engagement and work hard to move customer up the value chain. For customers, they get relevant offers at every step that are rewarding and build their trust in us.

Moving on to the consumers themselves, how has Paytm's experience been in India so far? Are there any numbers you would like to share in this regard? It's been an incredible journey with over 100 million wallets today and growing. Today we do as many transactions in a month as all the credit cards in India combined. We do more transactions than most of the bank's offline PoS traffic and we are second largest when it comes to Bank's ATM and PoS transactions. We aim to cross the 150 million wallets mark by March 2016.

A key problem in India is the relative suspicion with which people view any sort of electronic transaction. How do you plan to overcome this? User trust is paramount for us and we deploy a host of measures to secure customer's trust in transactions through Paytm. We ensure that Paytm partners with only trusted merchants. If you see an option to pay using your Paytm Wallet at a merchant, you can be rest assured that Paytm has done a lot of grunt work on your behalf behind the scenes. Merchants are assessed on several risk parameters like viability of businesses, revenue streams, legal documentation, website quality and many more. Broad-spectrum risk assessment based on the above and strict selection criteria ensure that Paytm on-boards only the best merchants and Paytm Wallet customers get what they pay for. Furthermore, Paytm carries out pro-active machine learning driven monitoring of merchant transactions & blocks merchants engaging in suspicious transactions. We also deploy several measures that includes periodic audits of our systems and process to encryption of customer details. Paytm is PCI DSS complaint, which is a proprietary standard for secure payments. In order to be PCI DSS complaint, our systems and processes are periodically audited by external auditors. We are also audited by RBI periodically on our systems & processes. Customer details are encrypted and we do not store details like CVV numbers. On the customer side, Paytm has two factor authentications for new device logins, money transfer and withdraw transactions to ensure safety of your wallet account. It has a robust system of one time passwords, real-time notifications on SMS and email for transactions, and algorithms that flag any suspicious/abnormal account activity.

We do as many transactions in a month as all the credit cards in India. We do more transactions than most of the bank's offline PoS traffic and we are second largest when it comes to Bank's ATM and PoS transactions.

There is this whole online vs. offline debate going on as regards commerce and buying and selling in the country. Do you think India is ready for e-commerce? What trends have you noticed? With the largest youth population in the world and increasing disposable incomes of the rising middle class, India is the 5th largest retail market globally. E-commerce and M-commerce is probably creating the biggest disruption in the retail market. Pretty much everything is sold online now. The most interesting aspect of e-commerce is its ability to impact sales and marketing efforts immediately. By merely hopping on the Internet, a neighborhood craftsman or a local artist expands reach to a national or even international base of potential customers. On the Web, even the smallest online merchant can be as potent as the biggest store-- without the need of having a brick and mortar store on every street corner. Paytm currently has 80 thousand merchants out of which 90 per cent are small merchants. 60 per cent of these are based out of tier 2 and 3 towns where traditionally their customer base would have been severely limited by their geography. With Paytm, customers across the country can now discover these merchants and buy from them even if they don't have a credit or debit card. This opens up immense possibilities. Once geography becomes irrelevant for commerce, it creates local jobs, generates revenue for the local economy, arrests the urban migration and brings overall prosperity beyond metros.

What next can we expect from Paytm? Expansion in the offline/unorganized retail is one of our key focus areas. This sector is in dire need to a simple, efficient and affordable digital payments solution and at Paytm, we believe we have just the right solution. Right from LFR (large format retail) to mom and pop shops, we have developed solutions that cater to every requirement and ticket size, solutions that are devoid of the hassles that come with card solutions. We are committed and excited about this opportunity and will continue to invest in it. ■

nimish@mymobile.co.in

Face-Off

The Super Phone Shoot Out

THEY ALL BOAST TOP-NOTCH SPECS AND DESIGN AND COME WITH A PLETHORA OF FEATURES. AND THE FOLLOWERS OF EACH CLAIM THAT THEIR FAVOURITE IS THE GREATEST PHONE THERE IS. BUT WHICH OF THE MUCH HYPED IPHONE 6S PLUS, SAMSUNG GALAXY NOTE 5 AND GOOGLE NEXUS 6P IS THE BEST FOR YOU ? WE COMPARE THE THREE.

By Nimish Dubey

It has been raining high end flagship devices of late, and perhaps the most prominent of those released are the iPhone 6s Plus, Samsung Galaxy Note 5 and the Nexus 6P. Each of the devices is a flagbearer of a certain genre - iPhone of iOS, the Note 5 of stylus-based and productivity oriented Android, and the Nexus 6P the might of pure Android at its best. Each device has its adherents that insist it is the best there is and pours scorn on the competition. So which of this awesome trio works best for you? We put the three phones through their paces to find out.





Looks

Two years ago, this would have been a cakewalk for the iPhone, but today, it is Samsung that has been innovating on design. The result - the Note 5 has a display that is larger than the iPhone 6s Plus and as big as the Nexus 6P, and yet the phone itself is the shortest and least wide of the three. The new mix of glass and metal also makes it stand out, while the 6s Plus looks like a carbon copy of the 6 Plus. The Nexus 6P looks gorgeous too but seems just a little unwieldy.

Ranking: *1. Galaxy Note 5 2. iPhone 6s Plus 3. Nexus 6P*

Hardware

Hardware has always been the forte of the Android crowd with more RAM, higher resolution displays and processors with higher core counts and this time too, on paper, the Nexus 6P and the Note 5 seem well ahead of the iPhone 6s Plus, with their powerful octa core processors and quad HD displays. The Note 5 in particular seems a powerful proposition with 4 GB RAM, a 16.0-megapixel camera (the others have 12 megapixel ones) and a stylus to boot. Apple has brought in its new 3D touch display., which responds to pressure. However, in terms of sheer spec sheet, the Android squad wins.

Ranking: *1. Galaxy Note 5 2. Nexus 6P 3. iPhone 6s Plus*

Software

This is generally the area where the iPhone comes roaring back into contention and well, it has happened again. The Note 5 and Nexus 6P might have better hardware, but when it comes to rock solid and easy to use UI accompanied by very high quality apps, the iPhone continues to rule the roost, and the addition of 3D Touch has certainly added a new dimension to what was already a very smooth UI. Samsung's Galaxy Note innovations get it second spot, while the Nexus 6P brings up the rare with its stock, if slightly sparse, Android 6.0.

Ranking: *1. iPhone 6s Plus 2. Galaxy Note 5 3. Nexus 6P*



Multimedia and gaming

This is where it gets interesting. We found the Nexus scoring heavily with its front facing speakers, while the Note 5's Super AMOLED quad HD display was dazzling. The iPhone 6s Plus, meanwhile, took the lead in the camera with its improved 12.0-megapixel shooter. And of course, all three had the hardware to run just about any film or game that you want. We are however, just going to vote for the 6s Plus again here for the sheer smoothness and consistency of performance in these departments, with the Note 5 taking second spot.

Ranking *1. iPhone 6s Plus 2.Galaxy Note 5 3. Nexus 6P*

General performance

If Samsung surprised Apple in the design department, it is now the turn of the Cupertino giant to pull a fast one in general performance. In terms of battery performance, we found an iPhone outlasting a Galaxy Note for the first time. The iPhone 6s Plus also was the best in terms of general overall performance in functions like calls and text, although the Galaxy Note 5's stylus did give us more room for innovation in tasks like making notes and editing. Another win for the iPhone 6s Plus.

Ranking: *1. iPhone 6s Plus 2. Galaxy Note 5 3 Nexus 6P*

Value for money

The Nexus 6P trumps the competition - its Rs 39,990 price tag might appear high for a Nexus device but is much lower than those of the 6s Plus and the Note 5. Yes, those devices do offer features and performance boosts that the 6P does not, but in terms of sheer value for money, the Nexus scores. The 6s Plus comes last with its massive Rs 72,000 price tag!

Ranking: *1. Nexus 6P 2. Galaxy Note 5 3. iPhone 6s Plus*

Conclusion

Where then should you invest your money? Well, if every penny counts, we really think the Nexus 6P is the best option as it balances high performance with a relatively low price. Those seeking a stylus and a compact yet large screen and powerfully specced device will love the Note 5. And as for the iPhone 6s Plus, yes, its price remains wince-worthy but it still rocks in terms of UI, apps and camera and sheer consistent performance. All three phones are awesome. It all really boils down to what your needs are! ■

nimish@mymobile.co.in

In Conversation

"Online for us is going to be a dominant strategy"

IT HAS BEEN A BUSY COUPLE OF YEARS FOR MOTOROLA IN INDIA - A PERIOD WHICH HAS SEEN THE BRAND COME BACK INTO RECKONING AFTER BEING LARGELY WRITTEN OFF, AND REDEFINING THE BUDGET SEGMENT IN THE INDIAN MARKET. AND OVERSEEING ITS SECOND COMING HAS BEEN AMIT BONI, GENERAL MANAGER, MOTOROLA MOBILITY, INDIA. WE MET HIM TO FIND OUT MORE ABOUT THE BRAND'S PLANS FOR THE COMING DAYS.

By Anuj Bhatia

What has been the response to the recently released Moto X devices - the Play and the Style? Could you share any sales figures? Both products are doing phenomenally well in India. Just as we dominate about this Rs 10-15,000 price bracket with the Moto G, we wanted to dominate the Rs 15-20,000 price segment with the product. And the X Play is that product which helps us dominate that price segment. If you see market shares or numbers between Rs 10-20,000, you will see Motorola products (the Moto G, the Moto X Play) are completely dominating. I have the numbers but I can't share them broadly. But it basically has blown out other products launched in the same category. So yes, both X Play and X Style are doing really well.

Any plans to drop the price of Moto X Play in India ? As a matter of our pricing philosophy, we usually don't like change our prices very often. We at times do once in a while - for example, on Flipkart's Big Billion day, we had promo price on the X Play as well, or on the X Style there were few offers as well. But we generally don't like to change our prices very often. We are trying to coming up with best possible price we can do for a certain budget range, and then we try to continue with that. So no, fundamentally we will not change any or alternative price as such.

One of the big questions that is being asked is whether Motorola will continue with its online-only strategy in India or makes its devices available offline. What do you have to say to that? Anything on the lines of the Moto Shop being planned? Online for us is going to be a dominant strategy for the near foreseen future. We have already diversified our channel; now a Motorola product is available along with our accessories as well on Flipkart, Snapdeal and Amazon. So we have diversified our e-commerce platforms, and then our products are available on Airtel stores as well. But I think even in near future our dominant strategy will be e-commerce: we're still very very much positive about e-commerce. I don't think there is any other market and a large chunk of population which have been e-commerce evangelist like Indian consumers have been in the last two years. And I think that's only going to go better. You will see business models morphing, so now you can see some companies coming up to say: will basically do local deliveries to you from stores. So business models may morph, but e-commerce is here to stay, and it's here to grow to a very large extent. We are dominantly going to be an e-commerce player, but we absolutely play some role in offline as well. India was the first one to do a Moto Shop, actually. So the one that we have in Bangalore- what we call it Moto Care Center - is fundamentally what they did in Chicago now which is a Moto Shop. Now we have a much larger business along with our Moto + Lenovo I think, so a lot of our service centers are converting into exclusively Moto + Lenovo service centers. So they are not going to be multibrand - there will be about 1500 -1800 by end of this year which will be exclusively Moto service centers.

How will the tie-up with Lenovo affect Motorola in India? It's not a tie-up; we are the same company. And its a dual brand strategy, which really works for us. If you would have seen some recent numbers, together as the company we are now at 10 per cent market share. We have actually



moved from practically zero to about 10 per cent in 18 months time. So we will keep on following a dual brand strategy - Moto will keep on operating in terms of what Moto does; Lenovo will keep on operating in terms of what it does.

You had started manufacturing the Moto E in India. Any plans for other models to be manufactured in India? Oh, absolutely yes. The Moto E is already happening; the Moto G is also happening; and the Moto X Play has either started or about to get started.

The question that every phone lover in India is asking - when will we see the Moto X Force (Droid Turbo 2) and the new Moto 360 smartwatch? We will bring the Moto X Force (Droid Turbo 2) to India sometime around December. The second-generation Moto 360 is around the corner. Pricing is not something that we would like to talk about so early. We do not try to price based on what market is doing, we try to price on the basis of what we think is right. If we try to do price basically per market than a Moto G by itself would be a Rs 20,000 device, the Moto X Play would be a Rs 30,000 device.

What next can we look forward from Motorola in India? As I mentioned we're planning to launch the second-generation Moto 360 as well as the Moto X Force in India. We have about 5-6 products in our portfolio, and we believe that's enough; we don't need to do more than that. It is important to do products that make sense within those budget ranges. Having four different products within Rs 5,000-10,000 and then having another three between Rs 10,000-15,000 - I don't think it matters. If you check some of the companies that do multiple 30 product launches in a year - above 90 per cent of their sales probably come from 2-3 products. Motorola is a classical global success story of how our focused portfolio really does well - not only in India but across the board. ■

anuj@mymobile.co.in

Face-Off

THE PHONE BEAUTY CONTEST

THEY ARE BOTH A TREAT FOR THE EYE AND IN THIS ERA OF LARGE PHONES WITH HEFTY HARDWARE, HAVE TURNED HEADS WITH THEIR ELEGANT DESIGNS AND FORM FACTORS. BUT WHICH OF THE TWO - THE LENOVO VIBE S1 AND THE ONEPLUS X IS THE RIGHT ONE FOR YOU?

By Nimish Dubey

At a time when most phones seem to be designed to stretch our hands and sprain our wrists, the Lenovo Vibe S1 and the OnePlus X have come as a welcome relief. Both devices are relatively compact and designed to catch the eye with their appearance as well as their performance. And of course, the fact that they are priced close to each other (the OnePlus X retails for Rs 16,999 and the Vibe S1 for Rs 15,999) only makes choosing between them even more difficult. But if you had to pick one, which would it be? We attempt to sort matters out:



Looks

This is really one heck of a battle between two very good looking devices. We got the black onyx model of the OnePlus X and the dark blue model of the Vibe S1. Both displays have 5.0-inch displays, but the OnePlus X is far more compact with dimensions of 140 x 69 x 6.9 mm than the Vibe S1, which has dimensions of 143.3 x 70.8 x 7.8 mm. Both have glass backs and metal frames but the Vibe S1 is slightly lighter at 132 grammes as against the 138 grammes of the OnePlus X. What however tilts the scales in favour of the Vibe S1 is its gently curving back which makes it

much more comfortable to hold and also makes it look more distinct - we also love the way in which "Vibe" has been printed on the back of the device. This one to the Vibe then.

Winner: *Lenovo Vibe S1*

Hardware

It is again a neck and neck battle here. Both devices come with full HD displays, although some might prefer the AMOLED one on the OnePlus X. In the processor department too, we can see some preferring the Qualcomm Snapdragon 801 chip in the OnePlus X to the MediaTek 6752 processor on the Vibe S1. RAM on both devices is 3 GB and both have 13.0-megapixel rear cameras. The Lenovo however scores with its dual front cameras (8 megapixel and 2 megapixel) as compared to the single 8.0-megapixel one on the X. The S1 also packs in 32 GB of storage compared to the 16 GB on the X, although both are expandable to 128 GB via a memory card. Connectivity options too are similar - 4G, Wi-Fi, Bluetooth and GPS. We are just giving this by a teeny weeny edge to the One X, mainly on processor and display.

Winner: *OnePlus X*

Software

Both devices also run Android 5.1, although the OnePlus has the Oxygen OS interface while the S1 comes with Vibe UI. The difference is chalk and cheese here - with Oxygen OS being minimalistic and similar to pure Android while the Vibe UI tries to add more features and functionalities and is much brighter to the eye. It is going to be a matter of personal preference here really and we are going with the Oxygen OS - mainly because we know it will get more updates.

Winner: *OnePlus X*

Multimedia

The Vibe S1 pretty much bosses the OnePlus X here, thanks to its superior cameras. The rear cameras of both devices are pretty equally matched (decent in daylight, less so in the dark) but the dual cameras of the Vibe S1 pull it a clear distance ahead of the X, producing perhaps the best selfies we have seen from a phone. In terms of sound, both phones are about equal, and some might prefer the brighter colours of the X's AMOLED display, but all said and done, we think the cameras win this one for the Vibe S1!

Winner: *Lenovo Vibe S1*

General Performance

When it comes to general performance, we must confess both phones turn in very decent performances, although both are prone to slipping and attracting fingerprints. Both were very adept in the gaming department handling most games that we threw at them, although both also showed a slight tendency to heat up. We found the Vibe handling calls a little better and battery life of both was again around the same - they will need a charge a day. We are calling this one a tie because both devices are so closely matched.

Winner: *Tie*

Value for money

It is again a ferociously close battle here with the Vibe S1 being available for Rs 15,999 and the OnePlus X for Rs 16,999. With performance largely similar on most parameters, we think those who rate camera performance will like the S1, while display and hardware fans might love the OnePlus X. All things being more or less equal, the lower price of the Vibe S1 wins it this round.

Winner: *Lenovo Vibe S1*

Conclusion: Which one for you?

They are both gorgeous looking and come with very affordable price tags. But what really sets the Vibe S1 and the OnePlus X apart is the S1's interface and camera muscle. We can see the geek crowd loving the specs and display of the OnePlus X but we suspect the mainstream user will prefer the Vibe S1's innovative camera and curvey design. As in most things, it all depends on what you consider important. ■

nimish@mymobile.co.in



In focus

3D TOUCH MAGIC: Six Handy Tricks

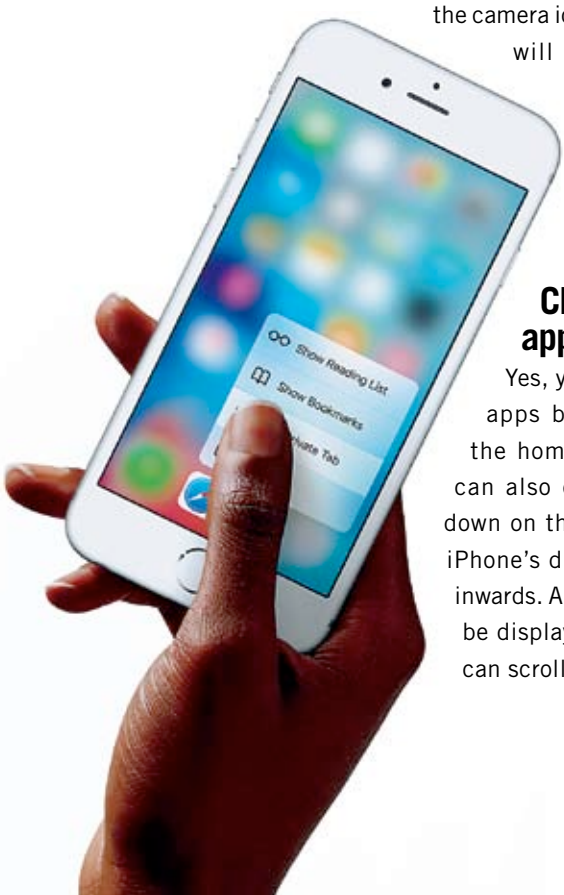
3D TOUCH WAS THE MOST OUTSTANDING FEATURE OF THE NEW IPHONES - THE IPHONE 6S AND THE IPHONE 6S PLUS - RELEASED BY APPLE THIS YEAR. WE BRING YOU SIX NEAT TRICKS THAT ALLOW YOU TO GET MORE OUT OF YOUR NEW IPHONES.

By Nimish Dubey

When Apple launched the iPhone 6s and 6s Plus this year, the biggest headline grabber was the introduction of 3D Touch in the interface. Basically, this allowed users to press down on the displays of the iPhone 6s and 6s Plus (it works with no other devices at the time of writing) and access information and functions in apps that supported it. But 3D touch is so well integrated with the device that it can make a number of your routine iPhone tasks much easier. Here are six ways in which you can make the most of pressing down on your new iPhone's display:

Take a selfie quickly

Don't get into the fuss of opening the camera app and switching to the front camera. Just simply press down on the camera icon. The first option will be "Take Selfie". Select it and the camera app will launch in front camera mode. That simple!



Check open apps

Yes, you can check open apps by double clicking the home button, but you can also do so by pressing down on the left side of your iPhone's display and swiping inwards. All the open apps will be displayed to you and you can scroll through them.

Save an image from a Web page

Surfing the Internet and came across an image you want to download and save? Well, just press down on it. The image will pop up and the page will fade to the background. Now pull the image upwards and you will options to Save or Copy the image. Choose the one that works for you.

Preview recent photographs from the camera app

You can go to your image gallery from the camera app of the iPhone by clicking the thumbnail image just below the viewfinder. Doing this takes you to the Photo gallery. However, you can preview your recent images by just pressing down on the thumbnail and scrolling through the picture previews that pop up.

Respond quickly to an e-mail message

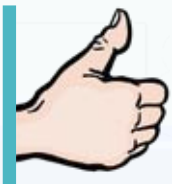
Want to quickly respond to an email message? Or simply want to call the person who sent you a mail? Well, if that person is in your contacts, you will see the contact icon right in front of their names in the mail. Press down on the icon and you will see options not just to send a reply, but also to call, send a text message or even make a FaceTime audio or video call. No need to go to contacts,

Preview videos and websites in messages and mails

If you are sent a link to a website or a video in a mail or a message, all you need to do is press down on the link and a preview of the video or the site will pop up, allowing you to decide whether it is worth viewing or visiting. ■

nimish@mymobile.co.in

The Dos and Don'ts of Online Shopping



Dos & Don'ts



- Always buy a device from a known site, or the website you trust. If you've any doubts, don't shop from that site.
- Do your research before buying. Make sure you know what the product costs, including shipping time frame and other taxes.
- Read seller reviews and ratings before you buy anything online. In doubt, take a screenshot of your order page.
- Make sure you check the website's return policy before your order. This will help you get informed and what you can expect from the online retailer.
- Always pay attention to shipping facts. It is mandatory for a website to ship your order within the time it stated in an advert.

- Don't trust every lucrative deal you see on online shopping sites. Instead, compare sites to compare products' authenticity.
- Don't share your password or credit card details with someone. If you frequently use credit cards for online shopping, review your credit card accounts regularly.
- Do not share sensitive information on a public Wi-Fi. It puts you at risk of having your personal information stolen.
- Do not purchase from spam or email marketing weblinks.
- Do not blindly trust consumer reviews about smartphones on online shopping sites. These fake reviews undermine consumer reviews in real sense.



ALCATEL ONETOUCH FLASH 2

Not quite Flash!



It has been making sporadic appearances in the Indian market with its phones but Alcatel always has grabbed attention. And it has now come with the Flash 2, a phone with a big screen that is targeted at the value-for-money segment.

Design and display

The main design feature of Flash 2 is its non-slip, mark-free back cover. The back is curved and fits perfectly in the hand, and the finish feels like sandpaper. The sandpaper texture helps the phone to not slip and fall even and also keeps the phone free of fingerprints - shades of the OnePlus One. At its front, the bezel is thin, making the display look even bigger. The display is 720p HD, but is a bright one. It is a bit of a mixed bag - videos looked crisp and the photos did not pixelate, and the lower resolution also helps extend the battery life and the IPS panel helps give it a wider viewing angle, but on the flip side, colours do distort at times.

Performance and camera

The Flash 2 runs on Android Lollipop 5.1 and has 2GB RAM and is powered by a 64-bit Mediatek octa-core processor. All the apps loaded quickly and multitasking was really smooth. Also multi tasking was handled very smoothly indeed. The Flash 2 has 2 SIM slots and both support LTE connectivity. It comes with a 3000 mAh battery which was capable of going around a day and a half on a full charge with moderate use.

The 13-megapixel camera turned in a decent performance and came with a number of shooting options such as panorama, live photo, multi-angle modes, movement tracking and even a super fine mode. The low-light performance was not something to rave about but then it seldom is at this price point. The phone's camera is capable of giving photos that are perfectly good for social media.

Both the front and the back cameras come with a flash, which is a bit of a rarity. And another rare touch is the presence of a dedicated camera button, which makes taking photographs an easy task with no need to fiddle around on the shutter button on a touchscreen.

Conclusion

The Alcatel Flash 2 comes with a solid battery life, user-friendly design, good Android software and some camera tricks, and is definitely a phone to consider at its price of Rs. 9,299. Which is not to say it does not face stiff competition. Three of its biggest competitors are the Meizu M2 Note, the Lenovo K3 Note, and the Yureka Plus, all of which have full HD displays and comparable performance levels, and in the case of the M2 Note, a better camera too.■

team@mymobile.co.in

ALCATEL FLASH 2

TECH SPECS

Dimensions I NA

Weight I NA

OS I Android OS, v5.1

Display I 5.0 inches

Processor I 1.3 GHz Octa-core Mediatek MT6753

RAM I 2 GB

Storage I 16 GB

Battery I 3000 mAh

3G/4G I Yes/Yes

BT/WiFi I Yes/Yes

Rear Camera I 13.0-megapixel

Front Camera I 5.0-megapixel

Dual SIM I Yes

Price: Rs. 9,299

VERDICT

Looks Good looking and handy	08 /10
Features Average specs and display could have been better	07 /10
Performance Smooth performance, good camera performance	08 /10
Ease of Use Compact with generally ease to use	08 /10
Value For Money Decent device for the price	08 /10
OVERALL	**78%**





PROS
Good design and build quality, Good camera

CONS
Not a full HD display, Inconsistent display

INFOCUS M260

Budget warrior!

InFocus has been trying to make its presence felt in the Indian market with a series of devices that offer impressive specs at relatively low prices and come with very good design. Its latest effort is the pocket-friendly Android smartphone, the InFocus M260, which it has priced under Rs 3,999. Will it get it leverage in a space dominated by feature phones?

Basic design and display

The InFocus M260 comes with a 4.5 inch display and with proportions of 132.87 x 67.8 x 10.48 mm. It is on the thicker side and weighs a rather bulky 150 grams. The phone looks decent and due to its compact build and weight, feels solid in the hand. It comes with a trendy dual-coloured plastic back in yellow, orange, and white, which is removable. The phone has a plastic body with matte finish, which is comfortable to hold. The volume rocker and the power button are placed on the right side.

The display is 4.5 inches in size and the resolution is 480 x 800 pixels. It is a very basic display with low pixel density and not the greatest viewing angles. There is no LED notification, video calling is not supported and sensors like light and proximity are missing. Users will have to manually adjust the brightness. Also the screen will not switch off automatically when it is brought close to the ear.

Decent Performance

InFocus M260 offers Android 5.0.2 Lollipop out of the box with additional apps. It is backed by a 1.3 GHz MediaTek MT6582 Quad-Core 32-bit processor with 1 GB of RAM. For graphics related tasks, the smartphone also has ARM Mali-400 GPU. For its modest spec sheet, the phone performed quite well, handling basic games, multiple web pages and YouTube videos with ease.

The smartphone is perfect for basic day-to-day tasks, but do not expect it to run intense graphic games and 12 to 15 applications at the same time. The 2000 mAh removable battery gave a decent backup and should be able to see off a day of normal use.

The InFocus M260 has a 5 MP rear camera with LED flash. Its performance is about average. Users will have to keep their hands perfectly still to get a clear shot, as even the slightest shake ends up blurring the image. The phone takes average quality images in conditions when lighting is sufficient and is not a good performer in low-light conditions. The front camera is 2.0-megapixels and it captures decent selfies, but do not expect great colours and details from it.

Conclusion

Infocus M260 is not the perfect smartphone but is one of the best for the first time smartphone users who have a very limited budget and want to move up from a feature phone. You are getting Android 5.0, 1GB RAM and a quad-core processor that is able to perform most day-to-day tasks easily. However, if you need expandable storage, 4G connectivity and a good camera, you can consider other options in the market like the ZTE Blade Qlux 4G, the Xiaomi Redmi 2 and YU Yunique. ■

team@mymobile.co.in



INFOCUS M 260

TECH SPECS

Dimensions | 132.87 x 67.8 x 10.48 mm

Weight | 155 grams

OS | Android OS, v5.0.2

Display | 4.5-inch FWVHA, 48- x 854 pixels

Processor | 1.3 GHz Quad core processor

RAM | 1 GB

Storage | 8GB

Battery | 2000 mAh

3G/4G | Yes/No

BT/WiFi | Yes/Yes

Rear Camera | 5.0-megapixel

Front Camera | 2.0-megapixel

Dual SIM | Yes

Price: Rs. 3,999

VERDICT

Looks Solid build with modern design	08 /10
Features Decent specs but not outstanding	07 /10
Performance Handles basic tasks without any issue	08 /10
Ease of Use Compact and handy	08 /10
Value For Money For the price, a decent device	09 /10
OVERALL	**80%**

PROS
Decent Hardware, good design

CONS
Mediocre display, Average camera

SAMSUNG GALAXY ON5

The lesser On twin

Just because two people look alike (as in identical twins) does not mean they will behave in a similar manner. The same applies to phones, where the innards lurking below similar looks can result in two very different performance levels. That's what possibly happened in the case of Samsung's Galaxy On series. We reviewed the Galaxy On5 to find how it holds up against the Galaxy On7 and a bevy of smartphones from the likes of Motorola, Xiaomi and Yu.

Ease of Use

One of the cool things about the Galaxy On5 is that it does not look or feel like a entry-level smartphone. You could easily confuse it with the higher priced On7 since it has all the same style and



design traits. Just as its elder brother, the Galaxy On5 has a swappable back that grants access to the phone's dual-sim and microSD. The battery is removable, so you can carry a spare battery, in case of an emergency. For a 5.0-inch phone, the Galaxy On5 (8.5mm, 149g) is remarkably easy to hold and comfortable to grasp, though not as slim as the Xiaomi Mi4i (7.8mm, 130g)

The metal frame gives it a sense of glamour - and elegance. The power button is on the right side, while the volume and lock switches are located on the left side - all as easy to access as ever.

The Samsung Galaxy On5 has retained its traditional physical home button as just one of three physical controls on the device. A 8-megapixel camera adorns the back, and a 5-megapixel camera graces the front. The back also houses the mono speaker, which ensures surround sound when the phone is placed on a surface face-up. At the very bottom of the On5 from left to right is the microphone, the USB port and the 3.5mm headphone jack.



Performance lags

The Galaxy On5 has a 5.0-inch TFT HD (1280 x 720) display. Compared to smartphones like the Xolo Black 1X (5" FHD), that's quite a shortfall, but the display itself is very capable, producing bright and crisp colors.

As opposed to a Snapdragon chipset, Samsung Galaxy On5 sports its own home baked Exynos processor. The Samsung-made Exynos 3475 SoC (also found on the Galaxy J2), features a quad-core processor clocked at 1.3GHz and comes with a respectable 1.5GB of RAM to keep things moving. Interestingly, despite featuring the same hardware specifications (except for different processors), the Galaxy On5's performance is slightly below the On7, in general usage. The Galaxy On5 took a few seconds more to stream a video in comparison to the Galaxy On7, and the Android assistant(Google Now) was a tad faster on the On7, as was Need for Speed: No Limits. However, the two devices were neck and neck in handling Facebook.

As you would expect from a mid range smartphone, the Galaxy On5 is packed with connectivity – Wi-Fi, Bluetooth, GPS, and support for 4G LTE networks. The Galaxy On5 also has two SIM card slots - both support 4G connectivity. Our 8GB model had just over 4.1GB of free storage; thankfully, the device does have a MicroSD card slot.

If you've ever used a Samsung device, the Galaxy On5's interface will be instantly familiar. Call quality was good in most situations. In our battery tests, the Galaxy On5 (2,600mAh) lasted between 7 to 8 hours on a single charge. When not being used so heavily, we got through 10 hours.

Average Cameras

Over the past few months, the likes of Xiaomi, Yu and even Samsung for that matter have featured good quality cameras even on relatively affordable devices. In decent lighting, the On5's camera delivered fairly passable shots; but it's pretty much useless in low light. In some cases, especially outdoors, the Galaxy On5 appears to be slightly overexposed. Interestingly, it also has manual controls for the cameras for things like the exposure, white balance and ISO.

Conclusion

The Galaxy On5 looks identical to the On7, save for the display size and a 13-megapixel camera on the On7, but lags in terms of processing power and camera quality. Which is why we think those looking for a device at its price (Rs 8,990) might consider the YU Yureka Plus or might even opt for the On7, which costs Rs 2,000 more but is significantly better. ■

team@mymobile.co.in

SAMSUNG GALAXY ON5

TECH SPECS

Dimensions I 142.3 x 72.1 x 8.5 mm

Weight I 149 grams

OS I Android 5.1 Lollipop

Display I 5.0-inch HD (1280 x 720)

Processor I Exynos 3475 processor

RAM I 1.5GB

Storage I 8GB

Battery I 2600 mAh

3G/4G I Yes/Yes

BT/WiFi I Yes/Yes

Rear Camera I 8.0-megapixel

Front Camera I 5.0-megapixel

Dual SIM I Yes

Price: Rs. 8,990

VERDICT

Looks Essentially an all-plastic phone;build quality is solid	08 /10
Features It's easy to swap batteries on the Galaxy On5	08 /10
Performance Slow performance, there's nothing special about the cameras	08 /10
Ease of Use Samsung's TouchWiz UI has been massively improved	08 /10
Value For Money The Galaxy On5 is certainly a mixed bag	07 /10
OVERALL	**78%**

PROS
Excellent screen, Great battery life

CONS
Low-performance gaming smartphone, Not so impressive camera

MICROMAX CANVAS 5

TECH SPECS

Dimensions I NA

Weight I NA

OS I Android OS, v5.0

Display I 5.2-inches, 1920 x 1080 pixels

Processor I 1.3GHZ Octa core MediaTek MT6753

RAM I 3GB

Storage I 16GB

Battery I 2900 mAh

3G/4G I Yes/No

BT/WiFi I Yes/Yes

Rear Camera I 13.0-megapixel

Front Camera I 5.0-megapixel

Dual SIM I Yes

Price: Rs. 11,999

VERDICT

Looks Compacy and smart looking	08 /10
Features Very well specced for its price	09 /10
Performance Generally a very solid performer	08 /10
Ease of Use Simple UI and uncluttered interface	09 /10
Value For Money Delivers a lot for the price	09 /10
OVERALL	**86%**



PROS
Compact design, Decent hardware, Good camera



CONS
Low light camera performance, Can heat up sometimes, Too many preinstalled apps

MICROMAX CANVAS 5

Staggering value for money

Ever since its inception, Micromax has been known for devices that deliver a lot at surprisingly affordable prices. And while recent times have seen it venture into the slightly premium segment (remember the uber sleek Canvas Sliver 5?), the Canvas 5 sees it return to its value for money roots with a vengeance.

Smart and compact

We know that this is the era of large screen phones that seem designed to fill your palm entirely, but we must also confess to being fans of the compact handset that one can use easily with one hand. And the Canvas 5 falls squarely into this category. Yes, the bezels above and below the display might seem a little large for comfort, but the phone all in all, is one that most people would be rather comfortable holding and using. The front has the 5.2 inch display with touch buttons on the lower part of the display itself. Yes, we found the bezels large but in the black model, they sort of blend in nicely with the display itself. The phone curves out towards the back, which is plastic with a slightly textured finish, which should keep it free of scratches and smudges. The frame of the device is a metallic one and while the left side is bare, the right houses the volume rocker and the power/display button, while the base holds the micro USB port and the top the 3.5 mm audio jack. On the back is also a camera with flash. Removing the back reveals a 2900 mAh (non-removable) battery and the SIM card and expandable memory slots. All in all, the Canvas 5 is a smart looking, compact device. We can see people warming to its appearance over time.

Good hardware

And Micromax has not cut any corners in the hardware department of the Canvas 5. The 5.2 inch display is a full HD one, which gives it a pixel density of 423 ppi. Powering the device is an octa core MediaTek 6753 processor with 3 GB RAM. Storage stands at 16 GB and is expandable using a memory card. The camera on the rear is a 13.0-megapixel one, while the front facing one is a 5.0-megapixel one. The battery is a 2900 mAh one and in terms of connectivity, the phone comes with support for 4G, Bluetooth, Wi-Fi and GPS. Running on top of all this is Android 5.1, with a Marshmallow update in the works evidently.

Good performance

After a rather slow start, Micromax has been coming out with devices that actually deliver a performance worthy of their spec sheet. And the Canvas 5 is a welcome addition to the list. In some regards, we would even go so far as to say that this is one of the best Micromax devices we have used, worthy of the flagship status bestowed upon it by its parent. The Canvas 5's display is a bright one and renders colours and details quite brilliantly, making it great for viewing content, be it videos or text. The processor and RAM combination make gaming a breeze on the phone (though it does heat up sometimes) and handle multiple tasks very well too. And then there is the surprise packet - the camera. The shooter has been the Achilles Heel of Micromax devices in the past but with the Canvas 5, the company has delivered a very good camera for a device at its price point - no, it will not rock your low light world, but in normal light conditions, the 13.0-megapixel camera takes some very

good photographs. And Micromax also deserves some credit for keeping the UI relatively simple - there is no app drawer and you can access all apps from the home screen itself. Yes, some might complain about the number of preinstalled apps on the device but we know of many customers who love them - especially apps like Quikr, Kindle, Saavn, Hike and Hotstar. Battery life of the device is a huge surprise - we got through a day of use very easily and with careful handling came close to getting a day and a half out of it.

Conclusion

Those who had thought the Canvas Sliver 5 signalled a trend of higher prices from Micromax for its flagship devices will be pleasantly surprised at the Rs 11,999 price tag of the Canvas 5. What's more, the device is not an online exclusive and is available on stores, giving it an edge above some of its competitors. That said, it does face some very stiff competition. Lining up against it are the likes of the Xiaomi Mi 4i which comes with a Snapdragon 615 processor and an impressive display and camera for about the same price, and we can see those who prefer international brands gravtitating towards the Moto G (3rd generation) even though it has slightly inferior hardware. But the very fact that the Canvas 5 is being mentioned in the same league as those worthies tells you something about. That it more than matches them tells you everything. ■

team@mymobile.co.in



XOLO BLACK 1X

Black and brilliant



XOLO BLACK 1X

TECH SPECS

Dimensions I 144.6 x 72 x 7.6 mm

Weight I NA

OS I Android OS, v5.1

Display I 5.0 inches, 1080 x 1920 pixels

Processor I 1.3 GHz Octa-core Mediatek MT6753

RAM I 3GB

Storage I 32GB

Battery I 2400 mAh

3G/4G I Yes/Yes

BT/WiFi I Yes/Yes

Rear Camera I 13.0-megapixel

Front Camera I 5.0-megapixel

Dual SIM I Yes

Price: Rs. 9,999

VERDICT

Looks Stylish device with faux leather	08 /10
Features Decent hardware at that price point	08 /10
Performance Can run high end games but drains battery	08 /10
Ease of Use UI is innovative but has a learning curve	07 /10
Value For Money Faces some stiff competition at this price point	08 /10
OVERALL	**78%**

PROS
Good design, Innovative Hive UI, Decent performance

CONS
Heats up, Poor battery life

Xolo, Lava's sister brand, has been known for its innovative devices and had launched its new flagship, the Black, a few months ago. Although powerfully specced and available at an affordable price, the device did not quite capture the public's imagination. The company will be hoping for better luck with its sequel, the 1X.

Looks and appearance:

The new Xolo Black 1X comes with an entirely new look and appearance, which is very stylish indeed. The device has a glossy glass back with a company's logo along with the rear camera and LED flash on the upper left corner, which gives it a shiny look, although it cannot escape from fingerprint smudges which will be visible as soon as you hold your device (even once). The device has a faux leather finish on the upper and lower panel which gives it a good and distinctive look. On the front, there is a camera and a sensor on the upper right side, and below the display are the three Android touch buttons. On the base is a two speaker grille along with a micro-USB port in the middle, and on the top is an 3.5 audio jack. On the left rim is a dual nano SIM slot and on the right rim are the volume rocker and a power button. The device has a 5.0-inch display, weighs 125 grammes and is 7.6mm thick - all of which are impressive. The Black 1X cuts a distinct figure in the clutter of devices today .

A decent spec sheet

The Xolo Black has an impressively bright 5.0-inch full HD IPS display with 1080 × 1920 pixel resolution. The phone has a responsive touchscreen which does not lag. The smartphone is powered by 1.3GHz octa-core MediaTek 6753 processor which is powerful enough to handle most games, but also shows a tendency to heat up. The device comes with 3GB of RAM which allowed us to multi-task and in combination with the processor, also tackle games like Asphalt Nitro, Mission Impossible, Tomb Raider: Relic Run and more. The phone comes with 32 GB storage of which only 25 GB is available to the user. Storage, however, is further expandable by up to 128 GB via using a microSD card. The speakers churn out odd quality sound but at a relatively low volume.

The device runs on Xolo's own HIVE UI built on Android 5.1 Lollipop operating system, which takes some getting used to but is nevertheless, a welcome change from the Android skins in the market. On the connectivity front the device supports dual nano SIM cards,, Wi-Fi, Bluetooth, USB and GPS.

Good camera and battery Life

The cameras on Xolo devices have generally been good ones and the Black 1X packs a 13.0-megapixel primary camera, which gives good results in normal light. Low light performance is not the greatest but then it seldom is in cameras at this price point, although the LED flash does make a difference. The 5.0-megapixel front shooter for selfies is also good, but not really exceptional. The beautification feature is also very average - we actually expected more for a device at such a price point. The phone comes with a 2,400 mAh battery which is on the smaller side and struggles to get through a day of heavy use.

Verdict

The Black 1X definitely has some very good looks along with decent features but at a price tag of Rs. 9,999, it will face some very stiff competition from the similarly priced Lenovo K3 Note, the Samsung Galaxy On7 and ASUS Zenfone Laser. It has the looks and is a decent performer but the Black 1X needed to do more to stand out in a crowded and competitive market. ■

team@mymobile.co.in

COOLPAD NOTE 3

TECH SPECS

Dimensions I 151 x 77 x 9.3 mm

Weight I 168 g

OS I Android OS, v5.1

Display I 5.5 inches, 720 x 1280 pixels

Processor I 1.3 GHz Octa-core Mediatek MT6753

RAM I 3GB

Storage I 16GB

Battery I 3000 mAh

3G/4G I Yes/Yes

BT/WiFi I Yes/Yes

Rear Camera I 13.0-megapixel

Front Camera I 5.0-megapixel

Dual SIM I Yes

Price: Rs. 8,999

VERDICT

Looks Stylish looking and well designed	08 /10
Features Decent specs but not exceptional	08 /10
Performance Generally smooth, average camera performance	08 /10
Ease of Use Compact and handles tasks well	08 /10
Value For Money Good hardware and software for the price	08 /10

OVERALL **80%**



PROS
Fingerprint sensor, Stylish design, Decent display



CONS
Average phone speakers, Mediocre camera, Heats up

COOLPAD NOTE 3

Packing in a lot for not too much

Coolpad, the Chinese smartphone maker entered the Indian market in May with two phones, in partnership with Dazen. However, its latest Android smartphone, Note 3 comes under its own brand name and is also the most affordable device with a fingerprint sensor. Will this and a slew of other features at a surprisingly low price help the brand establish itself in the Indian market?

Well built with style

The Note 3 has a simple, yet very stylish design. It is mostly made of plastic, which is fine if its price is considered. Even though it weighs 168g and is 9.3mm thick, it never feels slippery or bulky because of the soft matte finish on the back panel which gives a better grip and the gradual curve towards the edges. Its USP is the fingerprint scanner, which is placed on the back, inside a square-shaped metal frame. It gives an option to save as many as 5 fingerprints - a gentle tap of the finger and the phone gets unlocked. It can also be used to selectively lock apps according to your privacy requirements.

The sides are bordered by an aluminium rim that gives a premium quotient to the design. The right side of the phone has the power button and the volume rockers are on the left. There are also capacitive keys for back, home and recent apps below the display. The Coolpad Note 3 has a 5.5-inch display with a screen resolution of 1,280x720 pixels - interestingly, both the Lenovo K3 Note and YU Yureka Plus give full HD screens at around a similar price point. It is not just about resolution, though - colours look a bit washed out while playing games and watching videos. Viewing angles are good and so is visibility in sunlight.

Software edge

The Coolpad Note 3 runs on Android 5.1 out of the box,. Like every other Chinese smartphone player, Coolpad uses its own custom interface, instead of plain Android, which is lighter and easier to use. Although the UI has plenty of themes and wallpapers, it does not leave an impression as the icons are too big and the interface looks chaotic. The key highlight of the software is that it supports fingerprint scanner and though it looks small, it's accurate. The phone comes preloaded with a number of apps including WeChat, WPS Office, SwiftKey, Facebook, among others. Some of these apps were specifically designed for Coolpad including CoolShow, FP Lock, Rock Wallpaper, and Cool store.

Smooth performance and average camera

The Note 3 is powered by MediaTek's 64-bit octa-core processor, and paired with 3 GB RAM, that lets it handle apps and games with ease. However the phone was slightly lagging while switching between apps and was also heating up a bit on the back during gaming. It is a dual-SIM smartphone with 4G network support in both SIMs. With 16 GB internal storage, and a slot for a microSD card with expandable memory of 64GB, the storage is taken care of. It supports Bluetooth version 4.0, GPS and Wi-Fi. The Coolpad Note 3 has a large 3,000 mAh battery, which generally sees off a day of use.

The phone comes with a 13-megapixel camera with a touch-to-focus feature, and modes that include Smile shot, Gesture shot and Slow Motion recording. It also has an option to quick launch the camera by double clicking the volume down button. Though the camera processes images quickly, one needs to hold it still to get a good shot.

Images clicked outdoor in well-lit situations came out well with a good amount of detail and colours. Images shot indoors however had rough textures and were of average quality. The performance of the camera is good for the money but not the best in its group.

Conclusion

The Coolpad Note 3's highlights are its stylish looks, the fingerprint scanner, and the big screen. The company is targeting the budget segment in India and at Rs 8,999, it is the first smartphone to feature a fingerprint sensor at under Rs. 10,000. But if you do not value a fingerprint scanner that much, you might be tempted by the better specced YU Yureka Plus, the Lenovo K3 Note and the Meizu M2 Note. ■

team@mymobile.co.in



GIONEE ELIFE E8

Fighting on pure camera muscle

Gionee's Elife E series has always featured its best-specced devices, and has been known for its excellent cameras. The Elife E8 packs in the specs, and comes with a camera that has been endorsed by no less a person than eminent photographer Raghu Rai. But will that be enough for it to stave off some stiff competition?

A biggie in size...

The first thing that strikes you about the Elife E8 is its sheer size. The phone is easily the biggest we have seen from Gionee, and comes with a large 6.0-inch display. At 210 grammes, it is actually heavier than the iPhone 6s Plus and at 164 mm in length, it is also one of the longest phones in the market. The E8 is also 9.6 mm thin, which is impressive for a device of this size, but make no mistake about it, this is a device that you are going to need both hands to use most of the time. The front has the display with three touch buttons beneath it - oddly though, the buttons



are not backlit, which can make using them a bit of a problem. The back of the phone is plastic but the device itself rests on a metal frame, with all the buttons being on the right - the volume rocker, the display/power button and the dedicated camera button. There is a micro USB port on the base and bang on the top is a 3.5 mm audio jack. The back features the fingerprint scanner, a speaker grille and perhaps the most outstanding feature of the phone - the 24 megapixel camera with a dual tone flash. The Elife E8 is not the most svelte device we have seen from Gionee, but it looks smart enough in spite of its bulk.

...and in specs!

Within that large frame is also some seriously good hardware. The 6.0-inch display is an AMOLED one and has a 1440 x 2560 resolution (quad HD), giving it an impressive pixel density of 490 ppi. Powering the device is an octa core MediaTek Helio X10 processor, with 3 GB RAM and 64 GB storage (which is expandable using a memory card). Above the display is a 8.0-megapixel camera while on the back is a 24.0-megapixel camera with dual LED flash. The phone runs on Android 5.1 with Gionee's Amigo 3.1 UI overlay on top of it. In terms of connectivity, it pretty much checks all the boxes - 4G, Wi-Fi, Bluetooth, GPS and NFC. And yes, on the back is also a fingerprint scanner for those paranoid about the security of their device. Ensuring all this keeps working for a while is a 3500 mAh battery. Any way you look at it, this device is loaded in the hardware department.



Rocking on the camera

In terms of usage, the Elife E8 we must confess is hampered by its size. Unless you have really large =hands, you are going to find yourself struggling to handle it when on the move. That said, what cannot be denied is that when you are relatively stationary or sitting, the large display is a sheer joy to view content on. The powerful processor means that the phone can also handle pretty much any high-end game you throw at it, and while Amigo has its eccentricities, it is also rich in features. Yes, we did experience the odd lag from time to time, but by and large, the Elife E8 performs very well indeed.

The one department where it pretty much scorched most of the opposition was in the camera. The 24.0-megapixel shooter on the E8 is one of the best we have used in terms of capturing detail. No, we were not too impressed with its low light performance (lights seemed to flare) but bring it out in normal light conditions or even twilight and you are assured some fantastic shots. We were especially impressed with some of the panoramas it took. Some might find the camera interface a trifle intimidating but we would ask them to persist and get used to it because it gives you a lot of control over your images. Oh yes, this is a camera phone all right. Battery life depends on how much you use the camera - if you do a lot of shooting, you will need a recharge a day.

Conclusion

It features high end specs and a very good camera but some might find the Rs 34,999 price tag of the Gionee Elife E8 still to be on the higher side, especially when you consider that you have something like the Moto X Play which also offers impressive specs (if not as good a camera) at a price of Rs 29,999. The geek squad too might prefer something like the OnePlus 2 for its powerful processor and more RAM. But we suspect those who love photographic detail will love the Elife E8, notwithstanding its size. ■

team@mymobile.co.in

GIONEE ELIFE E8

TECH SPECS

Dimensions I 164 x 82.3 x 9.6 mm

Weight I 210 grams

OS I Android OS, v5.1

Display I 6.0 inches, 1440 x 2560 pixels

Processor I 2 GHz Octa-core Mediatek MT6795 Helio X10

RAM I 3GB

Storage I 64GB

Battery I 3500 mAh

3G/4G I Yes/Yes

BT/WiFi I Yes/Yes

Rear Camera I 24.0-megapixel

Front Camera I 8.0-megapixel

Dual SIM I Yes

Price: Rs. 34,999

VERDICT

Looks	Smart enough but way too bulky	08 /10
Features	A rich interface and good hardware	09 /10
Performance	Occasionally erratic, but generally good	08 /10
Ease of Use	The size makes it difficult to handle	07 /10
Value For Money	Great for those wanting a very good camera	08 /10

OVERALL **80%**



PROS
Great camera, Decent hardware, Good display

CONS
Bulky, Low light performance not the greatest, Amigo UI can lag

GOOGLE NEXUS 5X

Upgrading the Nexus 5?

A lot of people were surprised when Google announced not one, but two Nexus phones this year. While the flagship clearly was the Huawei-manufactured Nexus 6P, there was a lot of interest in the Nexus 5X as well, which was manufactured by LG and claimed to be an upgrade of one of the most popular Nexus devices of all time, the Nexus 5.

Looks nothing like the 5!

First off, we need to warn you that if you were fans of the compact form factor of the Nexus 5, then you might not take too kindly to the design of the 5X. For while the Nexus 5 was one of the compact 5.0-inch display devices we have used, the 5X is a tad larger and honestly looks a bit more roughly designed. Yes, its display is larger - 5.2 inches against the 4.95 inch display of the 5, but at 147 mm long and 72. 6mm, the Nexus 5X is discernibly larger than the 5 which was a (still) surprising 137.9 mm in length and 69.2 mm in width. The 5X is slightly thinner at 7.9mm against the 8.6 mm of the 5, but is also slightly heavier at 136 grammes as compared to the 130 grammes of the 5. Unlike the 6P, the 5X is an all plastic affair, although it too has curved edges. The camera is more centrally located on the back and protrudes slightly in a manner reminiscent of some of the Lumia devices. The front has the 5.2 inch flanked by speaker grilles, although these look better than the recessed ones on the 6P. There is a fingerprint scanner on the back too. All in all, the phone is comfortable to hold and good to grip but lacks the 'wow" factor of the Nexus 5 or the premium feel of the Nexus 6P.

Good hardware

But if the 5X's externals do not scream 'premium,' its innards certainly do. The display is a full HD one, giving the device a very respectable pixel density of 423 ppi., and powering it is a hexa core Qualcomm Snapdragon 808 processor, although rather surprisingly with 2 GB RAM (the same as in the Nexus 5). The camera on the back is similar to the much talked about 12.3-megapixel shooter on the more expensive Nexus 6P, and the front facing shooter is a 5.0-megapixel one. Connectivity wise, the Nexus 5X supports 4G, Wi-Fi, Bluetooth, GPS and NFC. A bit of a damper is the absence of support for memory cards - the device is available with fixed storage of 16 GB and 32 GB. Of course, as this is a Nexus device, it comes with the latest version of Android (Marshmallow) right out of the box with assured updates for a while. The battery, however, seems a tad small at 2700 mAh.

Decent performer

It might not have attracted the kind of headlines that the 6P did, but the Nexus 5X is a very decent performer indeed. As long as you do not get too deep into high definition gaming, you will find it handling everything with butter-like smoothness - we suspect the 2 GB RAM tends to hold it back from being the kind of barnstorming performer that the 6P is, but in most routine tasks, it is more than the equal of any device out there. The camera is a pleasant surprise and seems more or less on par with the one seen on the 6P, and takes great low light and normal light images, although we found the same inconsistency and slightly faded colours in comparison. But that said, the display is a very good one and we found sound quality on speaker and calls to be marginally superior to that on the 6P. Battery life, however, is iffy - you are going to struggle to get through a day if you are a

GOOGLE NEXUS 5X

TECH SPECS

Dimensions I 147 x 72.6 x 7.9 mm

Weight I 136 grams

OS I Android OS, v5.2

Display I 5.2 inches, 1080 x 1920 pixels

Processor I 1.44 GHz Quad-core & 1.82 GHz dual-core Qualcomm Snapdragon 808

RAM I 2GB

Storage I 16/32GB

Battery I 2700 mAh

3G/4G I Yes/Yes

BT/WiFi I Yes/Yes

Rear Camera I 12.3-megapixel

Front Camera I 5.0-megapixel

Dual SIM I No

Price: Rs. 31,900 onwards

VERDICT

Looks Not as compact or smart as the Nexus 5	07 /10
Features Decent specs and pure Android	08 /10
Performance Very smooth performer generally	08 /10
Ease of Use Pure Android at its smooth best	09 /10
Value For Money Good specs for the price, but there's competition	08 /10
OVERALL	**80%**



PROS

Smooth performance, Good camera, Fingerprint scanner



CONS

Expensive for the specs, Iffy battery life, Not greatest design



heavy user.

Conclusion

So should you be going for the Nexus 5X? Well, if you want a new Nexus and cannot afford the 6P, we certainly think this one is worth a try. Although it was launched at Rs 31,990, its price has come down significantly and at the time of writing, was available for as little as Rs 24,800 at some online sellers.

At the lower price, it certainly is a compelling proposition, although those looking for a better specced alternative might consider the OnePlus 2 which has more RAM, storage and a better design for Rs 24,990. Those looking for a more compact device might even consider the sleek and well specced OnePlus X, which has an older processor but more RAM and costs Rs 16,990. ■

team@mymobile.co.in

ASUS ZENPAD 8

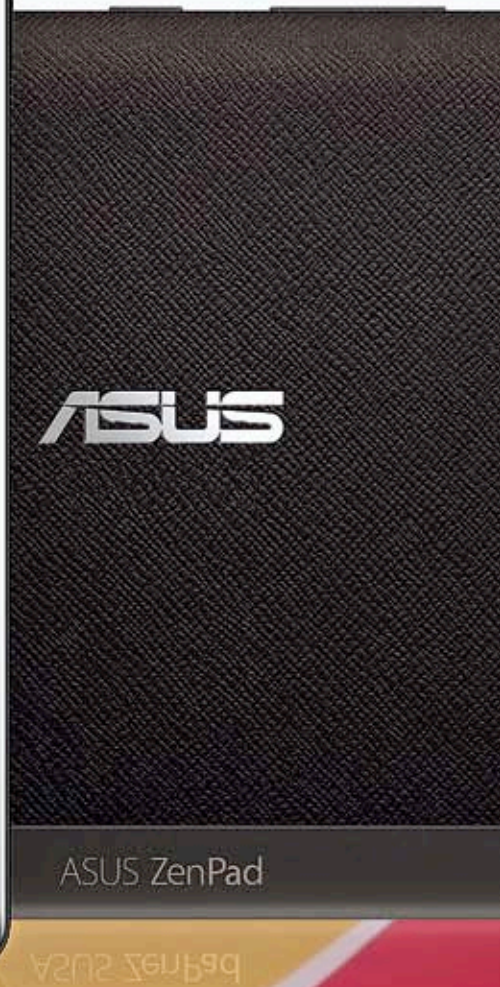
Tab with a noteworthy cover

Some might be claiming that the tablet market is on the decline, but Asus has clearly not given up on it. The company recently released its ZenPad 8 tablet in the Indian market. But does it offer enough to sway people back to the tablet route?

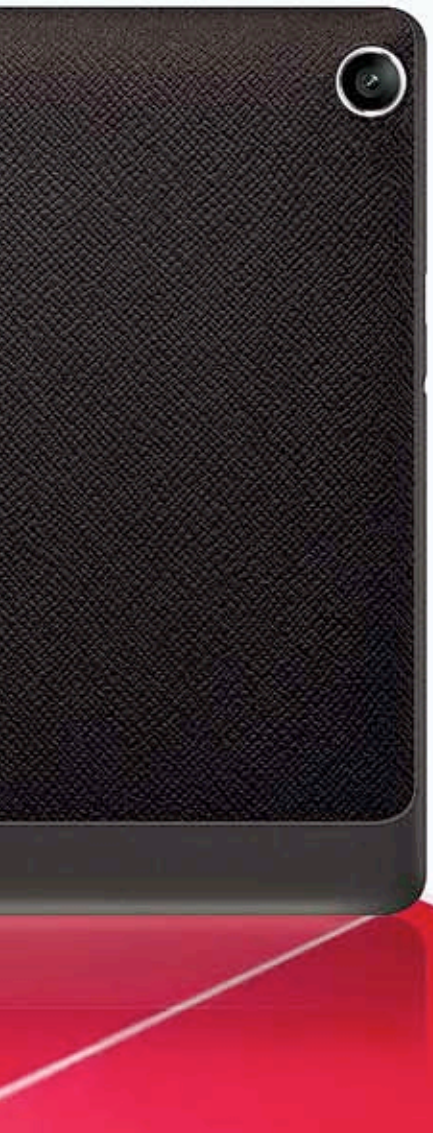
Routine looks

Given the level of design innovation we have seen from Asus of late, we must confess to feeling just a little let-down on seeing the ZenPad 8. For, in terms of appearance from the front, the ZenPad 8 pretty much looks like a routine Android tablet, with the 8.0-inch display dominating the front. The golden hued back does make it stand out a bit with its textured,





leather-like finish, although it sticks out a bit, giving the device a slightly uneven look. At 350 grammes, it is slightly heavier than the iPad mini with retina display and just a notch light than the Xiaomi Mi Pad, and is comfortable enough to hold. There is nothing really outstanding here - the volume rocker and power/display buttons are on the right, the base and the left are plain while right on the top is a micro USB port and a 3.5 mm audio jack. It is compact enough to be used as a phone by most male hands, although we daresay, women will struggle with its size. As we said, we expected a bit more when you think of the innovative design of the ZenFone 2.



Middling hardware

In terms of technical specifications too, there is nothing earth shattering about the ZenPad 8. The 8-inch display is rather surprisingly not a full HD one, but one with a 1280 x 800 resolution and powering the device is a Qualcomm Snapdragon 610 processor with 2 GB RAM. Storage stands at 16 GB, which is expandable using a microSD card, and well, there are all the connectivity options you would want including 4G, GPS, Wi-Fi and Bluetooth. In the camera department, there is an 8.0-megapixel camera on the back and a 2.0-megapixel front facing one. Running on top of all this is Android 5.0 with Asus' ZenUI overlay. Considering its price tag, we would consider these specs to be about par for the course rather than exceptional (you can get better specs on phones for the same price), although we were surprised to see a relatively small 4000 mAh battery - tablets generally have larger batteries.

Audio magic with a cover

And well, for the most part, the ZenPad 8 turns in a steady rather than spectacular performance. The display is of good quality and reasonably bright, which makes it great for tasks like reading and browsing the Web. The device also handles casual games well without any lags. Up the ante to 3D territory, however, and the lags start to creep in. The cameras are mediocre and we were a bit disappointed with the battery life which was around 6-7hours. Sound quality in general is average - we expected more from the loudspeaker.

It is in the sound department however that the ZenPad 8 has an ace of sorts up its sleeve. For an extra Rs 3,000, you can add an audio cover to the device, which adds a powerful speaker even while doubling up as a cover. With the cover on, the ZenPad 8 hits a different note in the sound department.

Conclusion

At Rs 14,999 on its own and Rs 17,999 for with the audio cover, the ZenPad does strike us as being a bit on the expensive side, especially when you consider that Xiaomi has the Mi Pad available for Rs 12,999 with superior hardware specifications - a 2048 x 1536 resolution 7.9 inch display powered by an NVIDIA Tegra K1 processor with 2 GB RAM - although it does not come with 4G connectivity. Add the cover, however, and we can see those wanting a big display with big sound and calling capability gravitating towards it. ■

team@mymobile.co.in

ASUS ZENPAD 8

TECH SPECS

Dimensions I 209 x 123 x 8.5 mm

Weight I 350 grams

OS I Android OS, v5.0

Display I 8.0 inches, 1280 x 800 pixels

Processor I Qualcomm Snapdragon 610

RAM I 2GB

Storage I 16GB

Battery I 4000 mAH

3G/4G I Yes/Yes

BT/WiFi I Yes/Yes

Rear Camera I 8.0-megapixel

Front Camera I 2.0-megapixel

Dual SIM I No

Price: Rs. 14,999

VERDICT

Looks	Relatively routine looking device	07 /10
Features	Regular specs but audio cover is special	08 /10
Performance	Fair to middling, battery life not great	07 /10
Ease of Use	Compact enough to handle calls well	08 /10
Value For Money	Faces stiff competition from likes of Mi Pad	07 /10

OVERALL **74%**





PROS
Good display, Innovative audio cover, 4G support

CONS
Routine design, Relatively expensive, Not the greatest battery life

MOTO X STYLE

TECH SPECS

Dimensions I 153.9 x 76.2 x 6.1-11.06 mm

Weight I 179 grams

OS I Android OS, v5.1.1

Display I 5.7-inch, 1440x2560 pixels

Processor I 1.8GHz Qualcomm Snapdragon 808

RAM I 3GB

Storage I 16GB/32GB/64GB

Battery I 3000 mAh

3G/4G I Yes/Yes

BT/WiFi I Yes/Yes

Rear Camera I 21.0-megapixel

Front Camera I 5.0-megapixel

Dual SIM I Yes

Price: Rs. 29,999

VERDICT

Looks Similar to the Moto X Play but solidly built	08 /10
Features Good hardware, pure Android	09 /10
Performance Camera and battery apart, superb	08 /10
Ease of Use Slightly large, but generally easy to use	08 /10
Value For Money At its price, excellent hardware and software	09 /10
OVERALL	**84%**

PROS

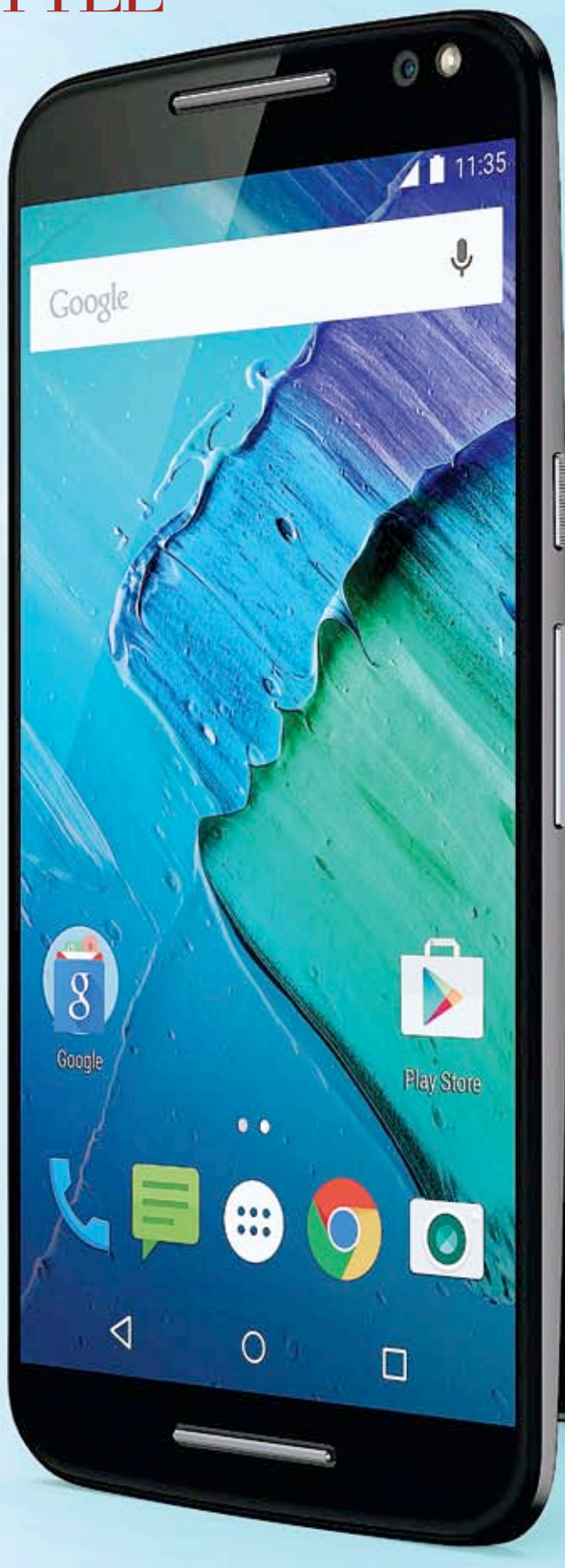
Quad HD display and powerful processor, Pure Android, Good performance

CONS

Slightly yellowish tinge on display, Camera not the greatest, Battery life could have been better

MOTO X STYLE

Style and substance



It comes hot on the heels of the very popular Moto X Play and brings much better specs to the table. But will the consumer be willing to pay a slightly higher price for the Moto X Style?

It might bear more than a passing resemblance to its brother, the Moto X Play, but the Moto X Style is a very contrary beast. And perhaps the word 'beast' captures the essential differences between the two devices, for whereas the Moto X Play was more a return to basics and a notch above the Moto G (3rd generation), it was still not what one could call a high-end performer with its 615 processor and 2 GB RAM, which could be matched by lower priced devices. The Moto X Style, however, is closer to Moto throwing the kitchen sink at the spec department, without jacking up the price too much. Yes, we know some might think that at Rs 29,999, it is significantly more expensive than the Play, but then it brings so much more to the table than that phone did, both in spec and performance terms.

Looks larger but similar

In design, however, there is no doubt that while the

design language of the Style and the Play is similar, the Style is easily the larger phone. It sports a 5.7 inch display and at 11.1 mm thin (the back does curve out making it appear slimmer than it actually is), it is not the slimmest phone around but does not look bulky. We once again see the patterned back with a metal plate holding the camera unit and flash which we had seen in the Moto G (3rd generation) and the Moto X Play. As in those devices, this one too feels solid and well designed with no loose ends. The display dominates the front, flanked by dual speakers and the buttons for volume and power are on the sides. We are not going to say that it will fit your hand easily, but it is actually smaller than the iPhone 6s Plus in length and lighter in weight, which is something when you consider that the 6s Plus has a smaller 5.5 inch display. And yes, it comes with a water-repellant coating that protects it from accidental spills, splashes and rain.

Gets a spec boost

However, what makes the Moto X Style a formidable proposition is what is beneath that familiar looking frame. The display is a quad HD one with a resolution of 2560 x 1440, giving the display an amazingly rich pixel density of 520 ppi. Powering the phone is a processor similar to that seen on the much acclaimed LG G4, a hexa core Qualcomm Snapdragon 808, backed up by 3 GB of RAM (the Play had only 2 GB). Storage capacity stands at 16 GB, although there are higher variants available, and is expandable using a memory card. The camera on the back is a 21.0-megapixel one, supplemented by a 5.0-megapixel front facing camera. Connectivity wise, the phone covers all bases, including 4G, Wi-Fi, GPS, Bluetooth and even NFC. And of course, running on top of all this is Android 5.1 out of the box, with no layers or UI changes whatsoever, apart from a few minor tweaks from Motorola. At the time of writing, the device was all set to get updated to Android Marshmallow. The one department where we feel it was inferior to the Play was in battery - while we loved the 3630 mAh battery on the Play, the Style has a relatively smaller 3000 mAh one.



Steady performer

With all that packed into its hood, the Moto X Style turns out a decent performance, ticking all boxes. We would have liked a brighter display (it seems to have the same yellowish tinge that we saw on the new Moto G) and the camera could have been better (although it is a cut above the one we saw on the Nexus 6), but in most tasks, the Style turned in a convincing performance. It handled high definition games and multi-tasking with ease and the large display did make a difference while browsing the Web and editing images. In terms of routine tasks, it was pretty much on par with what we have seen from other Moto devices running pure Android - smooth and with no lags whatsoever. Battery life was a slight pain point though - we struggled to get through a day of heavy use on the device. Sound quality was very good on call, although we would have liked it a little louder on the speakers.

Conclusion

All said and done, the Moto X Style delivers on most fronts and for its price offers very good value for money indeed. With the Lenovo Vibe Z2 Pro almost out of circulation, it is perhaps the most affordable quad HD device in the market and its specs and performance are comparable with the best. Those looking for an alternative can consider the OnePlus 2, which has a full HD display and comes with a Qualcomm Snapdragon 810 processor with 4 GB RAM and 64 GB storage, as well as a better 13.0-megapixel camera. ■

team@mymobile.co.in

GOOGLE NEXUS 6P

High-end Nexus

For many, the Nexus brandname has been associated with pure Android and high specifications at relatively low prices. However, the Nexus 6P, the first Nexus made by Huawei, is a very different kettle of fish. Yes, it does tick the pure Android and high spec boxes, but it also comes with a stiff price tag. It's challenge? To justify the bucks it charges.

Metal Nexus

The Nexus 6P looks unlike any other Nexus that we have seen in the past. Nexus devices had



generally been known to focus on functionality rather than eye-catching design - although the starry-backed Nexus 4 was a notable exception. Well, the 6P certainly is a head turner. It is the first Nexus we have seen that is made of metal - aero quality aluminum. It is also rather large. It is actually exactly as long as the Nexus 6, its predecessor, at 159.3 mm, but when you consider that the Nexus 6P actually has a smaller display (5.7 inches as compared to the 5.96 one on the 6), this seems odd, although the 6P is much slimmer (7.3 mm as compared to 10.1 mm) and most significantly, much less wide (77.8 mm as against 83 mm). Remarkably though, the 6P is lighter than the Nexus 6 in spite of its metal component- 178 grammes as compared to 172. The front is all about the 5.7 inch display with onscreen buttons on its lower part, and with speakers above and below it (recessed a bit sharply, we think). The volume rocker and power/display buttons are on the right, the 3.5 mm audio jack right on top, the SIM card slot on the left and the USB Type-C port on the base. The back is however what will attract the most attention with its silver metallic texture, finger print scanner and above it all, a jet back band containing the camera and dual LED flashes. It does seem a bit on the longer side, but there is no doubting that the Nexus 6P will turn a few heads - we think the graphite version looks better, though.

Top notch hardware

As in its predecessors, the Nexus 6P packs in some seriously good hardware. The 5.7 inch display is a quad HD AMOLED one, giving it a pixel density of 518 ppi, which is very impressive. It is powered by a Qualcomm Snapdragon 810 processor with 3 GB RAM and comes with storage options of 32 GB and 64 GB in India, both non-expandable. One of the most talked aboiut changes in the Nexus has been the 12.3 megapixel camera at the back which many claim will bring Nexus into contention for the title of top cameraphone. There is also a 8.0 megapixel front facing camera. Connectivity wise, the phone comes with 4G, Bluetooth, Wi-Fi, NFC, and GPS and powering all this is a 3450 mAh battery. We left the best for last - it runs the latest Android Marshmallow without any add-ons right out of the box and being a Nexus, is assured of automatic updates in the coming years.

And a smooth performer

And the Nexus 6P's performance does justice to all the top notch hardware inside it. In terms of handling apps and games, this is more than the equal of any Android device out there, be it games, multi-tasking or even the odd spot of video editing. We did notice the phone heating up a bit but never to an uncomfortable degree. The fingerprint scanner works smoothly as well and the display is not the brightest but not oversaturated either. An area where we were slightly disappointed was the camera. Yes, it did take very good pictures and is easily the best we have seen on a Nexus device but it was also oddly inconsistent - that said, it took some brilliant shots in low light conditions, handling glare better than even the Note 5 and iPhone 6s Plus in some cases. Another odd point was the call quality which seemed to fluctuate with some people complaining that our voices sounded distant. Battery life is good enough - you will get through a day or heavy use on this.

Conclusion

It delivers a lot but at Rs 39,990, the Nexus 6P is definitely an expensive proposition (although its predecessor was too). And while it does offer pure Android it is not the only device to do do - the Moto X Style comes with a comparable display, more solid design and very good specs for Rs 10,000 lesser. And if pure Android is not a massive factor, then the likes of the LG G4 with its quad HD display and superb camera also come into consideration. If you are looking for the best Nexus in town though (and one of the best Android devices around anyway), then the 6P will take some beating! ■

team@mymobile.co.in

GOOGLE NEXUS 6P

TECH SPECS

Dimensions I 159.3 x 77.8 x 7.3 mm

Weight I 178 grams

OS I Android OS, v6.0

Display I 5.7 inches,1440 x 2560 pixels

Processor I 1.55 GHz Quad-core & 2.0 GHz Quad-core Qualcomm Snapdragon 810

RAM I 3GB

Storage I 32/64GB

Battery I 3450 mAh

3G/4G I Yes/Yes

BT/WiFi I Yes/Yes

Rear Camera I 12.3-megapixel

Front Camera I 8.0-megapixel

Dual SIM I No

Price: Rs. 39,990

VERDICT

Looks The first metallic Nexus. Eye catching.	08 /10
Features Good hardware allied with pure Android.	09 /10
Performance Generally very smooth but a bit iffy on calls.	08 /10
Ease of Use The size is bulky but pure Android is a delight	08 /10
Value For Money Very good hardware for the price, but alternatives exist	08 /10
OVERALL	**82%**



PROS

Eye catching design, Good hardware, Smooth performance



CONS

Expensive, Call quality not the greatest, Camera inconsistent

MEIZU M2

Very much value for money!



Chinese smartphone manufacturer Meizu has been making its presence felt in the Indian market, delivering decent performing devices at affordable prices. The new M2 follows its template of good specs and a surprising price tag. But will it capture the imagination of an increasingly demanding Indian consumer?

Looks sturdy and smart

While some manufacturers attempt to make their phones to stand out with some stylish design, Meizu's approach seems to be more understated, with good build quality and clean finish being valued more than flashy style. The M2 is a combination of plastic body with a metallic look, and has a gently curved shape, like MX5. Some might detect a slight resemblance to the iPhone with the phone's one button feature with no other touch buttons on the device. The device is slightly curved out from the display towards the back. On the left is a dual SIM slot, while on the right is the volume rocker and a power button. There is a micro USB-port and a speaker grille on the base and on the top is the 3.5mm audio jack. The front is jet black and the plastic based back panel is metallic silver in color, with a 13.0-megapixel camera with an LED flash. The device has a 5.0-inch display size and is 8.7 mm slim. It is about 140.1 mm long and weighs 131 grammes, making it compact and lightweight. Its curvy shape will fit most women's palms easily. It will definitely not scream for the attention, but once seen, will not make people look away either.

Good Hardware

Below the routine looks is some very decent hardware. The 5.0-inch display is a HD one with 1280 x 720 pixel resolution. Powering the phone is a MediaTek MT6735 processor with 2 GB RAM, giving it enough muscle to run various apps and games on the device. The dual nano SIM supporting device has a powerful 13.0-megapixel rear camera while the front shooter is a 5.0-megapixel one. On the connectivity front, the device comes with 4G LTE, Wi-Fi, Bluetooth and GPS too. Running on top of this is Meizu's own Flyme OS 4.5, which is based on Android 5.1, which was also seen on the MX5 handset from the company. The device comes with a storage capacity of 16 GB which can further be expanded via micro SDcard. Keeping everything running is a 2,500 mAh battery.

Steady Performer

Meizu M2 is a solid performer. Just as in the MX5, it will take some time for few users to get used to the fact that the phone's single home button also doubles up as a back button by giving it a single touch, and that you have to swipe upwards from the lower part of the display to see the apps running in the background. The Flyme UI also worked smoothly, without any lags while using the phone and the hardware seemed capable of supporting some really high graphic games like Tomb Raider: Relic Run and Mission Impossible, without heating up too much. The display is bright enough for reading purposes, and those who prefer photography with their phones might be satisfied with the outdoor result from the device, but in low light conditions, we witnessed some hazy and dull images. The selfie camera is good, but we do have some really good selfie cameras at this price point like the Xiaomi Redmi Note 2 and the Lenovo K3 Note.

We experienced clear sound quality during calls, while listening to the music and while browsing. The device performed really smoothly, though the 2,500 mAh battery did not live up to our expectations the phoine struggles to see through a day of heavy use. If you are a power user, we would advise not going too far from a power outlet.

Conclusion

At Rs.6,999, the Meizu M2 is a very good value for money device. It does however face competition from the likes of the Xiaomi Redmi 2 Prime, which offers better camera and battery life and the Moto E (2nd Gen) which offers a pure Android experience. The device's battery life and camera could have been better, but if you are looking for is a simple designed phone with an innovative interface and powerful processor, then we think Meizu M2 is a good option. ■

team@mymobile.co.in

MEIZU M2

TECH SPECS

Dimensions | 140.1 x 68.9 x 8.7 mm

Weight | 131 grams

OS | Android OS, v5.1

Display | 5.0 inches, 720 x 1280 pixels

Processor | 1.3 GHz Quad-core Mediatek MT6735

RAM | 2GB

Storage | 16GB

Battery | 2500 mAh

3G/4G | Yes/Yes

BT/WiFi | Yes/Yes

Rear Camera | 13.0-megapixel

Front Camera | 5.0-megapixel

Dual SIM | Yes

Price: Rs. 6,999

VERDICT

Looks	Simple and sober	08 /10
Features	Good hardware for the price	08 /10
Performance	Great performance but mediocre camera	07 /10
Ease of Use	The UI might take some time getting used to	07 /10
Value For Money	At this price, there is stiff competition	08 /10
OVERALL		**76%**



PROS

Decent looks, Good hardware, Good build quality



CONS

Poor battery, Average camera

SAMSUNG GALAXY ON7

The Better On(e)!

It might have been rocked by the arrival of a number of new brands in the Indian market, but Samsung still remains the go-to and most trusted brand for most Indian phone consumers. And we think there are still lots of reasons why you might want to consider the Galaxy On7 as your next device.

Familiar build and design

Those of you familiar with Samsung's Galaxy J series especially the J7 will notice the similarity with the Galaxy On7. The model we tested was available in gold. We were not immediately smitten over by its looks but understand it is Samsung's way of differentiating the On7, at least visually, from a bunch of premium smartphones on the market.

What's more, the back panel is in fact removable, revealing a removable 3,000mAh battery and the slot for microSD (upto 128GB) and microSIM is combined. A closer examination of the specs reveals that the Galaxy On7 is 21g heavier (171g), and a bit thicker (8.2mm) than the Lenovo K3 Note (8mm, 150g). You can still find quintessential Samsung design elements like the rounded corners, the home button below the display and the capacitive touch buttons on both sides: one for back and another for accessing the recent apps list. The front side of the phone is dominated by a 5.5-inch TFT display. The power button is present on the right and the volume rocker on the left. The micro USB port, microphone and the 3.5mm audio jack are on the base. There is a 13-megapixel camera on the back with a single LED flash with a loudspeaker grill next to it.

As we have come to expect from the last few Samsung devices, the build quality is solid. Samsung has gone with plastic back, but there is nothing cheap about the build quality of the Galaxy On7. The Galaxy On7 shines in looks and aesthetics.

Speedy internals

With the Galaxy On7, Samsung went with a 5.5-inch (1280 x 720p) TFT display, which is crisp, and pleasant to watch a full length movie (in our case, The Lion King) while commuting from Dwarka to Connaught Place in a crowded Delhi metro. Colours are also nice and vivid. Blacks and dark tones have good depth, although are not the deepest compared to a Super AMOLED setup. Overall, the display is as good as you will find on any competing smartphone.

Samsung equips the Galaxy On7 with the Qualcomm Snapdragon 410, running in tandem with 1.5GB of RAM. The fact that YU's sub-5K Yunique has this SoC comes as somewhat of a surprise, but it turns in a very good performance. We were able to run a slew intensive games such as Need for Speed: No Limits with no performance lags. The phone did not even warm up in the first 20 minutes of game play. The browsing performance was very fast too.

Call quality and the 3,000mAh battery impressed us. We regularly found that even while testing out the camera, shooting videos, running apps, checking emails and light web browsing over 3G/Wi-Fi, the device comfortably lasted a day, with plenty of capacity left over. The Galaxy On7 comes with 8GB of internal storage, with the capacity to support an additional 128GB via microSD. All the connectivity options you might expect from a mid-end smartphone are aboard the Galaxy On7, including 4G LTE, Wi-Fi, Bluetooth 4.0, A-GPS, and an FM Radio.

The Galaxy On7 offers Samsung's native TouchWiz UI, layered on top of Android 5.0 Lollipop. For a change, the custom user interface has been considerably improved, with less bloatware apps pre-loaded on the device. Samsung has literally cleaned up TouchWiz's unnecessarily settings menu, which should be seen as a positive sign. The 13-megapixel camera on Galaxy One7 took sharp pictures in bright light outdoors. In terms of image quality, we found low-light shots to be cleaner than any other smartphone camera we have tested in this segment. We were impressed with the pictures taken on the front facing camera as well, as they were detailed and well-focused.

Conclusion

With the Galaxy On7 priced at Rs 10,990, Samsung is looking to win back the ground it is perceived by many to have lost to new brands. No, it does not quite have the specs of the YU Yureka Plus or the K3 Note, both of which boast full HD displays, but given Samsungś brand equity, the On7 is an excellent option for those looking for a phone in the vicinity of Rs 11,000. ■

team@mymobile.co.in

SAMSUNG GALAXY ON7

TECH SPECS

Dimensions I 151.8 x 77.5 x 8.2 mm

Weight I 171 grams

OS I Android 5.1 Lollipop

Display I 5.5-inch HD (1280 x 720)

Processor I Qualcomm Snapdragon 410

RAM I 1.5GB

Storage I 8GB

Battery I 3000 mAh

3G/4G I Yes/Yes

BT/WiFi I Yes/Yes

Rear Camera I 13.0-megapixel

Front Camera I 5.0-megapixel

Dual SIM I Yes

Price: Rs. 10,990

VERDICT

Looks Tried and tested smartphone design, removable casing is a bliss	08 /10
Features Browsing the web, or watching a movie is movie on a 5.5-inch screen is more enjoyable	08 /10
Performance Impressive cameras, capable performance for day-to-day use	09 /10
Ease of Use Improved user interface, better battery life	08 /10
Value For Money Samsung Galaxy On7 presents very good value for money	09 /10
OVERALL	**84%**

PROS
Fast performance, Not super expensive

CONS
Limited internal storage, lacks Slo-Mo video recording

SONY XPERIA Z5 DUAL

A hottie in all senses!



While a number of smartphone manufacturers are adding more handset models to catch consumers' attention, Sony seems deeply focused on its premium smartphone lineup. With the Xperia Z5 Dual, the company promises a high-quality user experience coupled with top-end features. Has Sony finally found the right mix?

Premium design, build and feel

The Xperia Z5 Dual keeps the Z series' glass rear and front, and the metal frame further accentuate the classic touch. The Xperia Z5 Dual is 7.3 mm at its thickest and at 154 grammes, is relatively light for its size. And it stands out from the crowd - our green model turned heads. Sony has opted for frosted glass on the back, making it less prone to smudges - though it is slippy to hold. Gone is the signature silver power button from the side of the phone - instead Sony has come with a square physical power button that also functions as the Z5's fingerprint scanner. If there is one downside, it's the repositioning of the volume rocker from next to the power button to lower on the right edge, right above the camera shutter. It's odd - and frustrating too. The phone retains its IP68 certification making it dust and water resistant.

Respectable performance - overheating a concern

The Z5 Dual still offers a 5.2 inch 1920 x 1080-resolution IPS display. It is bright, crisp and colourful, and great for watching movies and playing games. Sony has fitted the Xperia Z5 Dual with the latest model of Qualcomm's octa-core, Snapdragon 810 processor. Unfortunately, it is still prone to overheating, whether it is while playing a game, or using the phone's built-in augmented reality (AR) camera features. Paired with 3GB of RAM, the Xperia Z5 Dual is capable of handling more or less anything you throw at it, be it browsing the Web, or playing a game like Need for speed: No limits. There's a 2,900 mAh battery fitted inside the Xperia Z5 Dual, and the phone comfortably made it through the day on a single charge. A big plus is the inclusion of Qualcomm's Quick Charge 2.0 quick charging support - it is possible to fully change the device in just over an hour. For storage, the Xperia Z5 Dual comes with a respectable 32GB (22.5GB of which is available to the end user) on-board storage, as well as MicroSD card slot. The phone also has dual-SIM support with LTE for both SIM slots, as well as support for Bluetooth, Wi-Fi, 4G LTE, as well as NFC and GPS.

The Xperia Z5 Dual is running Android 5.1.1 Lollipop with a custom UI layer on top of it. The user interface is heavily customised with all Sony's marquee services (Sony LIV, Jive, Lounge and PlayStation, among others) and third-party apps. Most of these apps can be deleted which wasn't possible with previous generation devices - a good sign. The front-facing speakers are loud enough, and call quality was generally fine too.

Excellent Cameras

A highlight of the Z5 Dual is its 23-megapixel rear camera. Sony claims its autofocus system is the fastest in the market, capable of focusing on the subject in as little as 0.03 seconds. We managed to capture some very good photographs in both natural light as well as low light settings. It shoots fast , has a decent array of features and captures good detail and colour. By default, still shots are taken at 8-megapixel resolution to allow you to make use of Sony's lossless zoom. The "Pro" mode offers controls for ISO, shutter speed, exposure, and white balance. The Z5 also has the ability to record 4K Ultra HD video at 30 frames per second (fps), though this drains your battery pretty quickly). The front-facing 5-megapixel camera also delivers decent results.



Conclusion

There is a lot to love in the Sony Xperia Z5 Dual. It has a beautiful screen, an amazing camera, powerful hardware and a decent battery with fast charging support. However, overheating is a major concern, as is the odd location of the volume button. And at Rs 52,990, it is definitely an expensive proposition, especially when you consider that the very good Samsung Galaxy S6 and LG G4 are now available for prices in the vicinity of Rs 40,000. ■

team@mymobile.co.in



SONY XPERIA Z5 DUAL

TECH SPECS

Dimensions I 146 x 72 x 7.3 mm

Weight I 156.5 grams

OS I Android 5.1 Lollipop

Display I 5.2-inch FHD 1080p (1920x1080)

Processor I Qualcomm Snapdragon 810

RAM I 3GB

Storage I 32GB

Battery I 2900 mAh

3G/4G I Yes/Yes

BT/WiFi I Yes/Yes

Rear Camera I 23.0-megapixel

Front Camera I 5.0-megapixel

Dual SIM I Yes

Price: Rs. 52,990

VERDICT

Looks Classy Sony design and premium build	09 /10
Features Solid smartphone with a decent rear-facing camera	08 /10
Performance A good Android handset, with a respectable performance	08 /10
Ease of Use The built-in fingerprint scanner is reliable so is its battery life	08 /10
Value For Money Sony Xperia Z5 Dual is a great phone, but it suffers from overheating issues	08 /10

OVERALL **82%**

PROS
Waterproof design, excellent build and expandable storage

CONS
Overheating issues, Dated UI

ONEPLUS X

Turning on the style

OnePlus has been making waves in the Indian market with its phones that offer high-end hardware at surprisingly low prices. However, with the OnePlus X, the company is looking to target not just the geeks but also those who love sleek design.

More than a touch of glass

Whatever the highly acclaimed OnePlus One and OnePlus 2 were, they were definitely not small devices.



Both toted 5.5 inch displays and were more than half a foot long. The OnePlus X is a very different beast, or should we say 'beauty.' Make no mistake about it, with the OnePlus X, the company is clearly showcasing its ability to create a device that looks beautiful. No, this is not to say that its predecessors were ugly, but with their large frames and famous sandstone finish backs, they were definitely very 'male' and tough devices. The OnePlus X however is all curves and glass. The front has a 5.0-inch display and the back is Onyx black glass (there is also a limited edition ceramic back version). Both of these rest on a metal frame, which has the volume rocker and power/display buttons on the right, a micro USB port (no USB Type-C here) flanked by speaker grilles at the base, a 3.5 mm audio jack on the top and the alert slider, which lets you set just how many alerts you would like to get. It is a bit slippery but is surprisingly compact - at around 140 mm it is only slightly longer than the iPhone 6s which actually has a smaller display and at 6.9 mm, it is impressively slim. It will fit most hands easily and given its smooth texture, we are sure many would love to just hold it (slap a cover on, though - that glass back picks up fingerprints fast) - it is a far cry from the bulky devices we see these days.



The innards of the OnePlus One

Lurking below this sleek exterior are what seem to be the specs of the highly acclaimed if slightly older OnePlus One. The display is a full HD one and an AMOLED affair, giving it the highest pixel density of a OnePlus device - 441 ppi. Powering it is the same chip and RAM combination that we saw in the OnePlus One - a Qualcomm Snapdragon 801 processor with 3 GB RAM. Storage stands at 16 GB and for the first time in a OnePlus device, you get the option to use a memory card. The camera at the back is a 13.0-megapixel one while that in front is a 8.0-megapixel affair. There is no fingerprint scanner (not a deal breaker at this price point) and connectivity options include 4G, Wi-Fi, Bluetooth and GPS. Running on the device is OnePlus' Oxygen OS based on Android 5.1. There are some who have termed the OnePlus X as the OnePlus One in stylish clothing - we can see their point.

Good performer

For the most part, the OnePlus X turns in a very decent performance. The display is a good one and not oversaturated like some AMOLED displays we have seen. Sound quality is good too. And the processor and RAM ensure that the phone performs most tasks very smoothly indeed - the Snapdragon 801 might be more than a year old but it does pack in some serious muscle and Oxygen OS runs very smoothly, barring the odd bug. One area where we felt a little let down was the camera, which works very fast but does not deliver the level of colour and detail we expect from a OnePlus device. Battery life is middling - heavy use will mean a recharge a day, careful use will see you through a day easily. There is a lot of performance substance behind the eye-catching design.

Conclusion

It has very good looks, more than decent hardware and at Rs 16,999, the OnePlus X offers very good value for the money it charges. It is however likely to face stiff competition from the Xiaomi Mi 4 which boasts similar specs but has a better camera and battery (but no 4G or expandable memory) and comes at a price of Rs 14,999. There are some who might also be tempted by the larger display of the Moto X Play which is retailing for Rs 18,999. And ironically, there is the OnePlus One, which is itself available for Rs 17,999. But none of those worthies have the looks or compact figure of the OnePlus X. ■

team@mymobile.co.in

ONEPLUS X

TECH SPECS

Dimensions I 140 x 69 x 6.9 mm

Weight I 138

OS I Android OS, v5.1.1

Display I 5.0 inches, 1080 x 1920 pixels

Processor I 2.3 Quad-core Qualcomm Snapdragon 801

RAM I 3GB

Storage I 16GB

Battery I 2525 mAh

3G/4G I Yes/Yes

BT/WiFi I Yes/Yes

Rear Camera I 13.0-megapixel

Front Camera I 5.0-megapixel

Dual SIM I Yes

Price: Rs. 16,999

VERDICT

Looks	Compact and that glass back will turn heads	09 /10
Features	Slightly old processor but decent specs	08 /10
Performance	Very solid performer in most departments	08 /10
Ease of Use	Compact frame makes it a joy to use	09/10
Value For Money	A very good price, but has competition	08 /10
OVERALL		**84%**

PROS

Eye catching design, Decent hardware, Good performance

CONS

Camera could be better, Battery life is middling, Fingerprint magnet

LENOVO VIBE P1M

The Budget Power Player

For many people, the smartphone is the centre of their world. One can do almost anything on the device, from browsing the Web to making international phone calls to ordering groceries to booking cinema tickets. Unfortunately, while phones themselves have got more powerful, their battery lives have been declining - to the extent that people have now got used to charging their phones once or more a day. It is this that Lenovo is trying to tackle with its Vibe P1m. Does it succeed?

Chunky but not cumbersome to carry

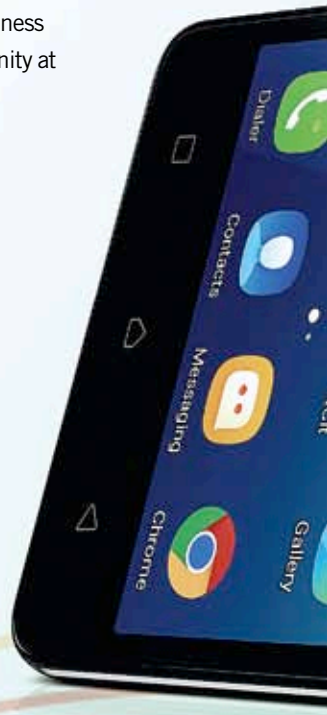
Although we love Lenovo's beautifully crafted Vibe devices (for instance, the Vibe Shot or the Vibe Z2 Pro), the company's P series has generally been low profile in the design department. The P1m does not do much to change that perception - it feels a bit heavy and chunky, and is a mix of plastic and metal.

Compared to the sleek looking smartphones from the likes of Xiaomi and Samsung, the Vibe P1m seems rather thick at 9.5mm, 148 grams. Nevertheless, it is still being very comfortable to hold or slip in your pocket. The build quality of the handset is solid. The right side of the phone has a physical toggle switch, which essentially puts the device in a power saving mode. On the top edge of the P1m, you will find the microUSB port as well a 3.5 mm headphone jack. There's a set of speakers on the base of the phone. A 8-megapixel camera and LED flash are located on the rear of the phone. The back cover of the P1m is matte plastic. It can be easily removed to reveal a microSD card slot and dual SIM card slots. The 3,900 mAh battery, however, is non removable.

Predictable specs, decent performance

The 5-inch display found on the Vibe P1m has a resolution of 1280x720 and is reflective and prone to smudges. The display is responsive and sharp and when placed on auto brightness, we had no viewing issues at all. Inside the phone is a 1-GHz MediaTek MT6735P 64-bit, quad-core processor. There's a healthy 2GB of RAM and 16GB of storage, plus a Micro-SD card slot can take up to 32GB. Connectivity includes 4G LTE, Bluetooth 4.0, dual SIM, GPS, OTG support and FM Radio. The Lenovo P1m performs snappily, which is good for a mid-range smartphone. The phone will be able to handle most tasks without issue. Graphics performance is not the greatest, but the device manages to stay on par with rivals at its price point.

On the software side the Vibe P1m comes with the Android 5.1 Lollipop with the company's native Vibe UI. There's a plethora of preloaded apps including the likes of Guvera, UC Browser, Truecaller and Evernote. The phone also comes with some unique tools and applications that we do not often see preinstalled (CamScanner, CamCard and WPS Office), specifically targeting the business community at



LENOVO VIBE P1M

TECH SPECS

Dimensions I 141 x 71.8 x 9.3 mm

Weight I 148 grams

OS I Android 5.1 Lollipop, Vibe UI

Display I 5.0-inch HD (1280 x 720)

Processor I MediaTek MT6735P

RAM I 2GB

Storage I 16GB

Battery I 3900 mAh

3G/4G I Yes/Yes

BT/WiFi I Yes/Yes

Rear Camera I 8.0-megapixel

Front Camera I 5.0-megapixel

Dual SIM I Yes

Price: Rs. 7,990

VERDICT

Looks Sleek design and understated looks	08 /10
Features Audio on the Vibe P1m is decent by smartphone standards	08 /10
Performance Long lasting battery life, snappy performance	08 /10
Ease of Use Camera isn't great, heavily skinned user interface	07 /10
Value For Money The Vibe P1m's battery life is solid - and for Rs.7,999 will happily meet most user's needs	08 /10
OVERALL	**78%**

PROS
Great battery life, amazing sound quality

CONS
Heavily skinned UI, Above average display

large.

One of the biggest highlights of the Vibe P1m is its battery life, which the firm claims to deliver 36 hours of talktime (2G)/16 hours (3G), thanks to that 3,900mAh battery. And the handset lives up to that claim. The battery had held us well throughout the day and half on a single charge. The saving power switch puts the device in a power saving mode with access to limited features like taking calls, messages, contacts, music and the clock. The speaker is at the base of the phone is particularly great, and we were also impressed by the device's call quality and reception.The 8-megapixel rear camera, however is an average performer. While some shots came out well, it is not quite up to the standards of the Samsung Galaxy On7 and Yu Yunique. The 5-megapixel front-facing shooter is a good performer, though.

Conclusion

The Lenovo P1m is a good option if you specifically need better battery life. It might not look fancy, and its camera is disappointing, but that battery keeps it ticking for far longer than anything its competition offers. And at Rs.7,990, it represents very good value for money and a performance that is a notch above the likes of the big battery devices from Lava and Micromax. ■

team@mymobile.co.in



Spotlight

CALL DROP BLUES

IT IS AN ISSUE THAT REFLECTS THE INFRASTRUCTURE PROBLEMS THE NATION FACES. EVEN THE PRIME MINISTER HAS EXPRESSED CONCERN ABOUT IT. WE TAKE A CLOSER LOOK AT THE PROBLEM OF CALL DROPS AND ITS REMEDIES.

By Trisha Dey



India may be the world's second-largest mobile user market after China, but fast-paced development with poor infrastructure and overloaded networks are leading to many callers being cut off in the mid-sentence. For all the cellphone users in India, call drops are becoming increasingly common and almost an accepted part of life. "Call drops" have actually doubled in the last one year, according to the Telecom Regulatory Authority of India (TRAI), and are four times higher than the permitted limit.

What is call drop?

A call drop technically signifies the service provider's incapability to maintain a call, either incoming or outgoing, once it has been properly established. In India, call drops are a performance indicator for the country's telecom networks. In many cities, mobile users have to rush from one room to another or drive around neighborhoods to find better signals. Call drops now figure among the top customer issues with telcos in several Indian cities. There is very little transparency on call drop data but it can be safely said that most companies have multiple sites where the call drop incidence is much higher than the stipulated 2 per cent ceiling. New Delhi has been particularly hard hit after city authorities recently cracked down and sealed 'illegal' or unlicensed mobile towers. The problem has reached such dire proportions across the country that the TRAI has indicated that telecom service providers need to compensate users for dropped calls.

TRAI made its stance clear in a statement on the issue:

"Though some individual consumers and consumer advocacy groups have opined that compensation by way of credit of talk-time in minutes/seconds would be preferable, it being rate neutral, others have stated that compensation to consumers should be given in monetary terms as it is a transparent mechanism. The monetary limits that have been suggested range from Re. 1 to Rs. 5 for each dropped call."

Problems Galore

There are a number of reasons for call drops. Towers are a major factor. Towers act as boosters that help radio waves travel better, and are a necessary part of the telecom architecture in any country. There are approximately 5,50,000 towers in India, and industry associations reckon another 1,00,000 are needed. Cities like Delhi, Mumbai, Bengaluru, Chandigarh, Jaipur and Patna have far fewer towers than are needed. Civic authorities across the country have shut down a total of around 10,000 towers. Another 12,000 cannot be used due to various reasons. Telecom companies are reluctant to share towers. This is because they are fixed investments by subsidiaries of telecom companies or by standalone companies for whom a sharing formula does not work. Permission to erect a tower is given by the municipal body. No uniform standards or procedures exist here.

The setting up of boosters on buildings remains a contested area, and permission has to be obtained on a case-by-case basis.

And contrary to perception,

companies do not always benefit from call drops. It really depends on the tariff plan. If it's measured in seconds, the telecom company gains nothing — no matter how many times the connection snaps, billing resumes at the same rate. But if it is measured in minutes, or if the plan contains features such as a certain number of free calls in every billing cycle, call drops hurt the consumer.

Telecom firms' claim 95 per cent of tariff plans involves billing in seconds. Since call drops are the most common in high-congestion areas, interruptions tend to shorten the call and, to that extent, reduce the average revenue per user per minute. Since companies measure their performance on the basis of call drops too, it is risky for anyone to deliberately create conditions for drops, thus incentivising porting to another operator.

According to COAI the industry faces a number of challenges which are leading to call drops:

- State bodies initiate actions against the towers without any prior notices like disconnecting electricity supplies, sealing the premises and even dismantling of tower sites.
- Restrictions imposed by State Governments and Municipalities for wireless sites for erecting cell-sites in non-commercial areas, sealing of the Cell-sites by Municipal Authorities.
- Issues pertaining to Right of Way (RoW) – due to no approval, operators are not even in a position to put up sites. Frequent fiber cuts due to infrastructure projects are recurring phenomena in almost all circles.
- Site outages on account of long power failures and delay in restoration of power supply by electricity boards.
- Owner/legal issues, which is an important factor, because if the operator does not obtain the permission to set up the cell site, calls in the area would be dropped.
- Interference due to illegal wide band radio and coverage restrictions arising out of cross border spectrum interference.
- Shortage of Spectrum amid surging data traffic growth and the lack of availability of a sufficient quantum of globally harmonized spectrum in contiguous form is the biggest impediment to the deployment of wireless technologies in the access network and hence for better quality of service resulting in increased call drops with the increase in data traffic.

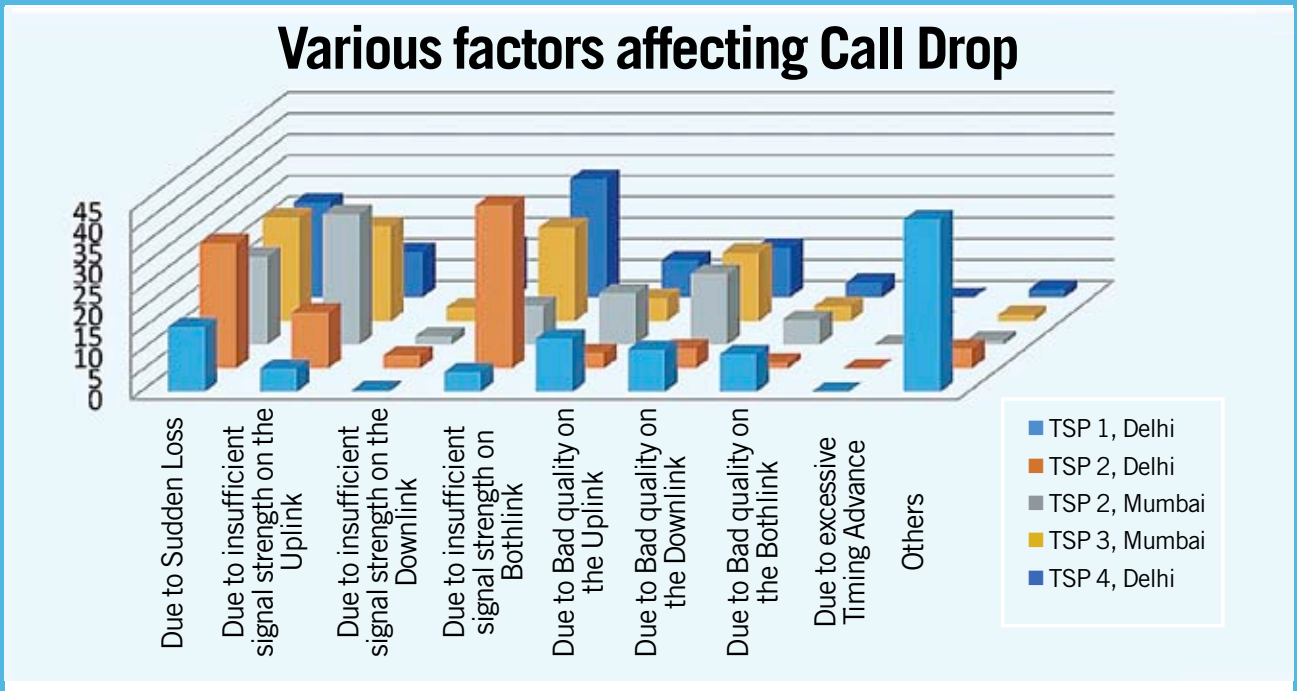
The Government's role

There is a shortage of spectrum in key bands like 900 MHz and 1,800 MHz. The government insists that call drops can be addressed to a large extent through better management of spectrum, but that can provide only partial relief. Call drops peak in high-congestion areas, typically city centres. This means there is an unequal spread of traffic across the spectrum, which cannot be made good by diverting traffic on to an adjacent, underutilised spectrum. That would be a reflected light signal, with gaps in the voice akin to international calls at times.

Again, DoT guidelines are not mandatory, since the jurisdiction over towers lies with the state governments or civic bodies. So what can the Government do? Well, these are just some moves that would make a difference:

a) Offer more spectrum by releasing some from the defence services
b) Allow trading of spectrum to reduce the cost of adding on to spectrum





c) Encourage states to follow uniform procedures on towers
d) Set up a nationally publicized database on call drops to force laggard companies to improve on their services.

As per a TRAI statement

"While the subscriber base in the country is growing very fast, the mobile telecom infrastructure is not growing at the same pace and immense pressure is being put on to the existing facilities, leading to a dip in the quality of services (QoS) provided. Call drop, affecting the quality of experience of the subscribers, can take place due to a variety of technical issues, including inadequate coverage; problems with the quality of signal; interference; network congestion; and network failure.

In light of the reasons discussed in the Paper, about the increase in call drops, it must be realised that mobile towers do not have an unlimited capacity for handling the current network load. There is an urgent need to increase the number of the towers so as to cater to the demands of a growing subscriber base. At the same time, problems l ike removal of towers from certain areas by Authorities should be adequately addressed."

The operators' view

On the call drop issue, Rajan S. Mathews, Director General, COAI says, "The industry has been directing all efforts to address the issue. In fact, in 2014-15 alone, operators have invested about INR 50,000 crore on infrastructure and spectrum. These investments have ensured improvement in network coverage and capacity enhancement with almost 70,000 additional cell sites being installed by operators in the past six months to boost connectivity. Operators have also been working towards improving network coverage and capacity enhancement through expediting capital investment, network optimization and roll-out of 3G and 4G networks to offload traffic from 2G networks. We are also reaching out to customers, seeking their help to identify areas where they face call drops and their suggestions on setting up mobile cell-sites."

He adds, "COAI acknowledges the problems being faced by consumers owing to call drops and is directing all efforts to address the issue. In fact, over the past few weeks, much improvement has been observed in the network quality across circles in India. With the required help from the government, we are hopeful that the issue can be brought under control in some time. However, we feel that the regulation proposed by the TRAI is a wrong solution to a real problem as it will not address the underlying problem for both the industry, as well as the Government in the long run."

Sunil Sood, managing director and CEO, Vodafone India says the company is addressing the issue on a war footing. " We have actually opened in Delhi called war rooms. We have identified that we need 290 sites in Delhi to resolve the issue and we are trying our best how to get each one these 290 sites. The service is improving and every week, the company is adding 20-30 sites in Delhi. We would like to resolve this issue and provide the best customer experience at the earliest, " he said.

At the end of the day, however, a lot more needs to be done to ensure that a consumer is able to make a call without losing their connection midway. The fact that the call drops issue has occupied telecom centre stage is a good sign. It is now up to the Government, states and operators to respond and work together to tackle the issue. ■

trisha@mymobile.co.in





INDIAN CELLULAR ASSOCIATION ICA

PLUGGED IN

CONSUMER TECH SHOW

11-12 -13 Dec 2015

Pragati Maidan, New Delhi











Plug in to the Next-Gen Consumer Technology and Gaming event.

Featured Events

Future of Mobile
Innovation Arena

Smart Home
PLUGGED IN eSports

Why Exhibit?

- Preferred launch pad for the latest in electronic products and services
- Engage with 15,000 consumers, gadget fans and gaming enthusiasts
- Opportunity to network with OEMs, distributors and retailers
- Visibility to over 250 media and much more

BOOK YOUR SPACE	Mr. Santosh Jogal E : santosh@hmf-india.com T : +91 99011 60620
	Mr. Mayank Gupta E : mayank.gupta@hmf-india.com T : +91 99991 64925
	Mr. Rahul Bisht E : rahul.bisht@hmf-india.com T : +91 97698 38239

In association with FAIITA, ADCTA, COAI

Organized by Deutsche Messe, FIERA MILANO

pluggedin-india.com facebook/PluggedInIndia youtube/user/PluggedInIndia linkedin/Plugged In

SPECIAL

THE APPLE WATCH FAQ

THE DEVICE THAT MANY CREDIT WITH STARTING THE WEARABLE TECH FRENZY, THE APPLE WATCH HAS FINALLY ARRIVED ON INDIAN SHORES. WITH A LOT OF HYPE AND QUITE AN EXPENSIVE PRICE TAG. BUT IS IT WORTH THE MONEY? AND HOW DIFFERENT IS IT FROM THE COMPETITION? WE ATTEMPT TO ANSWER THESE QUESTIONS AND OTHERS AS WELL.

By Nimish Dubey

The Apple Watch is perhaps the most discussed wearable in the market right now. Many consider it responsible in fact for the whole wearable revolution that seems set to have hit the tech world with just about every manufacturer investing heavily in smart watches and smart bands. And now it is officially available in India, although at a price that some consider exorbitant. Should you be investing in one? Here's our attempt to answer every question you had about Apple's first smartwatch.

Let's start: it is VERY expensive, isn't it? There's just one answer to this: Yes, it is. The Apple Watch in India starts at Rs 30,900 for the basic Sports model and goes all the way into the multiple lakhs category for the Apple Watch edition.

Sport, Apple Watch edition - are there variants of the Apple Watch? What is the difference between them? Yes, there are three major categories of the Apple Watch. And each has a larger (42 mm) and smaller (38 mm) variant. The three categories are: Apple Watch Sport, Apple Watch and Apple Watch Edition. They are almost the same in terms of the hardware (the 42 mm one does have a larger display and battery, though) , form and function. But what makes them different from each other is the material used in their manufacture - the Apple Watch Sport is made of Aluminum and comes with aluminosilicate glass display, the Apple Watch is made of stainless steel, and the Apple Watch is made of 18-karat gold, and both have sapphire glass displays. You get different band options for each model. But the bands are very easily changeable - you can just slide them on and off the watch. No need to fiddle around with any screws.

There is also a premium Hermes version of the watch made with Hermes brand engraved stainless steel, but has not been released in India.



What does it offer for that much? On the hardware side, the Apple Watch 38 mm variant comes with a 1.32 inch AMOLED display with a resolution of 272 x 340, and a pixel density of 290 ppi, while the 42 mm variant comes with a 1.5 inch AMOLED display with a resolution of 312 x 390 and a pixel density of 302 ppi. The weights of the watches vary as per the version you take but are generally in the area of 39-60 grammes. The watches come with Wi-Fi and Bluetooth connectivity, and also has a heart rate monitor. It is splash and water resistant, although it is not waterproof.

Does it look as good as a real watch of that price? That really is a matter of taste. Speaking for ourselves, we thought that the Apple Watch looked very distinct indeed and very different from other smartwatches thanks to the location of its "crown" on the upper side. Just below this is another button which is almost flush against the watch but is slightly raised. The bands look very classy indeed and while they are expensive, there is no doubt that the watch looks like a premium product.





All right, does it look as good as the LG Watch Urbane or the Moto 360, both of which pretty much set the benchmarks in smartwatch looks? We would say "yes" and go on to say that it actually looks better than those two simply because of the materials used. Fans of the "round watch" design might prefer the Watch Urbane or the Moto 360 but the Apple Watch pretty much stands out in a crowd because it has a very different design and interface.

Which brings us to the interface. How easy is it to use? We are going to be honest - it is not as intuitive as an iPhone or an iPad, but on the flip side, it is certainly a lot easier to use than an Android Wear watch. The watch runs on Apple WatchOS, which is Apple's interface for watches. It is mix of buttons and touches. Swiping down from the homescreen shows you your notifications from the iPhone and swiping up gives you access to shortlisted apps (or glances as Apple calls them). Pressing the crown takes you to the apps screen where you can open an app by either tapping on it or by simply centering it in the screen and zooming in using the crown. Double pressing the crown activates Siri. Hitting the side key shows you your favourites and long pressing it can let you switch off the device. We actually think that the crown is handy as it lets you zoom into images and also scroll through text without having to always touch the screen. A very neat touch is the fact that the watch "recognises" your wrist - it will lock the display the moment it is removed from your wrist and can be unlocked only by a passcode. Similar new notifications are indicated by a gentle tap on your wrist, which is very different from the buzz-like sensation other watches give,.

Will it work with Android devices? No, as of now, it will work only with iPhones.

How difficult is it to pair with an iPhone? It is actually incredibly simple. You just have to launch the Apple Watch app on your iPhone and initiate pairing. This launches the camera on the iPhone - just place the watch in front of the phone and you are ready to go. No messing around with Bluetooth passwords at all.

Can you take calls from it? Yes, it has a speaker and a microphone and you can take calls from it quite easily, although it does look rather strange to be honest.

How well does the touchscreen respond? Very well indeed. And a huge benefit is the fact that Siri works very well on the device, allowing you to make quick searches and even type out notes, messages and mails from your wrist itself.

How is the quality of the display? It is one of the sharpest we have seen on a wearable. Blacks were really dark thanks to the AMOLED display and we found ourselves reading text on it rather comfortably



How good is it as a fitness device? We would rate it definitely as very decent, if not in the league of the trackers from Fitbit and Jawbone, which are more fitness-oriented. The Apple Watch works in sync with Apple Health and also works with other apps to collect fitness data. You can also check your heartbeat using it. A particularly neat touch is the fact that you can set targets for walking, standing and sleeping and the watch will remind you to take a walk or stand up with a gentle tap on your wrist. It is very subtle.

We have heard complaints about its battery life. How is it? The recent update to Apple WatchOS definitely seems to have improved battery life but you will still have to recharge your Apple Watch once a day to be on the safe side. It will generally see off a day and a half of normal usage and two days if one is very very careful and limits the number of notifications one gets on it.

Should I buy this? I can get a high-end phone or even a decent notebook for that much! We are not going to go into the "value for money" argument here - there is no debating the fact that the Apple Watch is a very high-end device whether you view it from the perspective of a watch or even a smartwatch (you can get a smartwatch with Android Wear for a price in the vicinity of Rs 10-12,000). However, what also cannot be debated in our opinion, is that the Apple Watch is the best implementation of a smartwatch we have seen so far and is a clear step ahead of Android Wear devices in terms of design and sheer ease of use. So yes, if you are looking for a good smartwatch, this is perhaps your best option right now.

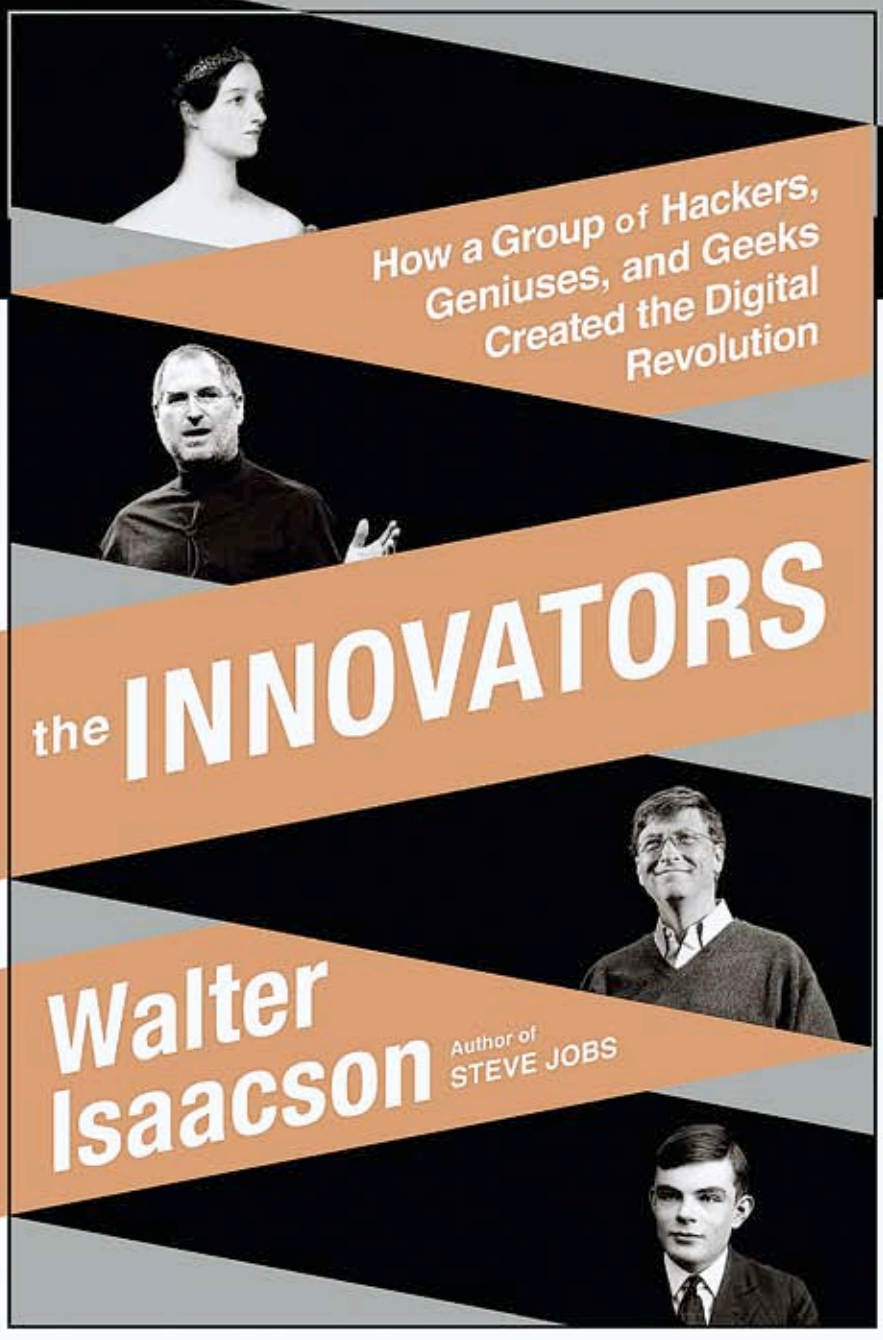
- something that we have not done on a wearable. Images also looked quite pleasant on it, although we are not fans of viewing images in detail on it.

What are the apps available for it? Apple claims that there are over ten thousand apps available for the Apple Watch. These are mostly variants of apps that are available for the iPhone and are mostly seen for news, notes, fitness, weather, stocks and so on. There are a few basic games too, but we would not recommend playing them on this small a display. Speaking of the display, you can customise it easily - just press down on the display and you will see different watchface options pop up.

I cannot afford this. What are the alternatives? At the time of writing, the Moto 360 seemed to be the best alternative to the Apple Watch on the Android side. It is available for Rs 13,999 and is also very well designed and also sports a heart rate monitor and supports a number of Android Wear apps.A new edition is expected soon, but do not expect an Apple Watch level of performance from it. ■

nimish@mymobile.co.in

Review



- THE INNOVATORS
- BY WALTER ISAACSON
- SIMON & SCHUSTER
- 560 PAGES
- RS 399

He had written much acclaimed biographies of such worthies like Benjamin Franklin and Albert Einstein but it was his seminal book on Steve Jobs that made Walter Isaacson the darling of geek readers. And now he seems set to seal his reputation as the best tech book writer in town with Innovators. As the teaser of the book itself says, Innovators is about "how a group of hackers, geniuses and geeks created the Digital Revolution." But do not think that this is a book that revolves around Silicon Valley, although it pretty much moves lock, stock and barrel there for large phases. Nay, Innovators in fact has classical literature roots - Isaacson starts off by giving the example of Ada, Lord Byron's daughter, who created an analytical engine to analyse relationships.

From there on it is a narration of different code breaking and mapping engines that were developed during the second World War - a computer called Colossus was used to break a number of German codes, for instance. And then of course things gently moved into the territory of a lad who found he could make free internationals by working around the clumsy punched card system being used by phone companies. This of course, was Steve Wozniak, and it is when the likes of him, Gates and Jobs come into the picture as well as the wizards from the renowned Bell Labs that Innovators really takes off.

Isaacson's canvas is much wider here than it was in any of his biographies, and that is good as well as bad. Good because one gets to know about so many more people. Bad because there is an element of scatter here. The hard core geek crowd is going to complain about so and so not getting enough attention and far too much of the spotlight being given to someone else. But this is not really a history of innovation in the digital age, but more a narrative, spiced up with trivia and anecdotes. And Isaacson writes with a flowing and often light hand, bringing out the eccentricity of many of the people whose very devices are part of our daily uses.

Pretty much of a must-read for anyone interested in technology, especially now that it is out in an affordable paperback edition. We do hope he will update it in future editions and maybe even expand its scope. ■

nimish@mymobile.co.in

BAZAAR BARGAIN

Microsoft Lumia 640

It might have been considered a trifle overpriced when it was launched but for those seeking an alternative to Android on a tight budget, the Lumia 640 is an excellent device, with a 5.0-inch HD display, and powered by a Qualcomm Snapdragon 400 processor with 1 GB RAM (enough for Windows Phone 8.1) and 8 GB storage (expandable). The 8.0-megapixel camera takes decent shots and battery life is superb. And yes, it cuts a natty figure too. ■





Micromax Canvas Sliver 5

When it was launched a few months ago, the Sliver 5 attracted attention for being incredibly slim and very well designed - the company claimed its 5.1 mm end to end thickness was among the lowest in a smartphone. Yes, its specs (4.8 inch 720p HD display, Qualcomm Snapdragon 410 processor, 2 GB RAM, 8.0-megapixel camera) did seem a trifle slim for its launch price but no one could doubt how gorgeous it looked. At its reduced price, it is a very good deal for those who love to flaunt their phones ■

team@mymobile.co.in


NATHAN DAVIES
ROUND 1/3
SETH HOLDEN


RAY GORDON


REAL
BOXING 2
CREED
CREED



REAL BOXING 2: CREED *Close to a Knock Out!*

Perhaps no film about boxing has captured the imagination of the public like Sylvester Stallone's iconic Rocky series. The series is getting a reboot on celluloid with a new film called Creed, and in best Hollywood blockbuster tradition, it also comes with a gaming spin-off, with no less a game than the iconic Real Boxing series - Real Boxing 2 Creed.

As in previous Real Boxing titles, this one too comes with brilliant graphics and sound effects. The imagery, be it the rings, the referees or the boxers themselves, looks realistic. And no, this is not a mindless button masher either. Although throwing a punch is as easy as swiping in a particular direction on the display, just mindless punching will see you ending up on the canvas. No, there actually is a lot of strategy involved in Real Boxing 2 - you not only need to throw punches but also bob, duck and weave and also remember when to put up your gloves to ward off the blows of your opponents (and they will keep getting better). Stay tuned for those tips that "Rocky" (yes, Stallone in animated avatar) gives you - they could save you from being literally swept off the floor.

Although the cut scenes look a bit contrived (they can be skipped), what makes Real Boxing 2 a really good deal is the fact that it actually tries to add an element of thinking to boxing without complicating gameplay too much. You swipe to hit or dodge an opponent and if you hold your finger down, you get the option to throw a haymaker or really heavy punch. And yes, keep an eye on the stamina bar, it is curtains if it runs out. You can replenish or add to your reserves with the points you gain in your digital bouts or by shelling out real money (oh, the in app expenses of these free games!).

Although it looks good and plays very smoothly (provided you are using at least a mid-segment Android or an iPhone less than three years old), Real Boxing 2 does come with its share of headaches. We found the boxer creation tool a tad too elaborate and time consuming. We also feel that more could have been made of Sylvester Stallone's Rocky avatar, instead of him just popping up and offering punching wisdom.

Even so, we have no hesitation in saying that Real Boxing 2 Creed is one of the best boxing games we have played and a worthy successor to the original title. Just be a little patient - both while learning the ropes and while in the ring, and you will find yourself getting addicted to it.

Available for: iTunes App Store, Google Play.

Price: Free ■

Game On







SONIC DASH 2: SONIC BOOM *Sonic is back...and with friends*

It might not have given the Temple Run franchise the sort of sleepless nights that many had predicted it would, but Sega's iconic sprinting hedgehog, Sonic (mostly seen on Nintendo consoles) has been building a faithful following for itself on mobile screens too with his ability to sprint through some brilliantly colourful environments, scooping up coins and orbs and the like, and rolling over, skipping past or simply blowing away all that comes in his path (he does need to be careful because he is not invulnerable, though). If you love the colorful locales and addictive music and most of all, the blistering pace at which the game is played (your character keeps accelerating), then you will love Sonic Dash 2: Sonic Boom. It has all the ingredients a good endless runner should have - great graphics, lots of colourful opposition and a compelling central character. What is different here is that it is not just Sonic doing the running but as the little hedgehog keeps racking up the gold and meeting his targets, he also gets the opportunity to unlock new characters with special weapons and abilities - for instance, Knuckles has a slam and Amy has a Ring Hammer. And as you progress, you will actually find yourself being able to switch between different characters at different parts of the mission - mind you, not knowing what's coming next, you definitely do end up with a fair bit of guesswork in this regard. And yes, while the game itself is free to download, you will have to shell out a bit if you want to dodge playing endlessly for upgrades and quick revives (when Sonic or any of the character gets stopped). But if you love endless runners, cartoons in general and Sonic in particular, you will find this game irresistible!

Available for: iTunes App Store, Google Play Store

Price: Free ■













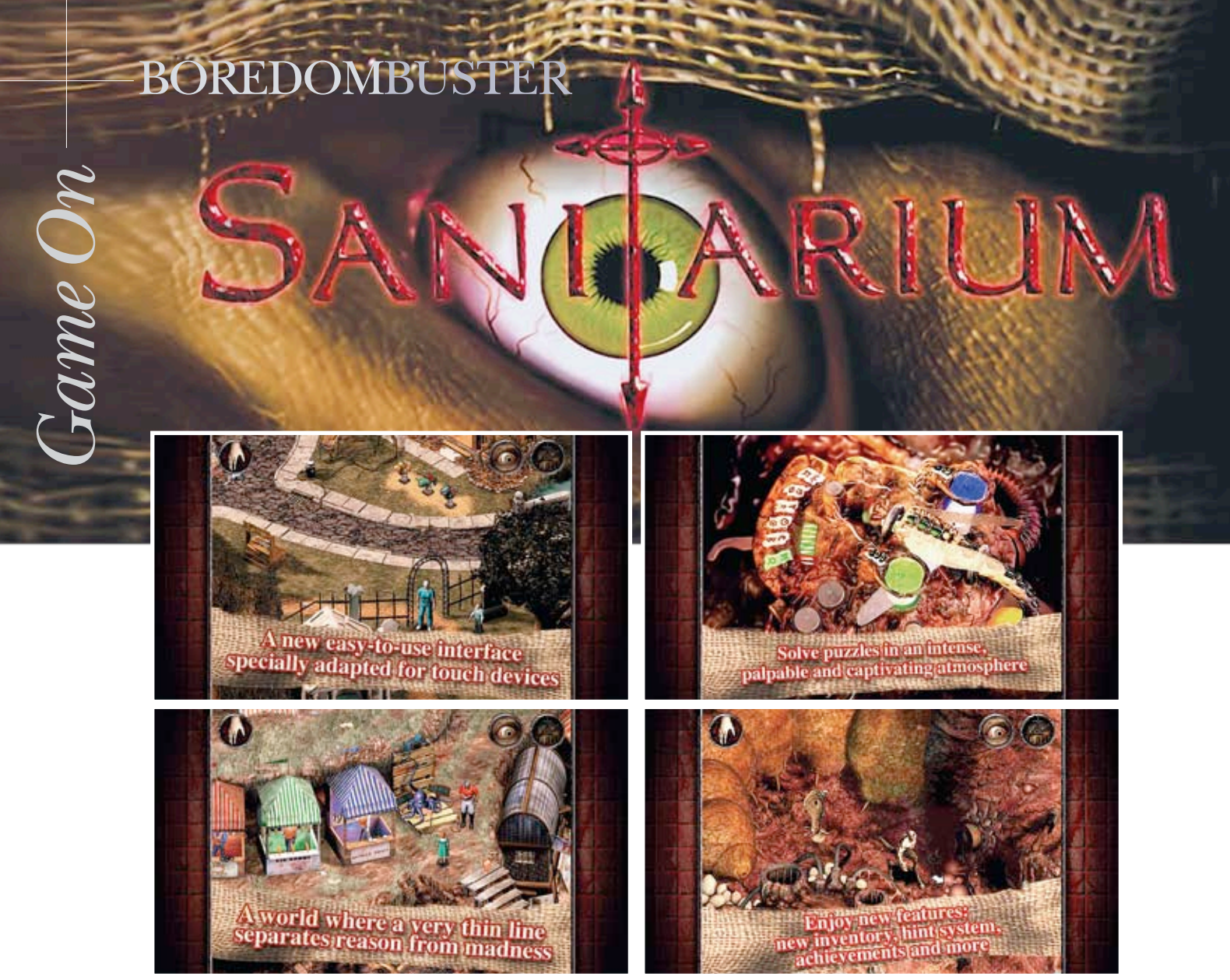
JASON STATHAM SNIPER X *Shar-shooter par excellence*

Mention Jason Statham and most people will think of action films like The Transporter series and The Expendables. So well, you can say that we were surprised to see him in Sniper X, which is more about sneaking around and taking out the enemy rather than going in guns blazing, which is what you would generally associate with Statham. The game, as its name indicates, is all about taking down enemies from a distance, and yes, Jason Statham will walk you through your paces as you become a member of Spear, a special agency set up to combat "the enemies of freedom."

There are a number of missions in the game, each of which comes with its own specific set of requirements. And you get money and experience points depending on just how well you accomplish matters. And believe me, even though you will have some very nifty, high-tech weapons, that is far from easy as once you are spotted, the enemy often returns fire with interest. You will find yourself taking out humans, vehicles and even drones. You will be well-equipped, though. You can zoom into your enemy and even slow down time if you wish. And although the game itself is free, paying some real money will get you better hardware. It is a bit bloody and not as nuanced as Hitman but those who love sharp shooters (and Jason Statham) will get hooked by its easy gameplay and very good graphics.

Available for: iTunes App Store, Google Play Store.

Price: Free ■



SANITARIUM *The return of a spooky, spectacular classic*

Elsewhere in this issue, we have talked of the return of PC games of the eighties and nineties on the mobile platform. While the likes of Max Payne and Grand Theft Auto have grabbed most of the attention in this regard, there are a number of critically acclaimed if lesser known adventure classics making their presence felt on mobile screens, and one of them is Sanitarium. The game had won rave reviews for its blend of storytelling and adventure in the late nineties, and well, while some might frown at its price tag, the game itself has made a very smooth transition to the mobile platform. This is Sanatorium without any changes whatsoever - the story of the game is still the same. You play the role of a person who is involved in a car crash and then wakes up in what seems to be a sanatorium of sorts, surrounded by people who seem very disturbed mentally. You do not know who you are or what you are doing in this place. All that you know is that there is something very wrong and you have to get out somehow. Just how you go about doing so is what Sanitarium is about. It is a classic wander around and pick up clues scenario, and there is some very spooky territory to explore with some eerie sound effects too. But what really holds this game together is its sheer ambience and the power of the story - you actually want to get out and have no idea how to do so. Every clue gives you hope but there are always obstacles to overcome. The game plays very smoothly on Android with the controls being well-tweaked for touchscreens and while some may wince at the price and the size of the download (566 MB), we think it was money and time well spent. This is adventure gaming at its terrifying best. Play it with the lights out.

Available for: Google Play Store

Price: Rs 297 ■

ROOM 3 *Spooky and clever as ever*



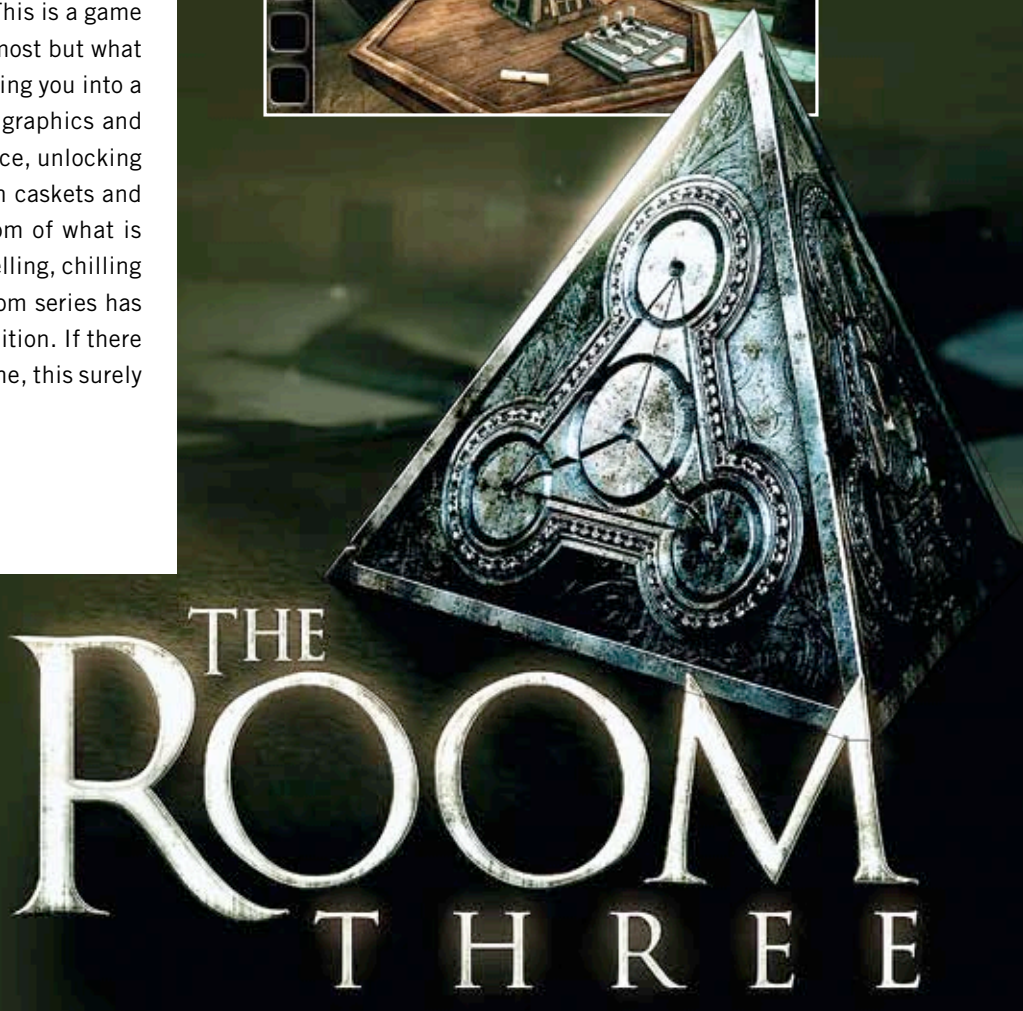




We know that there are those who will get shocked at the very notion of paying Rs 300 for a game when there are so many excellent free games around. But then, like Infinity Blade, The Room series is not your run of the mill casual or action game or even an endless racer. The game is essentially a series of puzzles but thanks to some very intelligent designing, these puzzles are not just about figuring out clues but actually interacting with images. So you might end up with a box (you often do) and will have to inspect different parts of it, looking for a way to open it. If nothing presents itself you will have to explore your surroundings (you will find yourself stuck in a room most of the time, hence the name of the series) and try to spot secret messages or objects that might help you. And the answers are almost never obvious - there could be a lever behind a box, a note written in secret ink on a parchment (you have an eyepiece that can help you in tackling matters and spotting hidden patterns), a small article that can be used to undo a lever. This is a game that makes you use your brains to the utmost but what makes it special is that it does so by drawing you into a brilliantly presented story with stunning graphics and sound effects. You move from place to place, unlocking door after door, opening intricately woven caskets and more even as you try to get to the bottom of what is happening (you wake up in a cell!). Compelling, chilling and utterly brilliant - that's what The Room series has been and The Room 3 continues that tradition. If there is one game worth paying for on your iPhone, this surely is it.

Available for: iTunes App Store
Price: Rs 300 ■





Game On

ASGARD RUN *Sheer Nordic Run Fun*

Just when you thought you had seen just about everything in endless runners (a genre made famous by the likes of Subway Surfers and Temple Run), Ayopa Games have surprised us with Asgard Run. No, there is no radical difference in gameplay itself. You still have to cover as much distance as possible and you have to scoop up all the goodies, and avoid the traps and bad people that come along the way. But what is remarkably different about this game are the characters it has and the level of difficulty it poses. As the name itself indicates, Asgard Run allows you to race along different places, routine and exotic, as a simple Nordic warrior or once you get yourself promoted as a Norse hero- so if you have always fancied running around as a mythical Norse warrior, this is your chance. As in other games, you get points for the more distance you cover, but well, this is a game that invokes images of Asgard, so while you do have the option of dodging your enemies, you can also take off their heads with a swish of your weapon (axe, sword...it varies as per the character you are playing) and block attacks with your trusty shield. And yes, if you invest sensibly you will end up with good equipment as well as gems that will let you resume from where you left running rather than from the start. If the game has a flaw, it is that it is exceedingly tough - there always seem to be demons, wizards and all sorts of obstacles, rarely letting you really stretch your legs. Mind you, it is tremendous fun once you get the hang of it.

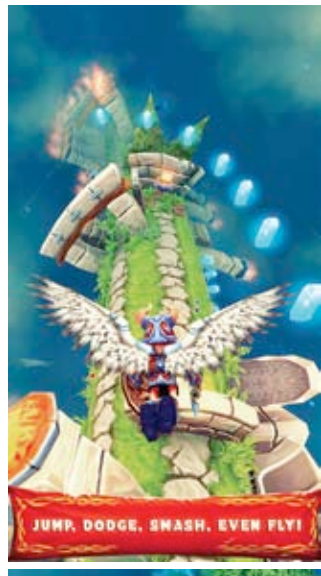
Available for: iTunes App Store.

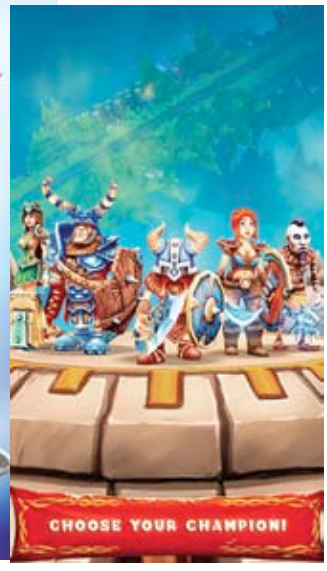
Price: Free ■

team@mymobile.co.in

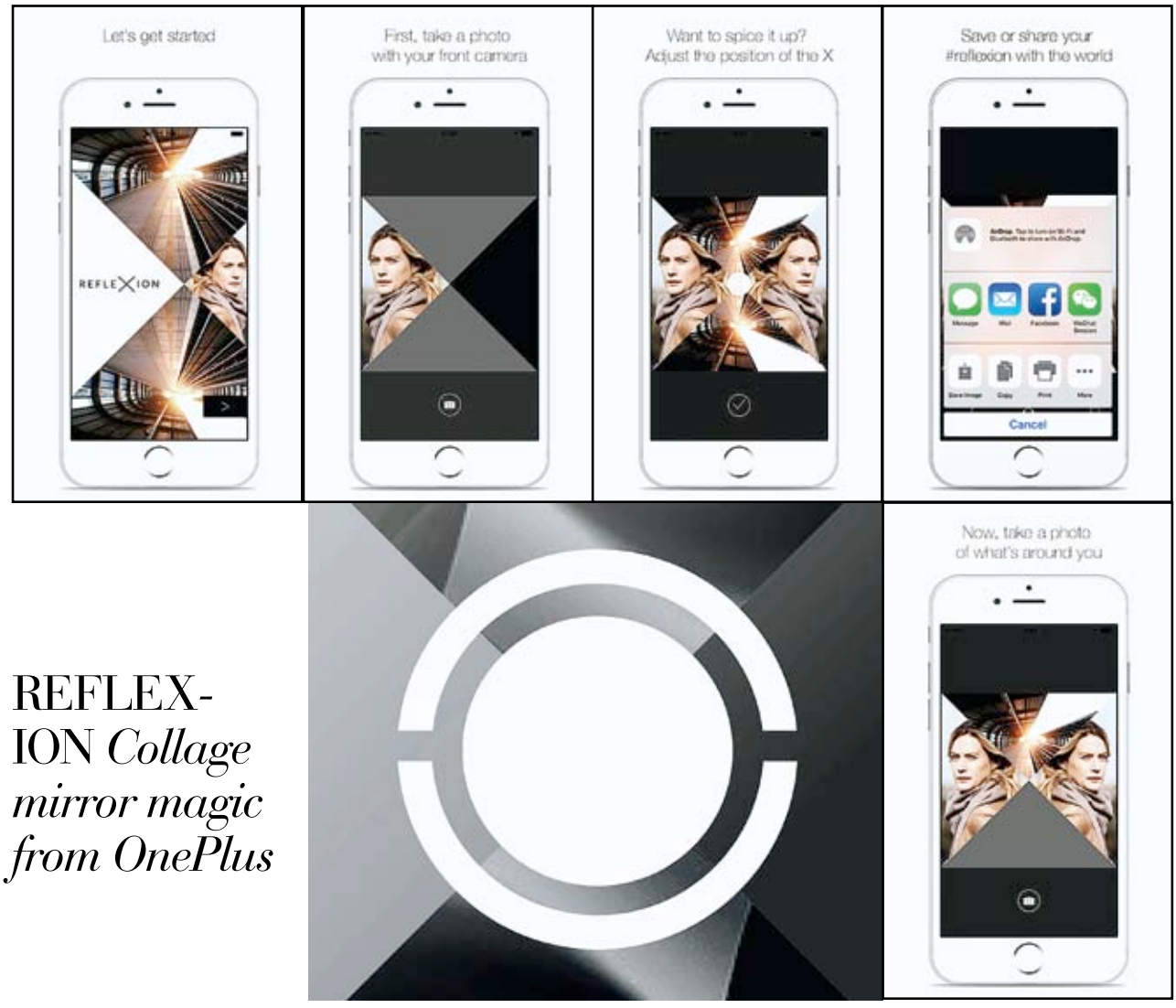












REFLEX-ION *Collage mirror magic from OnePlus*

OnePlus might be best known for its amazing phones, but the company also has a very strong software side, which is reflected in the fact that it came out with its own OS, Oxygen, when things did not seem to be working smoothly with Cyanogen. And well, now the company has come out with a photo-editing app of sorts for Android devices. A word of caution - this is not your run of the mill image editor with filters and all. No, Reflexion is more about creating four images - or rather two pairs of reflections using both the cameras in your phone. Some might find it just too basic and simple and well, a bit inflexible - you take a picture from the front facing camera, another by the back camera and the app rearranges it into a four image collage with images separated from their mirrored opposites by diagonals. No, you cannot load existing images into the collage - you need to shoot images live from within the app itself, and there are no other collage shapes available (it is always going to be a square divided into four triangles by intersecting diagonals) - but there is something oddly addictive about working within these limitations and trying to come out with an innovative pair of reflections. And yes, you can share your results on social networks or on to your device. No, it is not perfect and we really wish there was more to do, not least in terms of some special effects (we would love the mirrored image option to be in black and white for instance), but even in its current state, the sheer simplicity, ease of use and innovative use options make Reflexion well worth a download. And yes, it is free.

Available from: Google Play Store

Price: Free. ■

Rating ★★★☆☆



ADOBE PHOTOSHOP FIX *Touching up photographs with a touch of class*

For most people, Adobe Photoshop is synonymous with image editing. And while the vast majority of users think of it as a desktop app, the fact is that Adobe has variants of it for mobile platforms. Perhaps the best known of these is Photoshop Express, which is available on most mobile platforms and allows users to carry out basic editing tasks. However, if you want to do something a bit beyond that, then you should try out Adobe Photoshop Fix. For while Photoshop Express was more like a more intense Instagram, Photoshop Fix comes with very powerful tools letting you do things with images that you would normally expect to do on computers. For instance, there's the Liquify tool that actually lets you change the shape of things in your photograph. You can actually add light to areas, darken them, or even add colours of your choice if you are in the mood. The healing tool is handy for removing unwanted objects, fixing red eye problems and even replicating the style of one place to another. And that's only the tip of a very considerable image editing iceberg, and you can save and share your results. No, it is not as easily intuitive as Photoshop Express, and there are no filters to play around with, but if it is really high class image editing that you are looking for, then this is the app for it. And yes, it is free.

Available from: iTunes App Store

Price: Free. ■

Rating ★★★★☆



DELHI PUBLIC TRANSPORT OFFLINE

Find your way around Delhi, no Internet needed

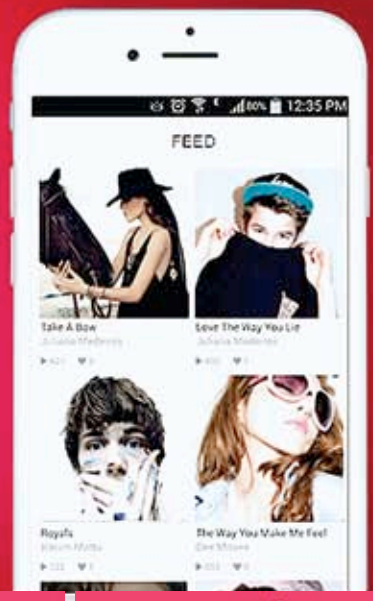
Delhi might be India's capital and perhaps its best known city too, but getting around in it using public transport like buses and the Metro can be a bit of a problem. Yes, their schedules are available online but are often not comprehensive, giving just the starting and end points of a route and a few interim stops. But if what if you simply wanted to know how to go from one place to another and had no computer or even an Internet connection handy. Well, you can now turn to Google's rather elaborately named Delhi Public Transport Offline. The app, in best Google tradition, is incredibly simple to use - you can either search for a way to getting to a place by entering the name of the locality (the app can pick up your current location) or entering both the starting and end points, and the app will pull out the Metro and bus routes you need to follow, giving you alternatives and even showing the time of the next scheduled bus or Metro. Pick a route and it will tell you exactly how far you have to walk, where you need to get into a bus or Metro and where you need to get off. You can also save routes and search for bus and Metro timetables. And well, if you are not averse to using a bit of data, the app will also let you know of any transit or Metro delays. You can send feedback to the app if you do not like some of the routes it recommends or know a better one. Yes, some might complain of the lack of maps or actual navigation, but truth be told, we loved its simple, uncluttered interface and amazingly accurate route recommendations. Now give it for more Indian cities, Google. Please.

Available from: Google Play Store.

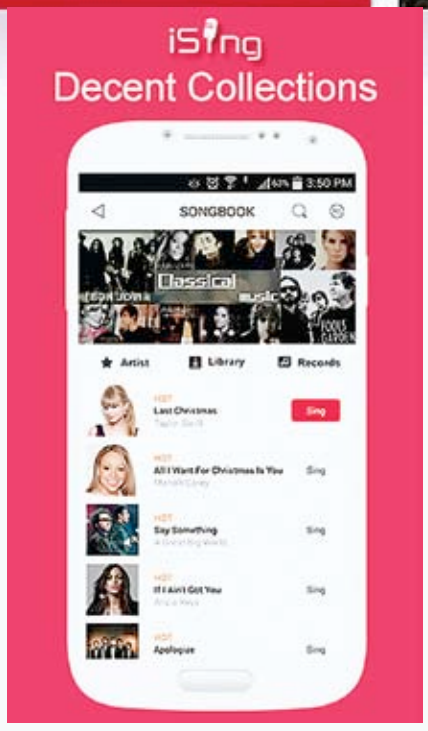
Price: Free. ■

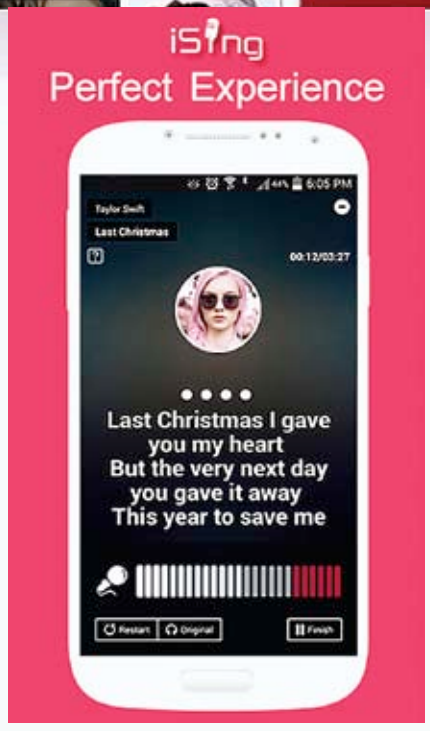
Rating ★★★★★

ISING KARAOKE *Appy Singing for Karaoke Lover*









Karaoke - where any one could sing a popular song with the music being provided in the background - was a craze in the nineties, as it allowed people to become rock stars for a while, complete with instrumentation. Well, the craze is back, thanks to a number of apps that allow you to do the same, and one of the best we have come across in recent times is the rather appropriately named iSing. The app comes with over a hundred thousand songs in multiple languages - English, Chinese, Japanese, Thai, Portugese and yes, even Hindi (Bollywood). Most importantly, it is not just a standalone app but a thriving community with hundreds of singers singing and recording and sharing their work with each other and followers of the app. The app itself is free, and you just need to register using your e-mail, Facebook, Twitter, or Instagram account. But what really makes the app special is its ease of use - you search for a song or an artiste, and the app then digs out the music and then scrolls the lyrics on the display, gently highlighting what you need to sing and when. You can save, share your recordings or if you don't like your effort, just re-record. Yes, some might find the song library a bit on the smaller side (Bollywood oldies lovers might grumble a bit) but we must admit that this is one of the easiest to use Karaoke apps out there. Well worth a download for all you bathroom - and honestly, even serious - singers out there.

Available from: Google Play

Price: Free. ■

Rating ★★★★☆

ARROW LAUNCHER *Microsoft's simple, effective Android launcher*

Microsoft might be best known for Windows but that does not mean that the Redmond company does not develop apps for other platforms. Evidence of this is the excellent Arrow Launcher which it has developed for Android. Designed with a clearly minimalistic approach in mind, the launcher tries to arrange information in the phone based on your usage patterns. Those looking for jazzy wallpapers and themes will be disappointed - Arrow is a launcher designed for usage rather than flaunt value. There are no multiple homescreens by default, and there is an app drawer too. All you get are four screens but there is a lot to be seen here. The app screen is populated by the apps you use most often. A swipe from there takes you to the people screen, which features the names of the people you contact most people, be it on mail, calls, or social networks - so no scrabbling around in your contacts to find numbers and the like. Another swipe and you are at the Recent screen, which features people and applications you have interacted with recently - so you can check recently installed apps, photos taken, calls dropped and so on. Finally, there is the notes and reminders screen, letting you make quick notes or set reminders without having to open an app. Hitting the app drawer opens the apps screen with the most popular apps right on top and the rest arranged alphabetically. And yes, you can search for apps if you wish. Some might find it a little plain, but we loved the fact that it worked very smoothly and seemed to consume very few system resources.



Available from: Google Play

Price: Free. ■

Rating ★★★☆☆

nimish@mymobile.co.in

MY MOBILE

Mobile India's Flagship Magazine



DIWALI OFFER

Subscribe This Month

Get 35% Off

3 YEARS Subscription Offer



2 YEARS Subscription Offer



1 YEAR Subscription Offer



SUBSCRIPTION ORDER FORM

Term (year)	No of issue	Coverpric e (Rs.)	Option	You pay (Rs)	Cash Benefit/Gift
3	36	3,600	A	3,600	Cata Brew Baron/Timex Gents Watch worth Rs. 2,700
			B	2,340	Save Rs. 1,260 i.e 35% discount on cover price
2	24	2,400	A	2,400	Arise Electric Kettle/Timex Ladies watch worth Rs. 1,800
			B	1,560	Save Rs. 840 i.e 35% discount on cover price
1	12	1,200	A	1,200	US Polo T-Shirt/Allen Solly Tie worth Rs. 999
			B	780	Save Rs. 420 i.e 35% discount on cover price

Yes, I would like to subscribe to *My Mobile* magazine for_____ years with option_____

Name_____ Age_____ Sex_____

Job Title_____ Company Name_____

Address Office/Residence_____

Mobile_____ Phone_____ e-mail_____

Cheque No._____ for Rs._____

PAYMENT METHOD

By Cheque/Cash

No:_____ Amount:_____ Bank:_____ Branch:_____

PLEASE *Draw the DD/Cheque in favour of My Mobile Infomedia Pvt Ltd. *Write your name and address on the reverse of the DD/Cheque.

Add. - My Mobile Infomedia Pvt. Ltd., # 25, 1st Floor, Shankar Market, Connaught Place, New Delhi - 110001.
Phone: 011-46206161, 41081012/13, Fax: 011-41520637

Terms and Conditions: The offer is valid in India only. Gift will be deliverd within a month after clearing of the cheque.Please allow 4 - 6 weeks for processing your subscription. Any request for cancellation of subscription will not be entertained. Copies will be sent by ordinary post. The actual model of Subscription gift may vary from the model shown above. This subscription offer is valid till stocks lasts. All disputes subject to competent courts of Delhi only.

MY GUIDE

Disclaimer:
The prices quoted in *My Guide* are the Best Buy prices quoted by the respective companies, ex-Delhi. The prices may vary on account of promotional schemes or dealer discretion. M.O.P. mentiond in My Guide are not applicable in Madhya Pradesh and Maharashtra.

While *My Mobile* tries to ensure accuracy in the pricing and features any discrepancies that may emerge are beyond our control. Please check with the retailer about features of the phone before buying. The ratings that have been included are from the burn tests of the phones that we have reviewed. Feel free to update us.

(Last updated on November 15, 2015)

Devices featured in the My Guide have been segregated into four categories baswed on price and colour-coded as:

- Microsoft
- Sub-entry level (up to Rs 2,499)
- Entry-level (Rs 2,500 - Rs 5,999)
- Mid-level (Rs 6,000 - Rs 11,999)
- High-level (Rs 12,000 upwards)
- CDMA
- Tablet
- Lifestyle



★ NR stands for not reviewed

★ M.O.P. stands for Market Operating Price

MODELS	MICROSOFT			MICROSOFT			MICROSOFT
							
PARAMETERS	MICROSOFT						
Model	108	215	220 Dual SIM	Asha 225	Lumia 430	Lumia 435	Lumia 638
Dimension (mm)	110.4 x 47 x 13.5	116 x50 x12.9	116.4 x 50.3 x 13.2	124 x 55.5 x 10.4	120.5 x 63.2 x 10.6	118.1 x 64.7 x 11.7	129.5 x 66.7 x 9.2
Weight (grams)	69.9	78.4	83.4	100.6	127.9	134.1	136
Talktime/Standby (hours)	13.8/600	20/696	24/576	21/648	17.7/ 432	20.9/504	NA
Screen (colours)/Size (inch)	65,536/1.8	256/2.4	262,144/2.4	262, 144/2.8	16million/4.0	16Million/4.0	16million/4.5
Inbuilt/Expandable memory	4MB/32GB	8MB/32GB	-/32GB	NA/32GB	8GB/128GB	8GB/128GB	8GB/128GB
Bluetooth/Wi-Fi	Yes/No	Yes/No	Yes/No	Yes/No	Yes/Yes	Yes/Yes	Yes/Yes
Camera/Flash/Video	VGA/No/Yes	VGA/No/Yes	2.0MP/No/No	2.0MP/No/Yes	2.0MP/ No/Yes	2.0MP/No/Yes	5.0MP/No/Yes
Phonebook Capacity	500	1000	500	Shared	Shared	Shared	Shared
Frequency/Dual SIM	Dual SIM/GSM+GSM	Dual Band/ No	Dual Band/GSM+GSM	Quad Band/ GSM+GSM	Dual Band/GSM+GSM	Quad Band/ No	NA/No
GPRS/EDGE/3G	No/No/No	Yes/No/No	Yes/Yes/No	Yes/Yes/No	Yes/Yes/Yes	Yes/Yes/HSDPA, HSPA	Yes/Yes/HSPA+
Operating System	Series 30	Proprietary	Nokia OS	Asha Software 1.1	Windows Phone 8.1	Windows Phone 8.1	Windows Phone 8.1
Music Player/FM Radio	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes
Form Factor/T.Screen/QWERTY	Bar/No/No	Bar/No/No	Bar/Yes/No	Bar/No/No	Bar/ Yes/No	Bar/Yes/No	Bar/Yes/No
Burn test Rating	NR	NR	NR	NR	NR	NR	
Price in Rs.	**1,869**	**2,200**	**2,800**	**3,200**	**5,199**	**5,199**	**5,999**

MODELS	MICROSOFT			MICROSOFT			MICROSOFT
							
PARAMETERS	MICROSOFT						
Model	Lumia 532	Lumia 540	Lumia 535	Lumia 640	Lumia 730	Lumia 640XL	Lumia 830
Dimension (mm)	118.9 x 65.5 x 11.6	144 x 73.7 x 8.6	140.2 x 72.4 x 8.8	141.3 x 72.2 x 8.8	134.7 x 68.2 x 8.7	157.9 x 81.15 x 9	139.4 x 70.7 x 8.5
Weight (grams)	136.3	152	146	145	130	171	150
Talktime/Standby (hours)	12/528	15/576	11/336	17.30/864	22/600	31.3/936	12.9/528
Screen (colours)/Size (inch)	16Million/4.1	16million/5.0	16million/5.0	16million/5.0	16.7million/4.7	16million/5.7	16million/5.0
Inbuilt/Expandable memory	8GB/128GB	8GB/128GB	8GB/128GB	8GB/128GB	8GB/128GB	8GB/128GB	16GB/128GB
Bluetooth/Wi-Fi	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes
Camera/Flash/Video	5.0MP/No/Yes	8.0MP/Yes/Yes	5.0MP/No/Yes	8.0MP/Yes/Yes	6.7MP/Yes/Yes	13.0MP/Yes/Yes	10.0MP/Yes/Yes
Phonebook Capacity	Shared	Shared	Shared	Shared	Shared	Shared	Shared
Frequency/Dual SIM	Quad band/ GSM+GSM	NA/Yes	Quad band/ GSM+GSM	NA/Yes	Quad band/ GSM+GSM	Quad band/ GSM+GSM	Quad Band/No
GPRS/EDGE/3G	Yes/Yes/HSDPA, HSPA	Yes/Yes/HSPA+	Yes/Yes/HSDPA,HSUPA	Yes/Yes/HSPA	Yes/Yes/HSPA+	Yes/Yes/HSPA+	Yes/Yes/HSDPA,HSUPA
Operating System	Windows Phone 8.1	Windows Phone 8.1	Windows Phone 8.1	Windows Phone 8.2	Windows Phone 8.1	Windows Phone 8.1	Windows Phone 8.1
Music Player/FM Radio	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes
Form Factor/T.Screen/QWERTY	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No
Burn test Rating	NR	NR	82	NR	84	84	82
Price in Rs.	**6,349**	**7,499**	**8,300**	**9,999**	**12,800**	**15,000**	**21,500**

	MICROSOFT	SUB-ENTRY LEVEL (UP TO Rs 2,499)					(UP TO Rs 2,499)
MODELS							
PARAMETERS	MICROSOFT	ADCOM					
Model	Lumia 930	x3	x9	x5	x11	x2	x10
Dimension (mm)	137 x 71 x 9.8	-	-	-	-	-	-
Weight (grams)	167	140	140	140	180	140	140
Talktime/Standby (hours)	21.7/348	6-7 hrs/60 hrs	3-4hrs/ 36 hrs	3-4hrs/ 36 hrs	5-6 hrs/50 hrs	3-4hrs/ 36 hrs	3-4hrs/ 36 hrs
Screen (colours)/Size (inch)	16million/5.0	Coloured/1.8 inch	Coloured/1.8 inch	Coloured/1.8 inch	Coloured/2.4" inch	Coloured/1.8 inch	Coloured/1.8 inch
Inbuilt/Expandable memory	32GB/No	32MB/8GB	64MB/8GB	16MB /8GB	32MB/8GB	16MB/8GB	32MB/8GB
Bluetooth/Wi-Fi	Yes/Yes	Yes/No	Yes/No	Yes/No	Yes/No	Yes/No	Yes/No
Camera/Flash/Video	20.0MP/Yes/Yes	Yes/No/Yes	Yes/No/Yes	Yes/No/Yes	Yes/No/Yes	Yes/No/Yes	Yes/No/Yes
Phonebook Capacity	Shared	300	300	300	301	300	300
Frequency/Dual SIM	Quad Band/No	GSM 900/1800/Yes	GSM 900/1800/Yes	GSM 900/1800/Yes	GSM 900/1800/Yes	GSM 900/1800/Yes	GSM 900/1800/Yes
GPRS/EDGE/3G	Yes/Yes/HSPA+	Yes/No/No	Yes/No/No	No	Yes/No/No	No	No
Operating System	Windows Phone 8.1	NA	NA	NA	NA	NA	NA
Music Player/FM Radio	Yes/Yes	Yes	Yes	Yes	Yes	Yes	Yes
Form Factor/T.Screen/QWERTY	Bar/Yes/Yes	Bar/No/No	Bar/No/No	Bar/No/No	Bar/No/No	Bar/No/No	Bar/No/No
Burn test Rating	82						
Price in Rs.	**32,000**	**658**	**716**	**721**	**732**	**758**	**780**

	(UP TO Rs 2,499)			(UP TO Rs 2,499)			(UP TO Rs 2,499)
MODELS							
PARAMETERS	ADCOM						
Model	x4	x18	x17	x16	x20	x14	x12
Dimension (mm)	-	-	-	-	-	-	-
Weight (grams)	140	180	180	180	180	180	180
Talktime/Standby (hours)	750 mAh	3-4 hrs/40 hrs	3-4 hrs/40 hrs	3-4 hrs/40 hrs	6-7 hrs/60 hrs	5-6 hrs/50 hrs	5-6 hrs/50 hrs
Screen (colours)/Size (inch)	3-4hrs/ 36 hrs	Coloured/2.4	Coloured/2.4	Coloured/2.4	Coloured/2.4	Coloured/2.4	Coloured/2.4
Inbuilt/Expandable memory	Coloured/1.8	32MB/8GB	32MB/8GB	32MB/8GB	32MB/8GB	32MB/8GB	32MB/8GB
Bluetooth/Wi-Fi	32MB/8GB	Yes/No	Yes/No	Yes/No	Yes/No	Yes/No	Yes/No
Camera/Flash/Video	Yes/No/Yes	Yes/No/Yes	Yes/No/Yes	Yes/No/Yes	Yes/No/Yes	Yes/No/Yes	Yes/No/Yes
Phonebook Capacity	300	300	300	300	300	300	300
Frequency/Dual SIM	GSM 900/1800/Yes	GSM 900/1800/Yes	GSM 900/1800/Yes	GSM 900/1800/Yes	GSM 900/1800/Yes	GSM 900/1800/Yes	GSM 900/1800/Yes
GPRS/EDGE/3G	Yes/No/No	Yes/No/No	Yes/No/No	Yes/No/No	Yes/No/No	Yes/No/No	Yes/No/No
Operating System	NA	NA	NA	NA	NA	NA	NA
Music Player/FM Radio	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Form Factor/T.Screen/QWERTY	Bar/No/No	Bar/No/No	Bar/No/No	Bar/No/No	Bar/No/No	Bar/No/No	Bar/No/No
Burn test Rating							
Price in Rs.	**843**	**953**	**981**	**1,018**	**1,113**	**1,208**	**1,218**

	(UP TO Rs 2,499)			(UP TO Rs 2,499)		(UP TO Rs 2,499)	
MODELS							
PARAMETERS	ADCOM			CELKON	I-SMART		
Model	x15	x28	x21	A352E	IS-111 Lite	IS-205i	IS-202i Xtraa
Dimension (mm)	-	-	-	115 x 62 x 10.7	111.60x46.68x13.45	116.73 x 51.15 x 10.45	121.34x52.02x14.71
Weight (grams)	180	180	180	108	70	90	110
Talktime/Standby (hours)	5-6 hrs/50 hrs	4-5 hrs/45 hrs	4-5 hrs/45 hrs	11h/96	4/252	NA	10/695
Screen (colours)/Size (inch)	Coloured/2.4	Coloured/2.8	Coloured/2.4	16million/3.5	65K/1.8	65k/2.4	65K/2.4
Inbuilt/Expandable memory	32MB/8GB	32MB/8GB	32MB/8GB	512MB/32GB	32MB/8GB	NA/8 GB	32MB/16GB
Bluetooth/Wi-Fi	Yes/No	Yes/No	Yes/No	Yes/Yes	Yes/No	Yes/No	Yes/No
Camera/Flash/Video	Yes/No/Yes	Yes/No/Yes	Yes/No/Yes	2.0/No/Yes	Digital Camera/No/Yes	1.3MP/No/Yes	1.3MP/Yes/Yes
Phonebook Capacity	300	300	300	Shared	500	500	500
Frequency/Dual SIM	GSM 900/1800/Yes	GSM 900/1800/Yes	GSM 900/1800/Yes	Dual Band/GSM+GSM	Dual Band/Yes	Dual Band/GSM+GSM	Dual Band/Yes
GPRS/EDGE/3G	Yes/No/No	Yes/No/No	Yes/No/No	2G/Yes/Yes	Yes/Yes/No	Yes/Yes/No	Yes/Yes/No
Operating System	NA	NA	NA	Android 4.2.2	NA	NA	NA
Music Player/FM Radio	Yes	Yes	Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes
Form Factor/T.Screen/QWERTY	Bar/No/No	Bar/No/No	Bar/No/No	Bar/Yes/Yes	Bar/No/No	Bar/No/No	Bar/No/No
Burn test Rating				NA		NR	
Price in Rs.	**1,246**	**1,271**	**1,272**	**2,199**	**949**	**1,099**	**1,199**

	(UP TO Rs 2,499)		(UP TO Rs 2,499)				(UP TO Rs 2,499)
MODELS							
PARAMETERS	I-SMART		M-TECH				SAMSUNG
Model	IS- 206	IS- 302i	L22	STAR 1	V2+	L4	Guru Music 2
Dimension (mm)	124.22 x 51.22 x 11.03	131.14.1 x 56.47 x 13.39	114.7 x 48.55 x 15	121.5 x 53.15 x 13.85	123 x 51.5 x 12	123.7 x 52.6 x 13.1	-
Weight (grams)	90	120	86g	92g	76g	100g	74. 98
Talktime/Standby (hours)	10 / NA	15/ NA	5.5Hrs/ 150Hrs	8/ 120Hrs	5Hrs/90 Hrs	7Hrs/ 400Hrs	11/800
Screen (colours)/Size (inch)	65536/2.4	65536/2.8	2.4/-	2.4/-	2.4/-	2.4/-	65,536/2.0
Inbuilt/Expandable memory	NA/16GB	NA/16GB	32+32MB/8GB	32+32MB/16GB	32+32MB/16GB	32+32MB/16GB	NA/16GB
Bluetooth/Wi-Fi	Yes / No	Yes / No	Yes/No	Yes/No	Yes/No	Yes/No	No/No
Camera/Flash/Video	1.3MP/No/Yes	1.3MP/No/Yes	Yes/No/Yes	Yes/No/Yes	Yes/No/Yes	Yes/No/Yes	No/No/No
Phonebook Capacity	300	500	500	500	500	500	NA/16GB
Frequency/Dual SIM	Dual Band/-	Dual Band/-	900/1800MHZ/Yes	900/1800MHZ/Yes	900/1800MHZ/Yes	900/1800MHZ/Yes	Quad Band/GSM+GSM
GPRS/EDGE/3G	Yes/Yes/No	Yes/Yes/No	Yes/ No/No	Yes/No/No	Yes/No/No	Yes/No/No	No/No/No
Operating System	NA	NA	MOCOR	MOCOR	MOCOR	MOCOR	Proprietary
Music Player/FM Radio	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes
Form Factor/T.Screen/QWERTY	Bar/No/No	Bar/No/No	Bar/No/No	Bar/No/No	Bar/No/No	Bar/No/No	Bar/No/No
Burn test Rating	NR	NR	NA	NA	NA	NA	NR
Price in Rs.	**1,349**	**1,449**	**899**	**1,149**	**1,099**	**1,347**	**1,550**

	(UP TO Rs 2,499)		ENTRY LEVEL (Rs 2,500-5,999)				(Rs 2,500-5,999)
MODELS							
PARAMETERS	SAMSUNG	SPICE	ASUS	COOLPAD	IN-FOCUS		I-SMART
Model	Metro 312	Boss Power 5510	Zenfone 4	Dazen 1	M 260 NEW	M2	IS-52i Xtraa
Dimension (mm)	-	NA	124.4 x 61.4 x 6.3-11.2	NA	132.87 x 67.80 x 10.48	135 x 64.5 x 11.1	116.29x61.09x9.90
Weight (grams)	-	NA	115	NA	155	145	100
Talktime/Standby (hours)	12/NA	10/16 (days)	10/192h	NA	-	8/280	6.5/453
Screen (colours)/Size (inch)	65,536/2.0	NA/1.8	4.0/16M	16million/5.0	16million/4.5	16.7m/ 4.2	16M/3.5 inch
Inbuilt/Expandable memory	NA/16GB	NA/8GB	4or8/64	8GB/32GB	8GB/32GB	8GB/64GB	4GB/32GB
Bluetooth/Wi-Fi	Yes/No	Yes/No	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes
Camera/Flash/Video	VGA/No/Yes	VGA/No/Yes	5.0MP/No/Yes	8MP/Yes/Yes	5.0MP/Yes/Yes	8.0MP/Yes/Yes	3.2MP/Yes/Yes
Phonebook Capacity	1000	500	Shared	Shared	Shared	Shared	Shared
Frequency/Dual SIM	Quad Band /GSM+GSM	NA	NA/Yes	NA/Yes	NA/Yes	Quad Band/ Yes	Quad Band/GSM+GSM
GPRS/EDGE/3G	No/No/No	No/No/No	Yes/Yes/Yes	Yes/Yes/HSDPA	Yes/Yes/yes	Yes/Yes/Yes	Yes/Yes/ HSDP+
Operating System	Proprietary	Proprietary	Android OS, v4.3	Android v4.4.	Android OS, v5.0	Android OS v4.4.2	Android 4.4.2 Kitkat
Music Player/FM Radio	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/ Yes	Yes/Yes
Form Factor/T.Screen/QWERTY	Bar/No/No	Bar/No/Yes	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No
Burn test Rating	NR	NR		NR			
Price in Rs.	**2,000**	**1,600**	**5,690**	**5,999**	**3999**	**4,999**	**3,199**

	(Rs 2,500-5,999)			(Rs 2,500-5,999)			(Rs 2,500-5,999)
MODELS							
PARAMETERS	I-SMART			KARBONN			LAVA
Model	IS-58	IS-57	IS-57I	A26	Mach One Titanium S310	Sparkle V	Iris 406Q
Dimension (mm)	145.24 x 72.26 x 10.24	145.40x75.12x8.15	146x72.85x8.73	-	137 x 68 x 8.1	133 x 66 x 10.4	124 x 64.5 x 10.3
Weight (grams)	175	175	155	-	NA	138	-
Talktime/Standby (hours)	18/1286	7.5/530	7.5/530	5/200	NA	8/160	-
Screen (colours)/Size (inch)	16million/5.0	16M/5.0 inch	16M/5.0 inch	16million/4.8	16million/4.7	16million/4.5	16million/4.0
Inbuilt/Expandable memory	8B GB/32 GB	4 GB/64 GB	8GB/64GB	NA/32GB	8GB/32GB	4GB/32GB	4GB/32GB
Bluetooth/Wi-Fi	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes
Camera/Flash/Video	8.0 MP/Yes/Yes	8.0 MP/Yes/Yes	8.0MP/Yes/Yes	5.0MP/Yes/Yes	8MP/Yes/Yes	5.0MP/Yes/Yes	5.0MP/Yes/Yes
Phonebook Capacity	Shared	Shared	Shared	Shared	Shared	Shared	Shared
Frequency/Dual SIM	Quad Band/GSM+GSM	Quad Band/Yes	Dual Band/Yes	Dual Band/GSM+GSM	NA/Yes	Quad Band/GSM+GSM	NA/ GSM+GSM
GPRS/EDGE/3G	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/ HSDP+	Yes/Yes/No	Yes/Yes/Yes	Yes/Yes/HSDPA	Yes/Yes/Yes
Operating System	Android v4.4.2	Android v4.4.2	Android 4.4.2 Kitkat	Android OS v4.0	Android v4.4	Android OS v4.4	Android OS v4.2
Music Player/FM Radio	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes
Form Factor/T.Screen/QWERTY	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No
Burn test Rating	NR			NR	NR	NR	NR
Price in Rs.	**4,799**	**4,999**	**5,399**	**4,900**	**5,979**	**5,900**	**5,220**

MODELS	(Rs 2,500-5,999)			(Rs 2,500-5,999)			(Rs 2,500-5,999)
							
PARAMETERS	MICROMAX					MOTOROLA	M-TECH
Model	Canvas Spark 2	Canvas Pep	A1	Canvas Selfie 2	Canvas Xpress 2	Moto E (2nd Gen)	OPAL Q9
Dimension (mm)	-	-	132 x 67 x 9.15	-	-	129.9 x 66.8 x 12.3	124.8 x 64.2 x 10.8
Weight (grams)	-	-	136	-	-	145	-
Talktime/Standby (hours)	6.5/324	6/210	10/300	7h/313	9.5/393	NA	7/110
Screen (colours)/Size (inch)	16million/5.0	16million/4.5	16million/ 5.0	16.7million/ 5.0	16million/5.0	16million/4.5	4.0/-
Inbuilt/Expandable memory	4GB/32GB	8GB/32GB	4GB/32GB	8GB/32GB	8GB/32GB	8GB/32GB	8GB/32GB
Bluetooth/Wi-Fi	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes
Camera/Flash/Video	5.0MP/Yes/Yes	5.0/Yes/Yes	5.0MP/Yes/Yes	5.0MP/Yes/Yes	13MP/Yes/Yes	5.0MP/Yes/Yes	5MP/Yes/Yes
Phonebook Capacity	Shared	Shared	Shared	Shared	Shared	Shared	depends on memory
Frequency/Dual SIM	NA/Yes	Quad Band/GSM+GSM	Quad Band/GSM+GSM	NA/Yes	NA/Yes	NA/Yes	900/1800MHZ/-
GPRS/EDGE/3G	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/HSDPA	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/HSDPA+	Yes/Yes/Yes
Operating System	Android OS v5.1	Android OS v4.4	Android OS v4.4	Android OS v5.0	Android OS v4.4	Android v5.0	Android OS, v4.4
Music Player/FM Radio	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes
Form Factor/T.Screen/QWERTY	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No
Burn test Rating		NR	NR			NR	NA
Price in Rs.	**3,999**	**5,082**	**5,599**	**5,800**	**5,999**	**5,999/6,999**	**3,750**

MODELS	(Rs 2,500-5,999)		(Rs 2,500-5,999)				(Rs 2,500-5,999)
							
PARAMETERS	M-TECH		PHICOMM	SAMSUNG	SPICE		XIAOMI
Model	ACE 3G	TURBO L5	Energy 653	Z1	Xlife 511 Pro	Steller 509	Redmi 2
Dimension (mm)	146.3 x 74.6 x 8.5	142.6 x 72 x 8.9	144.00 x 70.00 x 8.00	120.4 x 63.2 x 9.7	145.5x73.7x9.4	145x79 x9.5	134 x 67.2 x 9.4
Weight (grams)	174g	164g	-	112	-	120	133
Talktime/Standby (hours)	8/150	10/ 180	-	8/-	-	4/192	NA
Screen (colours)/Size (inch)	5.0/-	5.0/-	16million/5.0	16million/4.0	16million/5.0	16million/5.0	16million/4.7
Inbuilt/Expandable memory	4GB/32 GB	8GB/32GB	8GB/64GB	4GB/32GB	8GB/32GB	4GB/32GB	8GB/32GB
Bluetooth/Wi-Fi	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes
Camera/Flash/Video	5MP/Yes/Yes	8MP/Yes/Yes	8.0MP/Yes/Yes	3.15MP/Yes/Yes	8.0MP/Yes/Yes	5.MP/Yes/Yes	8.0MP/Yes/Yes
Phonebook Capacity	depends on memory	depends on memory	Shared	Shared	Shared	Shared	Shared
Frequency/Dual SIM	900/1800MHZ/-	900/1800MHZ/ -	NA/Yes	Quad Band/GSM+GSM	NA/Yes	Quad Band/GSM+GSM	NA/Yes
GPRS/EDGE/3G	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/HSDPA	Yes/Yes/Yes	Yes/Yes/HSDPA	Yes/Yes/HSDP+
Operating System	Android OS, v4.4	Android OS, v5.0	Android OS v5.1	Tizen OS	Android OS v4.4	Android OS v4.2	Android v4.4.4
Music Player/FM Radio	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes
Form Factor/T.Screen/QWERTY	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No
Burn test Rating	NA	NA		NR		NR	NR
Price in Rs.	**4,399**	**5,499**	**4,999**	**5,000**	**4,989**	**5,900**	**5,999**

	(Rs 2,500-5,999)		(Rs 2,500-5,999)				(Rs 2,500-5,999)
MODELS							
PARAMETERS	XOLO	YU	VIDEOCON				ZEN MOBILE
Model	Era	Yunique	Infinium Z30 Aire	Infinium Z41 Lite+	Infinium Z45Q Star	Infinium Z51 Nova	Sonic 1
Dimension (mm)	143 x 73.2 x 9.4	134.5 x 67.5 x 8.3	118.25 x 62 x 10.6	125 x 64 x 10.3	-	-	-
Weight (grams)		128	-		-	-	-
Talktime/Standby (hours)	11/ 523	7/271	6h/4Days	6h/4Days	5h/4Days	-	-
Screen (colours)/Size (inch)	256K/5.0	4.7/16M	NA/3.54	NA/4.0	NA/4.5	16million/5.0	NA/5.0
Inbuilt/Expandable memory	8 GB/32GB	8GB/32GB	512MB/32GB	4GB/32GB	8GB/32GB	8GB/32GB	16GB/32GB
Bluetooth/Wi-Fi	Yes/Yes	Yes/Yes	Yes	Yes/Yes	Yes	Yes/Yes	Yes/Yes
Camera/Flash/Video	8.0MP/Yes/Yes	8MP/Yes/Yes	3.2MP/Yes/Yes	3.2MP/Yes/Yes	5MP/Yes/Yes	5.0MP/Yes/Yes	5.0MP/Yes/Yes
Phonebook Capacity	Shared	Shared	Unlimited	Unlimited	Unlimited	Shared	Shared
Frequency/Dual SIM	NA/ Yes	NA/Yes	Dual SIM	NA/Yes	NA/Yes	-	NA/Yes
GPRS/EDGE/3G	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes
Operating System	Android OS v4.4.2	Android OS, v5.1	Android OS v4.4	Android OS v4.4	Android OS v4.5	Android OS v4.4.2	Anroid OS v5
Music Player/FM Radio	Yes/-	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes
Form Factor/T.Screen/QWERTY	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No
Burn test Rating							
Price in Rs.	**4,444**	**4,999**	**2,990**	**3,999**	**5,090**	**5,400**	**5,999**

	MID LEVEL (Rs 6000-11,999)		(Rs 6000-11,999)				(Rs 6000-11,999)
MODELS							
PARAMETERS	ASUS					ALCATEL	BLACKBERRY
Model	Zenfone C	Fonepad 7	Zenfone Go	Zenfone 5	Zenfone 2 Laser	Flash 2 NEW	Curve 9320
Dimension (mm)	136.5 x 67 x 10.9	192 x 110 x 10.7	144.5 x 71 x 9.98	148.2 x 72.8 x 10.3	152.5 x 77.2 x 3.9	-	109 x 60 x 12.7
Weight (grams)	150	290	135	145	170	-	103
Talktime/Standby (hours)	NA	30/619	-	18.30/353	-	25h/600	7/432
Screen (colours)/Size (inch)	16million/4.5	16million/7.0	16million/5.0	16million/5.0	16million/5.5	16million/5.0	65,536/2.44
Inbuilt/Expandable memory	8GB/64GB	4-8GB/64GB	8GB&16GB/64GB	8GB/64GB	16GB/128GB	16GB/128GB	512MB/32GB
Bluetooth/Wi-Fi	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes
Camera/Flash/Video	5.0MP/Yes/Yes	2MP/Yes/Yes	8MP/Yes/Yes	8.0MP/Yes/Yes	13MP/Yes/Yes	13MP/Yes/Yes	3.15MP/Yes/Yes
Phonebook Capacity	Shared	Shared	Shared	Shared	Shared	Shared	Shared
Frequency/Dual SIM	-	NA/Yes	NA/Yes	NA/Yes	NA/Yes	NA/Yes	Dual Band/No
GPRS/EDGE/3G	Yes/Yes/HSDPA+	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/HSDPA+	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/HSDPA,HSUPA
Operating System	Android v4.4.2	Android OS, v4.3	Android OS v5.1	Android v4.4.2	Android OS v5.0	Android OS v5.1	BlackBerry OS 7.1
Music Player/FM Radio	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes
Form Factor/T.Screen/QWERTY	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/No/Yes
Burn test Rating	NR			NR			80
Price in Rs.	**6,299**	**7,999**	**7,999**	**8,499**	**9,999**	**9,299**	**9,500**

	(Rs 6000-11,999)			(Rs 6000-11,999)			(Rs 6000-11,999)
MODELS							
PARAMETERS	CELKON			COOLPAD	GIONEE		
Model	Q455	Q500	Q550	Note 3	M2	Elife S5.1	F 103
Dimension (mm)	136.5 x 68 x 7.9	145.6 x 71.8 x 8	152 x 76 x 8	151.00 x 77.00 x 9.30	144 x 72 x 10.5	139.8 x 67.4 x 5.1	143x70.3x7.95
Weight (grams)	130	149	144	155	NA	98	-
Talktime/Standby (hours)	7/432	15/200	24.4/300	-	24/555	-	11/185h
Screen (colours)/Size (inch)	16million/4.5	16million/5.0	16million/5.5	16million/5.5	16million/5.0	16million/4.8	16millon/5.0
Inbuilt/Expandable memory	16GB/64GB	16GB/64GB	16GB/64GB	16GB/64GB	4GB/32GB	16GB/No	16GB/32GB
Bluetooth/Wi-Fi	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes
Camera/Flash/Video	8.0MP/Yes/Yes	8.0MP/Yes/Yes	8.0MP/Yes/Yes	13MP/Yes/Yes	8MP/Yes/Yes	8.0MP/Yes/Yes	8MP/Yes/Yes
Phonebook Capacity	Shared	Shared	Shared	Shared	Shared	Shared	Shared
Frequency/Dual SIM	Quad Band/GSM+GSM	Quad Band/GSM+GSM	Quad Band/GSM+GSM	NA/Yes	NA/Yes	Quad Band/No	NA/Yes
GPRS/EDGE/3G	Yes/Yes/HSPA	Yes/Yes/HSPA	Yes/Yes/HSPA+	Yes/Yes/Yes	Yes/Yes/HSDPA	Yes/Yes/HSPA	Yes/Yes/Yes
Operating System	Android OS v4.4	Android OS v4.4	Android OS v4.4	Android OS v5.1	Android v4.2	Android OS v4.4	Android OS, V5.0
Music Player/FM Radio	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes
Form Factor/T.Screen/QWERTY	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No
Burn test Rating	NR	NR	NR		NR		
Price in Rs.	**6,999**	**9,599**	**9,999**	**8,999**	**8,429**	**9,999**	**9,999**

	(Rs 6000-11,999)		(Rs 6000-11,999)				(Rs 6000-11,999)
MODELS							
PARAMETERS	GIONEE		HP		HTC		
Model	Marathon M3	Elife E7 Mini	Slate 6 Voice Tab	Slate 7 Voice Tab	Desire 516	Desire 326G	Desire 526G+
Dimension (mm)	144.5 X 71.5 X 10.4	139.8 x 66.2 x 8.6	165 x 83.2 x 8.8	9.5 mm thickness	140 x 72 x 9.7	139.7 x 69.6 x 9.7	69.8 x 9.9
Weight (grams)	1,180	143	160	325	150	146	154
Talktime/Standby (hours)	51/792	18/200	-	-	4/300	11/386	15/622
Screen (colours)/Size (inch)	16millon/5.0	16million/4.7	16million/ 6.0	16million/ 7.0	16million/5.0	16million/4.5	16million/4.7
Inbuilt/Expandable memory	8GB/32GB	16BG/No	16GB/64GB	16GB/32GB	4GB/32GB	8GB/32GB	16GB/32GB
Bluetooth/Wi-Fi	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes
Camera/Flash/Video	8.0MP/Yes/Yes	13MP/Yes/Yes	5.0MP/Yes/Yes	5.0MP/Yes/Yes	5.0MP/Yes/Yes	8MP/Yes/Yes	8.0MP/Yes/Yes
Phonebook Capacity	Shared	Shared	Shared	Shared	Shared	Shared	Shared
Frequency/Dual SIM	Quad Band/GSM+GSM	Quad Band/GSM+GSM	NA/Yes	NA/Yes	Quad Band/GSM+GSM	NA/Yes	Quad Band/GSM+GSM
GPRS/EDGE/3G	Yes/Yes/HSDPA	Yes/Yes/HSDPA,HSUPA	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/HSDPA,HSUPA	Yes/Yes/HSDPA	Yes/Yes/HSDPA,HSUPA
Operating System	Android OS v4.4	Android OS v4.2	Android OS v4.4.4	Android OS v4.4.4	Android OS, v4.2	Android v4.4.2	Android OS v4.4
Music Player/FM Radio	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes
Form Factor/T.Screen/QWERTY	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No
Burn test Rating	82	-			NR	NR	NR
Price in Rs.	**10,045**	**10,499**	**10,000**	**10,500**	**7,879**	**8,200**	**9,800**

	(Rs 6000-11,999)			(Rs 6000-11,999)			(Rs 6000-11,999)
MODELS							
PARAMETERS	HTC	IBALL		IN-FOCUS		I-SMART	KARBONN
Model	Desire 616	Andi HD6	mSLR Cobalt 4	M 350 (16GB)	M 530	IS-56i HD	S5+ Titanium
Dimension (mm)	142 x 7.19 x 9.15	-	-	-	-	143.54 x 71.55 x 8.52	NA
Weight (grams)	150	-	-	-	-	170	NA
Talktime/Standby (hours)	14/700	-	NA	-	-	9/643	NA/NA
Screen (colours)/Size (inch)	16million/5.0	NA/6.0	NA/ 5.0	NA/ 5.0	NA/5.5	16M/5.0	16million/5.0
Inbuilt/Expandable memory	4GB/32GB	8GB/Yes	8GB/32GB	16GB/-	16GB/-	8 GB/64 GB	1.4GB/32GB
Bluetooth/Wi-Fi	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes
Camera/Flash/Video	8MP/Yes/Yes	8MP/Yes/Yes	8MP/Yes/Yes	8.0MP/Yes/Yes	13.0MP/Yes/Yes	8 MP/Yes/Yes	8.0MP/Yes/Yes
Phonebook Capacity	Shared	Shared	Shared	Shared	Shared	Shared	Shared
Frequency/Dual SIM	Dual Band/GSM+GSM	NA/Yes	NA/GSM+GSM	NA/Yes	NA/Yes	Quad Band/GSM+GSM	Dual Band/GSM+GSM
GPRS/EDGE/3G	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes
Operating System	Android OS	Android OS v4.4	Android OS v4.4	Android OS	Anroid OS	Android OS, v4.4.2	Android OS v4.1
Music Player/FM Radio	Yes/No	Yes/Yes	Yes/-	Yes/-	Yes/-	Yes/Yes	Yes/Yes
Form Factor/T.Screen/QWERTY	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No
Burn test Rating	NR						
Price in Rs.	**11,000**	**6,899**	**8,545**	**6,999**	**10,999**	**6,599**	**7,397**

	(Rs 6000-11,999)			(Rs 6000-11,999)			(Rs 6000-11,999)
MODELS							
PARAMETERS	KARBONN		LAVA				LENOVO
Model	Titanium Octen	Titanium Octen Plus	Iris X5	Iris 506Q	Pixel V2	Pixel V1	S660
Dimension (mm)	145.7 x 71.2 x 7.9	147.9 x 72.6 x 7.6	143.5 x 71.5 x 7.7	143 x 73 x 8.9	141.6 x 70.8 x 7.6	152.1 x 76.3 x 8.5	137 x 68.8 x 10
Weight (grams)	-	-	134	NA	128	135	151
Talktime/Standby (hours)	-	-	6/200	5.3/230	9.50h/24.38h	NA	36/840
Screen (colours)/Size (inch)	16million/5.0	16million/5.0	16million/ 5.0	16million/ 5.0	16million/5.0	16million/5.5	16million/4.7
Inbuilt/Expandable memory	16GB/32GB	16GB/32GB	8GB/32GB	4GB/32GB	16GB/32GB	32GB/32GB	8GB/32GB
Bluetooth/Wi-Fi	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes
Camera/Flash/Video	13.0MP/Yes/Yes	16.0MP/Yes/Yes	5.0MP/Yes/Yes	5.0MP/Yes/Yes	13MP/Yes/Yes	8.0MP/Yes/Yes	8.0MP/Yes/Yes
Phonebook Capacity	Shared	Shared	Shared	Shared	Shared	Shared	Shared
Frequency/Dual SIM	Quad Band/GSM+GSM	Quad Band/GSM+GSM	Quad Band/GSM+GSM	Dual Band/GSM+GSM	NA/Yes	NA/Yes	Dual Band/GSM+GSM
GPRS/EDGE/3G	Yes/Yes/Yes	Yes/Yes/HSPA+	Yes/Yes/HSDPA	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/HSDPA
Operating System	Android OS v4.4	Android OS v4.4	Android OS v4.4	Android OS v4.2	Android OS v5.1	Android OS v5.1.1	Android OS v4.2
Music Player/FM Radio	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes
Form Factor/T.Screen/QWERTY	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No
Burn test Rating		NR	NR	NR			NR
Price in Rs.	**9,990**	**11,900**	**8,000**	**8,800**	**9,999**	**11,299**	**6,429**

	(Rs 6000-11,999)		(Rs 6000-11,999)				(Rs 6000-11,999)
MODELS							
PARAMETERS	LENOVO					LG	
Model	A 6000 Plus	A850	Vibe P1m NEW	A 7000	K3 Note	L70 D310	L90 D410
Dimension (mm)	141 x 70 x 8.2	79.3 x 9.45 x 153.5	141 x 71.8 x 9.3	152.6 x 76.2 x 8	-	127.2 x 66.8 x 9.5	131.6 x 66 x 9.7
Weight (grams)	128	184	148	140	-	127	NA
Talktime/Standby (hours)	13/264	28.6/490	16h/566	16/264	-	4.6/490	NA
Screen (colours)/Size (inch)	16million/5.0	16million/5.5	16million/5.0	16million/5.5	NA/5.5 inch	16million/4.5	16million/4.7
Inbuilt/Expandable memory	16GB/32GB	4GB/32GB	16GB/32GB	8GB/32GB	16GB/-	4GB/32GB	8GB/32GB
Bluetooth/Wi-Fi	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes
Camera/Flash/Video	8MP/Yes/Yes	5.0MP/Yes/Yes	8.0MP/Yes/Yes	8MP/Yes/Yes	13.0MP/Yes/Yes	5.0MP/Yes/Yes	8.0MP/Yes/Yes
Phonebook Capacity	Shared	Shared	Shared	Shared	Shared	Shared	Shared
Frequency/Dual SIM	NA/Yes	Tri Band/Dual SIM	NA/Yes	NA/Yes	NA/GSM+GSM	Quad Band/GSM+GSM	Quad Band/GSM+GSM
GPRS/EDGE/3G	Yes/Yes/HSDPA+	Yes/Yes/HSDPA,HSUPA	Yes/Yes/Yes	Yes/Yes/HSDPA+	Yes/Yes/Yes	Yes/Yes/HSPA	Yes/Yes/HSPA
Operating System	Android v4.4.4	Android OS v4.2	Android OS, v5.1	Android v5.0	Android OS v5	Android OS v4.4	Android OS v4.4
Music Player/FM Radio	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes
Form Factor/T.Screen/QWERTY	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No
Burn test Rating	NR	NR		NR		NR	NR
Price in Rs.	**7,499**	**7,850**	**7,999**	**9,500**	**9,999**	**10,000**	**11,990**

	(Rs 6000-11,999)		(Rs 6000-11,999)				(Rs 6000-11,999)
MODELS							
PARAMETERS	LG	MEIZU	MICROMAX				
Model	G3 Beat	M2	Canvas Xpress A99	Fire 4	Unite 3	Canvas Blaze Q400	Fire 4G
Dimension (mm)	137.7 x 69.6 x 10.3	140.1x68.9x8.7	132.4 x 64.5 x 8.65	-	NA	-	-
Weight (grams)	134	131	143	-	NA	-	-
Talktime/Standby (hours)	-/-	-	7/240	7/300	8/220	-	7/300
Screen (colours)/Size (inch)	16million/5.0	16million/5.0	16million/ 4.5	16million/ 4.5	16million/4.7	16million/4.5	16million/ 4.5
Inbuilt/Expandable memory	8GB/64GB	16GB/128GB	8GB/32GB	8GB/32GB	8GB/32GB	8GB.32GB	8GB/32GB
Bluetooth/Wi-Fi	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes
Camera/Flash/Video	8.0MP/Yes/Yes	13MP/Yes/Yes	5.0MP/Yes/Yes	8.0MP/Yes/Yes	8MP/Yes/Yes	5MP/Yes/Yes	8.0MP/Yes/Yes
Phonebook Capacity	Shared	Shared	Shared	Shared	Shared	Shared	Shared
Frequency/Dual SIM	Quad Band/No	NA/Yes	Dual Band/GSM+GSM	Dual Band/GSM+GSM	NA/Yes	NA/Yes	Dual Band/GSM+GSM
GPRS/EDGE/3G	Yes/Yes/HSPA+	Yes/Yes/Yes	Yes/Yes/HSDPA	Yes/Yes/HSDPA	Yes/Yes/HSDPA+	Yes/Yes/Yes	Yes/Yes/HSDPA
Operating System	Android OS v4.4	Android OS v5.1	Android OS v4.4	Android OS v5.0	Android v5.0	Android v5.1	Android OS v5.0
Music Player/FM Radio	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes
Form Factor/T.Screen/QWERTY	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No
Burn test Rating	82		NR	NR	NR		NR
Price in Rs.	**11,000**	**6,999**	**6,666**	**6,666**	**6,666**	**6,999**	**6,999**

	(Rs 6000-11,999)		(Rs 6000-11,999)			(Rs 6000-11,999)	
MODELS							
PARAMETERS	MICROMAX						
Model	Selfie Lense	Canvas Doodle 4	Canvas Juice 2	Canvas Juice 3	Canvas Nitro 2	Canvas Selfie 3	Canvas Nitro
Dimension (mm)	-	165.5 x 85.3 x 8.5	NA	-	NA	-	-
Weight (grams)	-	NA	NA	-	NA	-	-
Talktime/Standby (hours)	-	NA	9/435	-	9/250	8.5h/275	10h/320
Screen (colours)/Size (inch)	16million/ 5.0	16million/6.0	16million/5.0	16million/ 5.0	16million/5.0	16million/4.8	16million/5.0
Inbuilt/Expandable memory	8GB/32GB	8GB/32GB	8GB/32GB	8GB/32GB	16GB/32GB	8GB/32GB	16GB/32GB
Bluetooth/Wi-Fi	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes
Camera/Flash/Video	8.0MP/Yes/Yes	8MP/Yes/Yes	8MP/Yes/Yes	8.0MP/Yes/Yes	13MP/Yes/Yes	9MP/Yes/Yes	13MP/Yes/Yes
Phonebook Capacity	Shared	Shared	Shared	Shared	Shared	Shared	Shared
Frequency/Dual SIM	NA/Yes	NA/Yes	NA/Yes	NA/Yes	NA/Yes	NA/Yes	NA/Yes
GPRS/EDGE/3G	Yes/Yes/Yes	Yes/Yes/HSPA	Yes/Yes/HSDPA+	Yes/Yes/Yes	Yes/Yes/HSPA+	Yes/Yes/Yes	Yes/Yes/Yes
Operating System	Android v5.0	Android v5.0	Android v5.0	Android v5.1	Android v4.4.2	Android OS v5.0	Android v4.4.2
Music Player/FM Radio	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes
Form Factor/T.Screen/QWERTY	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No
Burn test Rating	NR	NR	NR	NR	NR		
Price in Rs.	**7,497**	**7,618**	**7,799**	**8,542**	**9,500**	**9,600**	**10,999**

	(Rs 6000-11,999)		(Rs 6000-11,999)				(Rs 6000-11,999)
MODELS							
PARAMETERS	MICROMAX		MOTOROLA		M-TECH	OPPO	PHICOMM
Model	Canvas 4Plus	Canvas 5 NEW	Moto G (2nd Gen)	Moto G (3rd Gen)	Jazbaa	Neo 5	Passion 660
Dimension (mm)	142 x 71 x 7	-	141.5 x 70.7 x 11	142.1 x 72.4 x 11.6	146.3 X 74.6 X 8.5	131.9 x 65.5 x 8	139.5 x 69 x 7.4
Weight (grams)	116	-	149	155	-	135	110
Talktime/Standby (hours)	7/205	10h/275	-	-	-	-	NA
Screen (colours)/Size (inch)	16million/5.0	16million/5.2	16million/5.0	16million/5.0	16million/5.1	16million/4.5	16million/5.0
Inbuilt/Expandable memory	16GB/32GB	16GB/64GB	8GB/32GB	16GB & 8GB/32GB	16GB/32GB	8GB/32GB	32GB/64GB
Bluetooth/Wi-Fi	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes
Camera/Flash/Video	13.0MP/Yes/Yes	13.0MP/Yes/Yes	8.0MP/Yes/Yes	13.0MP/Yes/Yes	13.0MP/Yes/Yes	8.0MP/Yes/Yes	13.0MP/Yes/Yes
Phonebook Capacity	Shared	Shared	Shared	Shared	Shared	Shared	Shared
Frequency/Dual SIM	Dual Band/GSM+GSM	NA/Yes	NA/Yes	NA/Yes	NA/Yes	NA/Yes	NA/Yes
GPRS/EDGE/3G	Yes/Yes/HSDPA,HSUPA	Yes/Yes/Yes	Yes/Yes/HSDPA	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/HSDPA
Operating System	Android OS v4.4	Android OS, v5.1	Android v4.4.4	Android OS v5.1.1	Android OS v5.1	Android OS v4.4.2	Android v4.4
Music Player/FM Radio	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes
Form Factor/T.Screen/QWERTY	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No
Burn test Rating	82		NR				NR
Price in Rs.	**11,600**	**11,999**	**9,999**	**11,999/12,999**	**8,999**	**7,590**	**10,999**

MODELS	(Rs 6000-11,999)			(Rs 6000-11,999)			(Rs 6000-11,999)
							
PARAMETERS	PANASONIC	SAMSUNG					
Model	P55 Novo	Galaxy J1 Ace	Galaxy J1	Galaxy Core 2	Galaxy Core Prime	Galaxy J2 (4G)	Galaxy Core Prime 4G
Dimension (mm)	77x149.7x7.9	130.10 x 67.60 x 9.50	129 x 68.2 x 8.9	130.3 x 68 x 9.8	130.8 x 67.9 x 8.8	-	129.3 x 67.6 x 9
Weight (grams)	148	-	122	138	130	-	124
Talktime/Standby (hours)	-	-	10/-	-/-	-	-	9/300
Screen (colours)/Size (inch)	16million/5.5	16million/4.3	16million/4.3	262,144/4.5	16million/4.5	16million/4.7	16million/4.3
Inbuilt/Expandable memory	4GB/32GB	4GB/128GB	4GB/128GB	4GB/32GB	8GB/64GB	8GB/128GB	8GB/64GB
Bluetooth/Wi-Fi	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes
Camera/Flash/Video	8.0MP/Yes/Yes	5MP/Yes/Yes	5.0MP/Yes/Yes	5.0MP/Yes/Yes	5.0MP/Yes/Yes	5.0MP/Yes/Yes	5.0MP/Yes/Yes
Phonebook Capacity	Shared	Shared	Shared	Shared	Shared	Shared	Shared
Frequency/Dual SIM	NA/ Yes	NA/Yes	Quad Band/GSM+GSM	Quad Band/GSM+GSM	Quad Band/GSM+GSM	NA/Yes	NA/Optional
GPRS/EDGE/3G	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/HSDPA	Yes/Yes/HSDPA,HSUPA	Yes/Yes/HSDPA,HSUPA	Yes/Yes/Yes	Yes/Yes/HSDPA+
Operating System	Android OS v4.4.2	Android OS v4.4	Android OS v4.4	Android OS v4.4	Android OS v4.4	Android OS v5.1	Android v4.1.2
Music Player/FM Radio	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes
Form Factor/T.Screen/QWERTY	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	bar/Yes/No
Burn test Rating			NR	NR	NR		NR
Price in Rs.	**8,090**	**6,400**	**6,500**	**7,000**	**8,000**	**8,490**	**9,500**

MODELS	(Rs 6000-11,999)			(Rs 6000-11,999)			(Rs 6000-11,999)
							
PARAMETERS	SAMSUNG				SONY		
Model	Grand Neo Plus	Galaxy On5 NEW	Galaxy On7 NEW	Galaxy Grand Prime	Xperia E3	Xperia E3 Dual	Xperia E4
Dimension (mm)	143.7 x 77.1 x 9.5	142.3 x 72.1 x 8.5	151.8 x 77.5 x 8.2	144.8 x 72.1 x 8.6	137.1 x 69.4 x 8.5	137.1 x 69.4 x 8.5	137 x 74.6 x 10.5
Weight (grams)	160	149	172	156	143	143	144
Talktime/Standby (hours)	10/-	-	-	17/-	12.2/70	12.2/70	12.9/696
Screen (colours)/Size (inch)	16 Million/5.0	16 Million/5.0	17 Million/5.5	16million/5.0	16million/4.5	16million/4.5	16million/5.0
Inbuilt/Expandable memory	8GB/64GB	8GB/128GB	8GB/128GB	8GB/64GB	4GB/32GB	4GB/32GB	8GB/32GB
Bluetooth/Wi-Fi	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes
Camera/Flash/Video	5.0MP/Yes/Yes	8.0MP/Yes/Yes	13.0MP/Yes/Yes	8.0MP/Yes/Yes	5.0MP/Yes/Yes	5.0MP/Yes/Yes	5.0MP/Yes/Yes
Phonebook Capacity	Shared	Shared	Shared	Shared	Shared	Shared	Shared
Frequency/Dual SIM	NA/No	NA/Yes	NA/Yes	Quad Band/GSM+GSM	Quad Band/No	Quad Band/GSM+GSM	Quad Band/GSM+GSM
GPRS/EDGE/3G	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/HSDPA,HSUPA	Yes/Yes/HSPA	Yes/Yes/HSPA	Yes/Yes/HSPA+
Operating System	Android OS	Android OS, v5.1	Android OS, v5.1	Android OS v4.4	Android v4.4	Android v4.4	Android OS v4.4
Music Player/FM Radio	Yes/Yes	Yes/Yes	Yes/-	Yes/Yes	Yes/Yes	Yes/Yes	Yes/No
Form Factor/T.Screen/QWERTY	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No
Burn test Rating				NR	NR	NR	-
Price in Rs.	**9,500**	**8,990**	**10,990**	**11,000**	**9,300**	**9,690**	**11,600**

	(Rs 6000-11,999)			(Rs 6000-11,999)			(Rs 6000-11,999)
MODELS							
PARAMETERS	SPICE				XIAOMI	XOLO	
Model	Dream UNO Mi	Stellar Mi-549	Stellar Mi-526	Stellar 519	Redmi Note 4G	Opus 3	Q900
Dimension (mm)	132x67x9.15	NA	143.6 x 71.7 x 8.3	NA	154 x 78.7 x 9.5	143 x 71.3 x 8.8	137 x 70 x 9.9
Weight (grams)	138	175	210	NA	NA	-	138
Talktime/Standby (hours)	17/160	NA	9/280	NA	14/775	26/550	13/384
Screen (colours)/Size (inch)	16million/4.5	16million/5.5	16million/5.0	16million/5.0	16million/5.0	16million/5.0	16million/4.7
Inbuilt/Expandable memory	4GB/32GB	8GB/32GB	8GB/32GB	8GB/32GB	8GB/64GB	8GB/Yes	4GB/32GB
Bluetooth/Wi-Fi	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes
Camera/Flash/Video	5.0MP/Yes/Yes	8.0MP/Yes/Yes	8.0MP/Yes/Yes	8.0MP/Yes/Yes	13.0MP/Yes/Yes	8MP/Yes/Yes	8.0MP/Yes/Yes
Phonebook Capacity	Shared	Shared	Shared	Shared	Shared	Shared	Shared
Frequency/Dual SIM	Quad Band/GSM+GSM	NA/Yes	NA/Yes	NA/Yes	NA/Yes	Quad Band/GSM+GSM	Quad Band/GSM+GSM
GPRS/EDGE/3G	Yes/Yes/HSDPA+	Yes/Yes/HSDPA+	Yes/Yes/HSDPA+	Yes/Yes/HSDPA+	Yes/Yes/HSDP+	Yes/Yes/HSPA+	Yes/Yes/HSPA+
Operating System	Android v4.4	Android v4.4	Android v4.4.2	Android v4.4.4	Android v4.4.4	Android OS v4.4	Android OS v4.2
Music Player/FM Radio	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes
Form Factor/T.Screen/QWERTY	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No
Burn test Rating	NR	NR	NR	NR	NR	NR	NR
Price in Rs.	**6,000**	**7,300**	**7,300**	**8,000**	**7,999**	**8,499**	**8,600**

	(Rs 6000-11,999)			(Rs 6000-11,999)			(Rs 6000-11,999)
MODELS							
PARAMETERS	XOLO			YU		VIDEOCON	
Model	Cube 5.0	Omega 5	Yuphoria	Yureka	Yureka Plus	Infinium Z51 Nova+	Infinium Z55 Dash
Dimension (mm)	143 x 71 x 6.9	144 x 72 x 10.5	142.4 x 73 x 8.2-9.35	154.8 x 78 x 6-8.8	154.8 x 78 x 6-8.5	-	144.6 x 71.8 x 8.6
Weight (grams)	-	-	143	155	-	-	-
Talktime/Standby (hours)	10.3/477.2	22/675	7/160	8/210	8/210	6h/4Days	6h/4Days
Screen (colours)/Size (inch)	16 Million/5.0	16million/5.0	16million/5.0	16million/5.5	16million/5.6	16million/5.0	16million/5.0
Inbuilt/Expandable memory	8GB/32GB	8GB/32GB	16GB/32GB	16GB/32GB	16GB/32GB	8GB/32GB	8GB/32GB
Bluetooth/Wi-Fi	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes
Camera/Flash/Video	8.0MP/Yes/Yes	8.0MP/Yes/Yes	8.0MP/Yes/Yes	13.0MP/Yes/Yes	13.0MP/Yes/Yes	8MP/Yes/Yes	8MP/Yes/Yes
Phonebook Capacity	Shared	Shared	Shared	Shared	Shared	Unlimited	Unlimited
Frequency/Dual SIM	NA/GSM+GSM	Quad Band/GSM+GSM	NA/Yes	NA/Yes	NA/Yes	NA/Yes	NA/Yes
GPRS/EDGE/3G	Yes/Yes/Yes	Yes/Yes/HSPA+	Yes/Yes/HSPA+	Yes/Yes/HSPA+	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes
Operating System	Android OS v5	Android OS v4.4	Android v5.0.2	Android v5.0	Android v5.0	Android OS v4.4	Android OS v4.5
Music Player/FM Radio	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes
Form Factor/T.Screen/QWERTY	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No
Burn test Rating		NR	NR	NR			
Price in Rs.	**8,888**	**8,999**	**6,999**	**7,999**	**8,999**	**7,490**	**8,499**

	(Rs 6000-11,999)	HIGH LEVEL Rs 12,000 UPWARDS					Rs 12,000 UPWARDS
MODELS							
PARAMETERS	XOLO	APPLE					ASUS
Model	Black 1x NEW	iPhone 5S	iPhone 6	iPhone 6 Plus	iPhone 6S	iPhone 6S Plus	Zenfone 2 (2GB RAM)
Dimension (mm)	144.6 x 72 x 7.6	123.8 x 58.6 x 7.6	138.1 x 67 x 6.9	158.1 x 77.8 x 7.1	138.3 x 67.1 x 7.1	158.2 x 77.9 x 7.3	77.2x152.5x10.9
Weight (grams)	-	112	129	172	143	192	170
Talktime/Standby (hours)	12h/354	10/250	14/250	24/384	14h/240h	24h/328h	NA
Screen (colours)/Size (inch)	16million/5.0	16million/4.0	16million/4.7	16million/5.5	16million/4.7	16million/5.5	16million/5.5
Inbuilt/Expandable memory	32GB/Yes	16GB/No	16,64,128GB/No	16,64,128GB/No	16,64,128GB/No	16,64,128GB/No	16,32,64GB/64GB
Bluetooth/Wi-Fi	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes
Camera/Flash/Video	13.0MP/Yes/Yes	8.0MP/Yes/Yes	8.0MP/Yes/Yes	8.0MP/Yes/Yes	12MP/Yes/Yes	12MP/Yes/Yes	13.0MP/Yes/Yes
Phonebook Capacity	Shared	Shared	Shared	Shared	Shared	Shared	Shared
Frequency/Dual SIM	NA/Yes	Quad Band/No	Quad Band/No	Quad Band/No	Quad Band/No	Quad Band/No	NA/Yes
GPRS/EDGE/3G	Yes/Yes/Yes	Yes/Yes/HSDPA,HSUPA	Yes/Yes/HSDPA,HSUPA	Yes/Yes/HSDPA,HSUPA	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/HSPA+
Operating System	Android OS, v5.1	iOS8	iOS8	iOS8	iOS 9	iOS 10	Android v5.0
Music Player/FM Radio	Yes/-	Yes/No	Yes/No	Yes/No	Yes/No	Yes/No	Yes/Yes
Form Factor/T.Screen/QWERTY	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/Yes
Burn test Rating		NR	NR	NR			NR
Price in Rs.	**9,999**	**34,000**	**43406/50325/67400**	**51663/60995/75990**	**62,000/72,000/82,000**	**72,000/82,000/92,000**	**12,999**

	Rs 12,000 UPWARDS		Rs 12,000 UPWARDS				Rs 12,000 UPWARDS
MODELS							
PARAMETERS	ASUS				BLACKBERRY		
Model	Padfone Mini	Zenfone 6	Zenfone Selfie	Zenfone 2 (4GB RAM)	Z3	Z30	Leap
Dimension (mm)	199.85 x 119.43 x 13.91	166.9 x 84.3 x 9.9	156.5 x 77.2 x 10.8	77.2 x 152.5 x 3.9-10.9	140 x 72.8 x 9.3	140.7 x 72 x 9.4	144 x 72.8 x 9.5
Weight (grams)	260	196	170	170	164	170	170
Talktime/Standby (hours)	-	28/398	-	NA	15.5/384	25/384	NA
Screen (colours)/Size (inch)	NA/7.0	16million/6.0	16million/ 5.5	16million/5.5	16million/5.0	16million/5.0	16million/5.0
Inbuilt/Expandable memory	8GB/64GB	16GB/64GB	16GB & 32GB/64GB	16,32,64GB/64GB	8GB/32GB	16GB/64GB	16GB/128GB
Bluetooth/Wi-Fi	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes
Camera/Flash/Video	Yes/No/Yes	13.0MP/Yes/Yes	13.0MP/Yes/Yes	13.0MP/Yes/Yes	5.0MP/Yes/Yes	8.0MP/Yes/Yes	8.0MP/Yes/Yes
Phonebook Capacity	Shared	Shared	Shared	Shared	Shared	Shared	Shared
Frequency/Dual SIM	NA/GSM+GSM	NA/Yes	NA/GSM+GSM	NA/Yes	Quad Band/No	Quad Band/No	NA/No
GPRS/EDGE/3G	Yes/Yes/Yes	Yes/Yes/HSPA+	Yes/Yes/Yes	Yes/Yes/HSPA+	Yes/Yes/HSPA+	Yes/Yes/HSDPA,HSUPA	Yes/Yes/HSPA+
Operating System	Android OS v4.3	Android v4.4	Android v5.0	Android v5.0	BlackBerry OS 10.2	BlackBerry OS 10.2	BlackBerry v10.3.1
Music Player/FM Radio	Yes/-	Yes/Yes	Yes/-	Yes/Yes	Yes/Yes	Yes/No	Yes/Yes
Form Factor/T.Screen/QWERTY	Bar/Yes/No	Bar/Yes/Yes	Bar/Yes/No	Bar/Yes/Yes	Bar/Yes/No	Bar/Yes/No	Bar/Yes/Yes
Burn test Rating		NR		NR	NR	NR	NR
Price in Rs.	**12,999**	**15,999**	**15,999**	**19,999**	**13,000**	**25,000**	**21,000**

	Rs 12,000 UPWARDS			Rs 12,000 UPWARDS			Rs 12,000 UPWARDS
MODELS							
PARAMETERS	BLACKBERRY		COOLPAD	GIONEE			
Model	Classic	Passport	Dazen X7	Marathon M4	Elife S5.5	Elife E6	Elife S7
Dimension (mm)	131 x 72.4 x 10.2	128 x 90.3 x 9.3	73.6 x 146.6 x 6.5	144.7 x 71.2 x 10.18	145.1 x 70.2 x 5.6	142.5 x 69.4 x 7.9	139.8 x 67.4 x 5.5
Weight (grams)	177	196	131	176	NA	120	127
Talktime/Standby (hours)	17.10/365	18/432	NA	18/225	NA	NA/NA	24/-
Screen (colours)/Size (inch)	16million/3.5	16million/4.5	16millon/5.2	NA/5.0	16million/5.0	16.7million/5.0	16million/5.2
Inbuilt/Expandable memory	16GB/128GB	32GB/128GB	16GB/Yes	16GB/32GB	16GB/No	32GB/No	16GB/No
Bluetooth/Wi-Fi	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes
Camera/Flash/Video	8.0MP/Yes/Yes	13MP/Yes/Yes	13MP/Yes/Yes	8.0MP/Yes/Yes	13.0MP/Yes/Yes	13.0MP/Yes/Yes	13MP/Yes/Yes
Phonebook Capacity	Shared	Shared	Shared	Shared	Shared	Shared	Shared
Frequency/Dual SIM	Quad Band/No	Quad Band/No	NA/Yes	NA/Yes	Quad Band/No	Quad Band/No	Quad Band/GSM+GSM
GPRS/EDGE/3G	Yes/Yes/HDSPA	Yes/Yes/HSDPA,HSUPA	Yes/Yes/HSDPA,HSUPA	Yes/Yes/Yes	Yes/Yes/HSPA+	Yes/Yes/HSPA	Yes/Yes/HSPA+
Operating System	BlackBerry OS 10.3.1	BlackBerry OS 10.3	Android v4.4	Android OS v5.0	Android OS v4.2	Android OS v4.2	Android OS v5.0
Music Player/FM Radio	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes
Form Factor/T.Screen/QWERTY	Bar/Yes/No	Bar/Yes/Yes	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No
Burn test Rating	82	86	NR		88	82	-
Price in Rs.	**31,000**	**45,000**	**17,999**	**15,100**	**15,000**	**18,999**	**21,500**

	Rs 12,000 UPWARDS			Rs 12,000 UPWARDS			Rs 12,000 UPWARDS
MODELS							
PARAMETERS	GIONEE		HTC				
Model	Elife E7	Elife E8	620 G+	Desire 626 G+	Desire 816 Plus (16GB)	Desire 820 S	Desire 826
Dimension (mm)	150.6 x 75 x 9.5	164 x 82.3 x 9.6	146.9 x 70.9 x 8.2	146.9 x 70.9 x 8.19	156.6 x 78.7 x 7.9	157.7 x 78.7 x 7.7	158 x 77.5 x 7.99
Weight (grams)	150	210	138	138	165	155	183
Talktime/Standby (hours)	NA	20h/500	22/521	NA	21/737	22/424	21.7/625.8
Screen (colours)/Size (inch)	16million/6.0	16million/5.6	16million/5.0	16million/5.1	16million/5.5	16million/5.5	16million/5.5
Inbuilt/Expandable memory	16GB/32GB	64GB/128GB	8GB/32GB	8GB/32GB	8GB/128GB	16GB/128GB	16GB/128GB
Bluetooth/Wi-Fi	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes
Camera/Flash/Video	16MP/Yes/Yes	24MP/Yes/Yes	13MP/Yes/Yes	13MP/Yes/Yes	13MP/Yes/Yes	13MP/Yes/Yes	13MP/Yes/Yes
Phonebook Capacity	Shared	Shared	Shared	Shared	Shared	Shared	Shared
Frequency/Dual SIM	Quad Band/No	NA/Yes	Quad Band/GSM+GSM	NA/Yes	NA/No	Quad Band/GSM+GSM	Dual Band/GSM+GSM
GPRS/EDGE/3G	Yes/Yes/HSPA+	Yes/Yes/Yes	Yes/Yes/HSDPA,HSUPA	Yes/Yes/HSDPA+	Yes/Yes/HSDPA+	Yes/Yes/HSDPA,HSUPA	Yes/Yes/HSDPA+
Operating System	Android OS v4.2	Android OS v5.1	Android OS v4.4	Android with HTC Sense	Android 4.4.2	Android OS v4.4	Android OS v5.0
Music Player/FM Radio	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes
Form Factor/T.Screen/QWERTY	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No
Burn test Rating	84		-	NR	NR	82	NR
Price in Rs.	**21,999**	**34,999**	**12,500**	**15,500**	**18,000**	**20,500**	**24,700**

	Rs 12,000 UPWARDS		Rs 12,000 UPWARDS				Rs 12,000 UPWARDS
MODELS							
PARAMETERS	HTC						
Model	Desire E9 Plus	Desire Eye	Desire E9	One M8	One E9 Plus	One M9+	One E9S
Dimension (mm)	156.5 x 76.5 x 7.5	151.7 x 73.8 x 8.5	NA	146.4 x 70.6 x 9.4	156.5 x 76.5 x 7.5	150.99 x 71.99 x 9.61	157.7 x 79.7 x 7.6
Weight (grams)	150	154	NA	160	150	168	165
Talktime/Standby (hours)	21.5/590	20/538	NA	14/271	14.20/617	23/598	-
Screen (colours)/Size (inch)	16million/5.5	16milliom/5.2	16million/ 5.5	16million/5.0	16million/5.5	16million/5.2	16million/5.5
Inbuilt/Expandable memory	32GB/128GB	16GB/128GB	32GB/128GB	16GB/128GB	32GB/2TB	32GB/2TB	16GB/128GB
Bluetooth/Wi-Fi	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes
Camera/Flash/Video	20MP/Yes/Yes	13.0MP/Yes/Yes	20MP/Yes/Yes	4.0MP/Yes/Yes	20.0MP/Yes/Yes	20.7MP/Yes/Yes	13MP/Yes/Yes
Phonebook Capacity	Shared	Shared	Shared	Shared	Shared	Shared	Shared
Frequency/Dual SIM	NA/Yes	Quad Band/No	NA	Quad Band/No	NA/Yes	Quad Band/No	NA/Yes
GPRS/EDGE/3G	Yes/Yes/Yes	Yes/Yes/HSDPA+	Yes/Yes/HSPA+	Yes/Yes/HSPA+	Yes/Yes/HSPA+	Yes/Yes/HSPA+	Yes/Yes/Yes
Operating System	Android OS v5.0	Android OS v4.4	Android v5.0	Android OS v4.4	Android v5.0	Android OS v5.0	Android OS v5.0
Music Player/FM Radio	Yes/Yes	Yes/Yes	Yes/ Yes	Yes/Yes	Yes/ Yes	Yes/Yes	Yes/Yes
Form Factor/T.Screen/QWERTY	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No
Burn test Rating		84	NR	82	NR	-	
Price in Rs.	**34,500**	**34,000**	**35,000**	**36,000**	**34,000**	**46,500**	**21,000**

	Rs 12,000 UPWARDS		Rs 12,000 UPWARDS			Rs 12,000 UPWARDS	
MODELS							
PARAMETERS	HUAWEI		IN-FOCUS		LENOVO		
Model	Honor 7	Nexus 6P	M 810	M812	P 70	S90 Sisley	Vibe X2
Dimension (mm)	143.2 x 71.9 x 8.5	159.3 x 77.8 x 7.3	153.70 x 76.20 x 6.99	157.6x77.1x7.38	142 x 71.8 x 8.9	146 x 71.7 x 6.9	140.2 x 68.6 x 7.3
Weight (grams)	157	178	-	-	149	129	120
Talktime/Standby (hours)	8.20h/350h	-	-	-	18/696	NA	19/216
Screen (colours)/Size (inch)	16million/5.2	16million/5.7	16million/5.5	16million/5.5	16million/ 5.0	16million/ 5.0	16million/ 5.0
Inbuilt/Expandable memory	16&64GB/128GB	32/64/128GB/No	16GB/64GB	16GB/128GB	16GB/32GB	16GB,32GB/No	32GB/No
Bluetooth/Wi-Fi	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes
Camera/Flash/Video	20MP/Yes/Yes	12MP/Yes/Yes	13.0MP/Yes/Yes	13.0MP/Yes/Yes	13.0MP/Yes/Yes	13.0MP/Yes/Yes	13.0MP/Yes/Yes
Phonebook Capacity	Shared	Shared	Shared	Shared	Shared	Shared	Shared
Frequency/Dual SIM	NA/Yes	NA/Yes	NA/-	NA/-	NA/ Yes	NA/ Yes	NA/ Yes
GPRS/EDGE/3G	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/HSDPA+	Yes/Yes/HSDPA+	Yes/Yes/HSDPA+
Operating System	Android OS v5.0	Android OS v6.0	Android	Android OS v5.0.2	Android v4.4	Android v4.4.4	Android v4.4
Music Player/FM Radio	Yes/Yes	Yes/Yes	Yes/-	Yes/-	Yes/Yes	Yes/Yes	Yes/Yes
Form Factor/T.Screen/QWERTY	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No
Burn test Rating					NR	NR	NR
Price in Rs.	**22,999**	**39,999/42,999**	**12,999**	**19,999**	**13,346**	**15,270**	**15,490**

	Rs 12,000 UPWARDS			Rs 12,000 UPWARDS			Rs 12,000 UPWARDS
MODELS							
PARAMETERS	LENOVO			LG			
Model	Vibe z	Phab Plus Phablet	Vibe Shot	G3 Stylus	G2 16GB/32GB	G4 Stylus	Nexus 5 16GB/32GB
Dimension (mm)	149 x 77 x 7.9	186.60 x 96.60 x 7.60	142 x 70 x 7.3	149.3 x 75.9 x 10.2	138.5 x 70.9 x 8.9	154.3 x 79.2 x 9.6	137.9 x 69.2 x 8.6
Weight (grams)	147	220	145	163	143	163	130
Talktime/Standby (hours)	33/648	-	-	25/780	NA/NA	432h/18	17/300
Screen (colours)/Size (inch)	16million/5.5	16million/6.8	16million/5.0	16illion/5.5	16million/5.2	16million/ 5.7	16million/4.95
Inbuilt/Expandable memory	16GB/No	32GB/Yes	32GB/128GB	8GB/32GB	16GB/No	8GB or 16GB/128GB	16GB/No
Bluetooth/Wi-Fi	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes
Camera/Flash/Video	13.0MP/Yes/Yes	13.0MP/Yes/Yes	16MP/Yes/Yes	13MP/Yes/Yes	13.0MP/Yes/Yes	13.0MP/Yes/Yes	8.0MP/Yes/Yes
Phonebook Capacity	Shared	Shared	Shared	Shared	Sahred	Shared	Shared
Frequency/Dual SIM	Quad Band/No	NA/Yes	NA/Yes	Dual Band/GSM+GSM	Quad Band/No	NA/No	Quad Band/No
GPRS/EDGE/3G	Yes/Yes/HSPA	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/HSDPA,HSUPA	Yes/Yes/HSPA+	Yes/Yes/Yes	Yes/Yes/HSDPA,HSUPA
Operating System	Android OS v4.3	Android OS v5.0	Android OS v5.1	Android OS v4.4	Android OS v4.2	Android OS v5	Android OS v4.4
Music Player/FM Radio	Yes/Yes	Yes/Yes	Yes/Yes	Yes/No	Yes/Yes	Yes/Yes	Yes/No
Form Factor/T.Screen/QWERTY	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/yes/No	Bar/Yes/No
Burn test Rating	84			76	84		84
Price in Rs.	**15,999**	**18,490**	**25,499**	**13,785**	**19,999/26,850**	**20,990**	**21,989**

	Rs 12,000 UPWARDS			Rs 12,000 UPWARDS			Rs 12,000 UPWARDS
MODELS							
PARAMETERS	LG				MEIZU	MICROMAX	
Model	G3 16GB/32GB	Nexus 5X	G Flex 2	G4 Dual	MX 5	Canvas Knight 2	Canvas Selfie
Dimension (mm)	146.3 x 74.6 x 8.9	147 x 72.6 x 7.9	149.1 x 75.3 x 9.4	148.9 x 76.1 x 6.3 - 9.8	149.9 x 74.7 x 7.6	NA	-
Weight (grams)	149	136	151	155	149	NA	-
Talktime/Standby (hours)	19/565	-	-	12/315	-	NA	-/-
Screen (colours)/Size (inch)	16million/5.5	16million/5.2	16million/5.5	16million/ 5.5	16million/ 5.5	16million/5.0	16million/4.7
Inbuilt/Expandable memory	16GB/128GB	16/32 GB/ No	32GB/2TB	32GB/128GB	16/32/64GB/No	NA/32GB	16GB/32GB
Bluetooth/Wi-Fi	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes
Camera/Flash/Video	13.0MP/Yes/Yes	12.3/Yes/Yes	13.0MP/Yes/Yes	16.0MP/Yes/Yes	20.7/Yes/Yes	13.0MP/Yes/Yes	13.0MP/Yes/Yes
Phonebook Capacity	Shared	Shared	Shared	Shared	Shared	Shared	Shared
Frequency/Dual SIM	Quad Band/No	NA/No	Quad Band/No	NA/Yes	NA/Yes	NA/ Yes	Quad Band/GSM+GSM
GPRS/EDGE/3G	Yes/Yes/HSPA+	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/HSDPA+	Yes/Yes/HSDPA+	Yes/Yes/HSDPA+	Yes/Yes/HSDPA
Operating System	Android OS v4.4	Android Os v6.0	Android OS v5.0 Lollipop	Android v5.1	Android OS	Android v5.0	Android OS v4.4
Music Player/FM Radio	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes
Form Factor/T.Screen/QWERTY	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No
Burn test Rating	NR		NR	NR		NR	-
Price in Rs.	**30,600**	**31,900/35,999**	**35,990**	**38,990**	**19,999**	**13,000**	**13,400**

	Rs 12,000 UPWARDS			Rs 12,000 UPWARDS			Rs 12,000 UPWARDS
MODELS							
PARAMETERS	MICROMAX	MOTOROLA					OPPO
Model	Canvas Sliver 5	Moto X Play	Moto X (2nd Gen)	Moto X Style	Moto DROID Turbo (64GB)	Nexus 6	Mirror 5
Dimension (mm)	-	148 x 75 x 10.9	140.8 x 72.4 x 10	153.9 x 76.2 x 11.1	143.5 x 73.3 x 8.3 - 11.2	159.3 x 83 x 10.1	143.4 x 71.2 x 7.7
Weight (grams)	-	169	144	179	169	184	160
Talktime/Standby (hours)	-	-	NA	-	48/675	24/330h	-
Screen (colours)/Size (inch)	NA/4.8	16 million/5.5	16 million/5.2	16 million/5.5	16 million/ 5.2	17 million/5.96	16million/5.0
Inbuilt/Expandable memory	16GB/No	16&32GB/128GB	16,32GB/No	16,32,64GB/128GB	32,64GB/No	32/64GB/No	16GB/128GB
Bluetooth/Wi-Fi	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes
Camera/Flash/Video	8.0MP/Yes/Yes	21MP/Yes/Yes	13.0MP/Yes/Yes	21MP/Yes/Yes	21.0MP/Yes(dual)/Yes	13MP/Yes/Yes	8MP/Yes/Yes
Phonebook Capacity	Shared	Shared	Shared	Shared	Shared	Shared	Shared
Frequency/Dual SIM	NA/Yes	No/Optional	NA/ No	NA/ No	NA/ No	NA/ No	NA/Yes
GPRS/EDGE/3G	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes/LTE	Yes/Yes/Yes/LTE	Yes/Yes/HSDPA/LTE	Yes/Yes/HSDPA/LTE	Yes/Yes/Yes
Operating System	Android OS v5.0.2	Android OS v5.1.1	Android v4.4.4	Android OS v5.1.1	Android v4.4.4	Android OS, v5.1	Android OS, v5.1
Music Player/FM Radio	Yes/Yes	Yes/Yes	Yes/ No	Yes/-	Yes/No	Yes/No	Yes/Yes
Form Factor/T.Screen/QWERTY	Bar/Yes/Yes	Bar/Yes/Yes	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No
Burn test Rating			NR		NR		
Price in Rs.	**13,600**	**18,499**	**19,999**	**29,990/31,999**	**39,999**	**39,999**	**15,999**

	Rs 12,000 UPWARDS			Rs 12,000 UPWARDS			Rs 12,000 UPWARDS
MODELS							
PARAMETERS	OPPO						PANASONIC
Model	Mirror 3	R7 Lite	Find 7	Find 7A	R5	N1	Eluga Z
Dimension (mm)	137.7 x 68.8 x 8.9	143 x 71 x 6.3	152.6 x 75 x 9.2	152.6 X 75 X 9.2	148.9 × 74.5 × 4.85	170.7 x 82.6 x 9	141.3 x 70.6 x 6.9
Weight (grams)	130	147	173	170	155	213	-
Talktime/Standby (hours)	NA	-	13/168 days	13/168	-/-	36/168	15.18/375
Screen (colours)/Size (inch)	16 million/5.0 inch	17 million/4.7	16 million/5.5inch	16 million/5.5 inch	16 million/5.2-inch	16 million/5.9	16million/5.0
Inbuilt/Expandable memory	8GB/128GB	16GB/128GB	32GB/128GB	16GB/128GB	32GB/No	16GB/No	16GB/32GB
Bluetooth/Wi-Fi	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes
Camera/Flash/Video	8.0MP/Yes/Yes	13MP/Yes/Yes	13MP/Yes/Yes	13MP/Yes/Yes	13MP/Yes/Yes	13MP/Yes/Yes	13.0MP/Yes/Yes
Phonebook Capacity	Shared	Shared	Shared	Shared	Shared	Shared	Share
Frequency/Dual SIM	NA/Yes	NA/Yes	Quad Band/No	Quad Band/No	Quad Band/No	Quad Band/No	NA/ Yes
GPRS/EDGE/3G	Yes/Yes/HSDPA/LTE	Yes/Yes/HSDPA/LTE	Yes/Yes/HSPA+	Yes/Yes/HSPA+	Yes/Yes/HSPA+	Yes/Yes/HSPA+	Yes/Yes/Yes
Operating System	Android v4.4	Android OS v5.1	Android OS v4.3	Android OS v4.3	Android OS v4.4	Android OS v4.2	Android OS v4.4.2
Music Player/FM Radio	Yes/Yes	Yes/Yes	Yes/No	Yes/No	Yes/No	Yes/No	Yes/Yes
Form Factor/T.Screen/QWERTY	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No
Burn test Rating	NR		NR	NR	NR	NR	
Price in Rs.	**16,700**	**17,990**	**19,990**	**19,990**	**24,489**	**30,490**	**12,484**

	Rs 12,000 UPWARDS			Rs 12,000 UPWARDS		Rs 12,000 UPWARDS	
MODELS							
PARAMETERS	PANASONIC	SAMSUNG					
Model	Eluga Icon	Galaxy J5	Galaxy Grand 2	Galaxy A3	Galaxy J7	Galaxy E5	Galaxy E7
Dimension (mm)	152.3 x 76.4 x 8	142.1 x 71.8 x 7.9	146.80 x 75.30 x 8.95	130.1 x 65.5 x 6.9	152.2 x 78.7 x 7.5	141.6 x 70.2 x 7.3	151.3 x 77.2 x 7.3
Weight (grams)	147	146	163	110	171	-	141
Talktime/Standby (hours)	19/900h	18h/-	17/370	-	18h/-	-/-	18/-
Screen (colours)/Size (inch)	16 million/5.5	16million/5.0	16million/5.25	16million/4.5	16 million/5.5	16million/5.0	16million/5.5
Inbuilt/Expandable memory	16GB/32GB	8,16GB/128GB	8GB/64GB	16GB/64GB	16GB/128GB	16GB/64GB	16GB/64GB
Bluetooth/Wi-Fi	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes
Camera/Flash/Video	13.0MP/Yes/Yes	13.0MP/Yes/Yes	8.0MP/Yes/Yes	8.0MP/Yes/Yes	13.0MP/Yes/Yes	8.0MP/Yes/Yes	13.0MP/Yes/Yes
Phonebook Capacity	Shared	Shared	Shared	Shared	Shared	Shared	Shared
Frequency/Dual SIM	NA/Yes	NA/Yes	Quad Band/GSM+GSM	Quad Band/GSM+GSM	NA/Yes	Quad Band/GSM+GSM	Quad Band/GSM+GSM
GPRS/EDGE/3G	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/HSPA+	Yes/Yes/HSPA+	Yes/Yes/Yes	Yes/Yes/HSDPA	Yes/Yes/HSDPA
Operating System	Android OS, v4.4.2	Android OS v5.1	Android OS v4.3	Android OS v4.4	Android OS v5.1	Android OS v4.4	Android OS v4.4
Music Player/FM Radio	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes
Form Factor/T.Screen/QWERTY	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No
Burn test Rating			84	NR		NR	NR
Price in Rs.	**12,999**	**12,500**	**13,000**	**14,700**	**15,000**	**15,600**	**17,000**

	Rs 12,000 UPWARDS			Rs 12,000 UPWARDS		Rs 12,000 UPWARDS	
MODELS							
PARAMETERS	SAMSUNG						
Model	Galaxy A5	Galaxy A7	Galaxy Note 3	Galaxy A8	Galaxy S6	Galaxy Note 4	Galaxy tab S2
Dimension (mm)	139.3 x 69.7 x 6.7	151 x 76.2 x 6.3	151.2 x 79.2 x 8.3	158 x 76.8 x 5.9	143.4 x 70.5 x 6.8	153.5 X 78.6 X 8.5	198.6 x 134.8 x 5.6
Weight (grams)	123	141	168	151	138	176	272
Talktime/Standby (hours)	-	17/-	20/490	17h/-	17/	20/-	27h/-
Screen (colours)/Size (inch)	16million/5.0	16million/5.5	16million/5.7	16million/5.7	16million/5.1	16million/5.7	16million/8.0
Inbuilt/Expandable memory	16GB/64GB	16GB/64GB	32GB/64GB	32GB/128GB	32GB/No	32GB/128GB	32,64GB/128GB
Bluetooth/Wi-Fi	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes
Camera/Flash/Video	13.0MP/Yes/Yes	13.0MP/Yes/Yes	13.0MP/Yes/Yes	16MP/Yes/Yes	16.0MP/Yes/Yes	16MP/Yes/Yes	8.0MP/Yes/Yes
Phonebook Capacity	Shared	Shared	Shared	Shared	Shared	Shared	Shared
Frequency/Dual SIM	Quad Band/GSM+GSM	Quad Band/GSM+GSM	Quad Band/No	NA/Optional	Quad Band/No	Quad Band/No	NA/No
GPRS/EDGE/3G	Yes/Yes/HSDPA,HSUPA	Yes/Yes/HSDPA	Yes/Yes/HSPA+	Yes/Yes/Yes	Yes/Yes/HSPA+	Yes/Yes/HSPA+	Yes/Yes/Yes
Operating System	Android OS v4.4	Android OS v4.4	Android OS v4.3	Android OS v5.1	Android OS v5.0	Android OS v4.4	Android OS v5.0.2
Music Player/FM Radio	Yes/Yes	Yes/Yes	Yes/No	Yes/Yes	Yes/No	Yes/No	Yes/Yes
Form Factor/T.Screen/QWERTY	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No
Burn test Rating	NR	NR	82		-	84	
Price in Rs.	**20,800**	**25,500**	**29,000**	**31,000**	**40,000**	**41,000**	**41,000**

	Rs 12,000 UPWARDS			Rs 12,000 UPWARDS		Rs 12,000 UPWARDS	
MODELS							
PARAMETERS	SAMSUNG				SONY		
Model	Galaxy S6 Edge	Galaxy Note Edge	Galaxy S6 Edge Plus	Samsung Galaxy Note 5	Xperia M2 Dual	Xperia C3	Xperia Z 1
Dimension (mm)	142.1 x 70.1 x 7	151.3 x 82.4 x 8.3	154.4 x 75.8 x 6.9	153.2 x 76.1 x 7.6	139.7 x 71.1 x 8.6	156.2 x 78.7 x 7.6	144.4 x 73.9 x 8.5
Weight (grams)	132	174	153	171	148	150	169
Talktime/Standby (hours)	17/	18/-	-	-	11.2/580	11/1040	14/880
Screen (colours)/Size (inch)	16million/5.1	16million/5.6	16million/5.7	16million/5.7	16million/4.8	16milion/5.5	16million/5.0
Inbuilt/Expandable memory	32GB/No	32GB/128GB	32,64GB/No	32,64GB/No	8GB/32GB	8GB/32GB	16GB/64GB
Bluetooth/Wi-Fi	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes
Camera/Flash/Video	16.0MP/Yes/Yes	16MP/Yes/Yes	16MP/Yes/Yes	16MP/Yes/Yes	8.0MP/Yes/Yes	8.0MP/Yes/Yes	20.7MP/Yes/Yes
Phonebook Capacity	Shared	Shared	Shared	Shared	Shared	Shared	Shared
Frequency/Dual SIM	Quad Band/No	Quad Band/No	NA/No	NA/No	Quad Band/GSM+GSM	Quad Band/No	Quad Band/No
GPRS/EDGE/3G	Yes/Yes/HSPA+	Yes/Yes/HSPA+	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/HSDPA,HSUPA	Yes/Yes/HSDPA,HSUPA	Yes/Yes/HSDPA,HSUPA
Operating System	Android OS v5.0	Android OS v4.4	Android OS v5.1.1	Android OS v5.1.1	Android OS v4.3	Android OS v4.4	Android OS v4.2
Music Player/FM Radio	Yes/No	Yes/No	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes
Form Factor/T.Screen/QWERTY	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No
Burn test Rating	-	-			NR	NR	84
Price in Rs.	**49,500**	**49,500**	**54,690**	**58,000**	**13,990**	**17,000**	**17,990**

	Rs 12,000 UPWARDS			Rs 12,000 UPWARDS		Rs 12,000 UPWARDS	
MODELS							
PARAMETERS	SONY						
Model	Xperia T2 Ultra	Xperia M4 Aqua	Xperia C5 Ultra Dual	Xperia Z 2	Xperia C4	Xperia Z3 Compact	Xperia Z3
Dimension (mm)	165.2 x 83.8 x 7.7	145.5 x 72.6 x 7.3	164.2 x 79.6 x 8.2	146.8 x 73.3 x 8.2	150.3 x 77.4 x 7.9	127.3x64.9x8.6	146 x 72 x 7.3
Weight (grams)	172	136	187	163	147	129	152
Talktime/Standby (hours)	16/1120	13.20/685	12.53h/635	15/690	13/634	12/880	14/890
Screen (colours)/Size (inch)	16million/6.0	16million/5.0	16million/6.0	16million/5.2	16million/5.0	16million/4.3	16million/5.2
Inbuilt/Expandable memory	8GB/32GB	8GB/32GB	16GB/200GB	16BG/128GB	16GB/128GB	16GB/128GB	16GB/128GB
Bluetooth/Wi-Fi	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes
Camera/Flash/Video	13.0MP/Yes/Yes	13.0MP/Yes/Yes	13.0MP/Yes/Yes	20.7MP/Yes/Yes	13.0MP/Yes/Yes	20.7MP/Yes/Yes	20.7MP/Yes/Yes
Phonebook Capacity	Shared	Shared	Shared	Shared	Shared	Shared	Shared
Frequency/Dual SIM	Quad Band/GSM+GSM	NR	NA/No	Quad Band/No	NA/Yes	Quad Band/No	Quad Band/No
GPRS/EDGE/3G	Yes/Yes/HSPA+	Yes/Yes/HSDPA/LTE	Yes/Yes/HSDPA/LTE	Yes/Yes/HSPA+	Yes/Yes/Yes	Yes/Yes/HSDPA+	Yes/Yes/HSDPA+
Operating System	Android OS, v4.3	Android v5.0	Android v5.0	Android OS v4.4	Android OS v5.1	Android OS v4.4	Android OS v4.4
Music Player/FM Radio	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes
Form Factor/T.Screen/QWERTY	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No
Burn test Rating	NR	NR		82		NR	84
Price in Rs.	**18,000**	**21,000**	**26,635**	**27,990**	**29,000**	**29,990**	**39,990**

	Rs 12,000 UPWARDS		Rs 12,000 UPWARDS		Rs 12,000 UPWARDS		
MODELS							
PARAMETERS	SONY		XIAOMI		XOLO		
Model	Xperia Z3+	Xperia Z5 Dual NEW	Mi 4i	Mi 4 (16GB/ 64GB)	Hive 8X	Black	X1000
Dimension (mm)	146.3 x 71.9 x 6.9	154.4 x 75.8 x 7.8	138.1 x 69.6 x 7.8	139.2 x 68.5 x 8.9 mm	140 x 70 x 7.9	155.5 x 76.6 x 7.3	NA
Weight (grams)	144	180	130	149	-	-	NA
Talktime/Standby (hours)	-	-	32/-	NA	11/352	24h/699	9.5/336
Screen (colours)/Size (inch)	16million/ 5.2	16million/ 5.5	16million/5.0	16million/5.0	16million/5.0	16million/ 5.5	16million/4.7
Inbuilt/Expandable memory	32GB/128GB	32GB/Yes	16GB/No	16,64GB/No	16GB/32GB	16GB/32GB	8GB/32GB
Bluetooth/Wi-Fi	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/ Yes	Yes/Yes
Camera/Flash/Video	20.7MP/Yes/Yes	23.0MP/Yes/Yes	13.0MP/Yes/Yes	13.0MP/Yes/Yes	8.0MP/Yes/Yes	13.0MP/Yes/Yes	8.0MP/Yes/Yes
Phonebook Capacity	Shared	Shared	Shared	Shared	Shared	Share	Shared
Frequency/Dual SIM	NA/-	NA/Yes	NA/Yes	NA/Yes	Quad Band/No	NA/Yes	Quad Band/No
GPRS/EDGE/3G	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/HSDP+	Yes/Yes/HSDP+	Yes/Yes/HSDPA+	Yes/ Yes	Yes/Yes/HSDPA,HSUPA
Operating System	Android OS v5.0	Android OS v5.1	Android v5.0	Android v4.4.3	Android OS v4.4	Android OS v5.0	Android OS v4.0
Music Player/FM Radio	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes
Form Factor/T.Screen/QWERTY	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No
Burn test Rating			NR	NR	NR		82
Price in Rs.	**52,990**	**52,990**	**12,999**	**14,999/ 19,999**	**12,500**	**12,999**	**13,000**

	Rs 12,000 UPWARDS			Rs 12,000 UPWARDS	CDMA		
MODELS							
PARAMETERS	VIVO	ZOPO		ZTE	CDMA		
Model	X5 Pro	Speed 7	Speed 7 Plus	Nubia Z9 Mini	MTS Striker C121	MTS Striker C132	Micromax GC222
Dimension (mm)	147.9 x 73.5 x 6.4	146x 71x 8.5	76.5x153.6x8.5	141.3 x 69.8 x 8.2	106.8×44.7×13.15	115.5 × 47 × 13.5	110 x 45 x 10
Weight (grams)	151	150	150	147	66	68	80
Talktime/Standby (hours)	-	-	10h/120h	43/750	33/360	17.9/360	4.5/170
Screen (colours)/Size (inch)	16million/5.2	16million/5.0	16million/5.5	16million/5.0	65,536/1.44	65,536/1.77	262,144/1.8
Inbuilt/Expandable memory	16GB/128GB	16GB/64GB	16GB/64GB	16GB/128GB	450KB/No	1.29MB/No	59KB/4GB
Bluetooth/Wi-Fi	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	No/No	No/No	Yes/No
Camera/Flash/Video	13.0MP/Yes/Yes	13.2MP/Yes/Yes	13.2MP/Yes/Yes	16 MP/Yes/Yes	No/No/No	No/No/No	VGS/No/Yes
Phonebook Capacity	Shared	Shared	Shared	Shared	500	500	300
Frequency/Dual SIM	NA/Yes	NA/Yes	NA/Yes	Quad Band/Yes	CDMA/No	CDMA/No	CDMA/No
GPRS/EDGE/3G	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes/ HSDPA	No/No/No	Yes/Yes/No	Yes/Yes/No
Operating System	Android OS, v5.0	Android OS, v5.1	Android OS, v5.1	Android v5.0.2	BREW	Brew 3.1.5	Brew 3.1
Music Player/FM Radio	Yes/Yes	Yes/Yes	Yes/Yes	Yes/ Yes	No/No	No/No	Yes/Yes
Form Factor/T.Screen/QWERTY	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/No/No	Bar/No/No	Bar/No/No
Burn test Rating				NR	NR	NR	NR
Price in Rs.	**24,999**	**12,999**	**14,600**	**16,999**	**1,500**	**1,650**	**2,289**

	CDMA			CDMA	TABLET		
MODELS							
PARAMETERS	CDMA				APPLE		
Model	MTS Mtag 281	MTS Duet	MTS Duet II	Moto G	iPad Mini Wi-Fi	iPad Mini Wi-Fi with retina display	iPad Mini Wi-Fi+3G
Dimension (mm)	104 x 57 x 13.3	NA	116.36 x 61.7 x 12.7	129.9 x 65.9 x 11.6	200 x 134.7 x 7.2	200 x 134.7 x 7.5	200 x 134.7 x 7.2
Weight (grams)		NA	NA	143	308	331	312
Talktime/Standby (hours)	10/220	NA/NA	10/NA	24/NA	NA/NA	NA/NA	NA/NA
Screen (colours)/Size (inch)	262,144/2.8	242,144/3.5	262,14/4.0	16million/4.5	16 million/7.9	16 million/7.9	16 million/7.9
Inbuilt/Expandable memory	170MB/32GB	4GB/32GB	120MB/32GB	8GB/No	16,32,64GB/No	16,32,64/128GB/No	16,32,64GB/No
Bluetooth/Wi-Fi	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes
Camera/Flash/Video	3.0MP/No/Yes	3.0MP/No/Yes	3.2MP/No/Yes	5.0MP/Yes/Yes	5.0 MP/No/Yes	5.0 MP/No/Yes	5.0 MP/No/Yes
Phonebook Capacity	Shared	Shared	Sahred	Shared	NA	NA	NA
Frequency/Dual SIM	CDMA/No	Dual Band/GSM+CDMA	Dual Band/GSM+CDMA	CDMA/N0	NA/No	NA/No	Quad Band/No
GPRS/EDGE/3G	Yes/Yes/EVDO Rev.0	Yes/Yes/No	Yes/Yes/Yes	Yes/Yes/1xEV-DO	No/No/No	No/No/No	Yes/Yes/HSDPA,HSUPA
Operating System	Android OS v2.3	Android OS v2.3	Android OS v2.3	Android OS v4.4	iOS 7	iOS 7	iOS 7
Music Player/FM Radio	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	No/No	No/No	No/No
Form Factor/T.Screen/QWERTY	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No
Burn test Rating	NR	NR	NR	NR	86	NR	NR
Price in Rs.	**3,199**	**5,199**	**5,648**	**13,490**	**17,500/26,800/32,596**	**21,050/24,904/27,788/ 34,500**	**27,827/34,519/40,299**

	TABLET		TABLET			TABLET	
MODELS							
PARAMETERS	APPLE				ASUS	IBALL	
Model	iPad Mini 2	iPad Mini 3	iPad Mini Wi-Fi+3G with retina display	iPad Air2 with Wi-Fi	ZenPad 8 NEW	Slide i701	Slide Brillante 3G
Dimension (mm)	200 x 134.7 x 7.5	200 x 134.7 x 7.5	200 x 134.7 x 7.5	240 X 169.5 X 6.1	209 x 123 x 8.5	20.1 x 6.1 x 12.5	218x137x66
Weight (grams)	331	331	331	437	350	599	621
Talktime/Standby (hours)	10/-	10/-	NA/NA	10/-	NA	-	-
Screen (colours)/Size (inch)	16 million/7.9	16 million/7.9	16 million/7.9	16 million/9.7	17 million/8.0	16million/ 7.0	16million/ 7.1
Inbuilt/Expandable memory	16/32/64/128 GB/No	16/32/64/128 GB/No	16,32,64,128GB/No	16,64,128GB/No	8GB & 16GB/Yes	16GB/64GB	8GB/32GB
Bluetooth/Wi-Fi	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes
Camera/Flash/Video	5.0 MP/No/Yes	5.0 MP/No/Yes	5.0 MP/No/Yes	8.0MP/No/Yes	5.0MP & 8.0MP/ 2.0MP	2.0MP/No/Yes	2.0MP/No/Yes
Phonebook Capacity	NA	NA	NA	Shared	Shared	Shared	Shared
Frequency/Dual SIM	Quad Band/No	Quad Band/No	NA/No	NA/No	NA/Yes	NA	NA/No
GPRS/EDGE/3G	Yes/Yes/HSDPA,HSUPA	Yes/Yes/HSDPA,HSUPA	No/No/No	Yes/ Yes/Yes/HSDPA	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes
Operating System	iOS 7	iOS 8.1	iOS 7	iOS 8.1	Android OS, v5.0	Windows OS v8.1	Android OS v.4.4
Music Player/FM Radio	Yes/No	Yes/No	No/No	Yes/No	-	Yes/-	Yes/-
Form Factor/T.Screen/QWERTY	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No
Burn test Rating	NR	NR	NR	NR			
Price in Rs.	**31,900/35,900**	**32,900/45,900/52,900**	**30,670/34,511/34,404/ 44,135**	**34,500/41,250/47,981**	**14,999**	**4,789**	**5,799**

	TABLET		TABLET			TABLET	
MODELS							
PARAMETERS	KARBONN		LAVA	LENOVO		MICROMAX	
Model	A34 TA-FONE HD	A37 TA-FONE HD	Ivory Tab 702	Yoga 8	Yoga Tab 2 8.0	Tabby	Canvas Tab P690
Dimension (mm)	197 x 124 x 12.3	197 x 124 x 12.3	194 X 120.5 X 10.8	213.3 x 114.78 x 7.62	210 x 149 x 7	-	-
Weight (grams)	335	335	360	401	419	-	-
Talktime/Standby (hours)	8/240	8/240	NA/NA	18/NA	18/324	-	13.30/180
Screen (colours)/Size (inch)	16million/7.0	262,144/7.0	16milliom/7.0	16million/8.0	16million/8.0	16million/7.0	16milliom/8.0
Inbuilt/Expandable memory	4GB/32GB	4GB/32GB	4GB/32GB	16GB/32GB	16GB/64GB	-	8GB/32GB
Bluetooth/Wi-Fi	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes
Camera/Flash/Video	2.0MP/No/Yes	2.0MP/Yes/Yes	2.0MP/No/Yes	5.0MP/Yes/Yes	8.0MP/Yes/Yes	2.0MP/Yes/Yes	5.0MP/No/Yes
Phonebook Capacity	Shared	Shared	Shared	Shared	Shared	Shared	Shared
Frequency/Dual SIM	Tri Band/GSM+GSM	Tri Band/GSM+GSM	Dual Band/GSM+GSM	Quad Band/No	Quad Band/No	NA/Yes	Quad Band/No
GPRS/EDGE/3G	Yes/Yes/No	Yes/Yes/HSDPA	Yes/Yes/Yes	Yes/Yes/HSDPA,HSUPA	Yes/Yes/HSDPA,HSUPA	Yes/Yes/Yes	Yes/Yes/HSPA
Operating System	Android OS v4.0	Android OS v4.1	Android OS v4.1	Android OS v4.2	Android OS v4.4	Android OS v4.4	Android OS v4.4.4
Music Player/FM Radio	Yes/Yes	Yes/Yes	Yes/No	Yes/No	Yes/No	Yes/Yes	Yes/No
Form Factor/T.Screen/QWERTY	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No
Burn test Rating	NR	NR	NR	88			NR
Price in Rs.	**7,200**	**8,500**	**8,700**	**19,500**	**20,999**	**6,400**	**8,590**

	TABLET		TABLET			TABLET	
MODELS							
PARAMETERS	MICROMAX		SAMSUNG				
Model	Canvas P666	LapTab	Galaxy Tab 3 Neo	Galaxy Tab 4 231	Galaxy Tab E	Galaxy Tab 4 331	Galaxy Tab A
Dimension (mm)	194 X 120.5 X 10.8	-	193.4 x 116.4 x 9.7	186.9 x 107.9 x 9	241.9 x 149.5 x 8.5	210 x 124 x 7.9	208.3 x 137.9 x 7.4
Weight (grams)	311	-	322	276	490	320	313
Talktime/Standby (hours)	NA/NA	NA	20/NA	10/-	-	-/-	11/120
Screen (colours)/Size (inch)	16milliom/8.0	NA/10.1	16million/7.0	16million/7.0	16million/9.6	16million/8.0	16million/8.0
Inbuilt/Expandable memory	8GB/32GB	32GB/64GB	NA/32GB	8GB/32GB	8GB/128GB	16GB/64GB	16GB & 32GB/128GB
Bluetooth/Wi-Fi	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes
Camera/Flash/Video	5.0MP/No/Yes	2.0MP/No/No	VGA/No/Yes	3.15/MP/No/Yes	5.0MP/No/Yes	3.15MP/No/Yes	5.0MP/No/Yes
Phonebook Capacity	Shared	Shared	Shared	Shared	Shared	Shared	Shared
Frequency/Dual SIM	Quad Band/No	NA/No	Quad Band/No	Quad Band/No	NA/No	Quad Band/No	NA/No
GPRS/EDGE/3G	Yes/Yes/HSPA	Yes/Yes/Yes	Yes/Yes/HSDPA,HSUPA	Yes/Yes/HSPA	Yes/Yes/Yes	Yes/Yes/HSPA	Yes/Yes/Yes
Operating System	Android OS v4.4	Windows OS v8.1	Android OS v4.2	Android OS v4.4	Android OS	Android OS v4.4	Android OS v5.0
Music Player/FM Radio	Yes/No	Yes/-	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes
Form Factor/T.Screen/QWERTY	Bar/Yes/No	Bar/Yes/Yes	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No
Burn test Rating	NR		NR	NR		NR	
Price in Rs.	**9,542**	**14,999**	**9,500**	**14,000**	**17,200**	**20,000**	**20,800**

MODELS	TABLET			LIFESTYLE			LIFESTYLE
							
PARAMETERS	SAMSUNG		XIAOMI	TAG HEUER			
Model	Galaxy Tab 4 531	Galaxy Tab S 805	Mi Pad	Racer Sport Classic	Meridiist GMT Stainless Steel/Black PVD	Racing Carbon	Link
Dimension (mm)	243.4 x 176.4 x 7.9	247.3 x 177.3 x 6.6	202 x 135.4 x 8.5 mm	118 x 64.35 x 15.9	112 x 46 x 15.5	118 x 64.35 x 15.9	118 x 67 x 16.6
Weight (grams)	487	-	360	160	155	160	200
Talktime/Standby (hours)	-/-	-/432	11/-	3/220	7/392	3/220	6.5/336
Screen (colours)/Size (inch)	16million/10.1	16million/10.0	16million/7.9	16 million/3.5	262,144/1.9	16million/3.5	16million/3.5
Inbuilt/Expandable memory	16GB/64GB	16GB/64GB	16&64GB/128GB	8GB/32GB	NA/NA	8GB/32GB	256MB/8GB
Bluetooth/Wi-Fi	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/No	Yes/Yes	Yes/Yes
Camera/Flash/Video	3.15MP/No/Yes	3.15MP/No/Yes	8.0MP/Yes/Yes	5.0MP/No/Yes	No/No/No	5.0MP/No/Yes	5.0MP/No/Yes
Phonebook Capacity	Shared	Shared	Shared	NA	1,000	NA	Shared
Frequency/Dual SIM	Quad Band/No	Quad Band/No	Quad Band/No	Quad Band/No	Quad Band/No	Quad Band/No	Quad Band/No
GPRS/EDGE/3G	Yes/Yes/HSPA	Yes/Yes/HSPA	Yes/Yes/HSPA+	Yes/Yes/HSUPA	Yes/Yes/No	Yes/Yes/HSUPA	Yes/Yes/HSDPA
Operating System	Android OS v4.4	Android OS v4.4	Android OS v4.4.4	Android OS v2.3	NA	Android v2.3	Android OS v2.2
Music Player/FM Radio	Yes/Yes	Yes/Yes	Yes/Yes	Yes/No	Yes/No	Yes/No	Yes/No
Form Factor/T.Screen/QWERTY	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/No/No	Bar/Yes/No	Bar/Yes/No
Burn test Rating	NR	NR	9	NR	NR	NR	NR
Price in Rs.	**30,000**	**35,000**	**12,999**	**Starting from 2,06,000+**	**Starting from 2,85,000+**	**3,15,000**	**Starting from 3,27,000+**

MODELS	LIFESTYLE		LIFESTYLE				LIFESTYLE
							
PARAMETERS	TAG HEUER		VERTU				
Model	Racer Prestige Gold	Meridiist Steel & Gold	Ascent	Constellation Ayxta	Ascent Ti	Constellation Quest	Signature
Dimension (mm)	118 x 64.35 x 15.9	112 x 46 x 15.5	117 x 46 x 19	100 x 48 x 18	115.5 x 49 x 13.1	116 x 60.8 x 12.7	130 x 42 x 13
Weight (grams)	160	155	148	174	160	165 to 185	166
Talktime/Standby (hours)	3/220	7/392	4.8/300	6/300	5/300	7.5/349	3.5/300
Screen (colours)/Size (inch)	16million/3.5	262,144/1.9	16million/2.0	16million/2.4	16million/2.0	16million/2.46	16million/2.0
Inbuilt/Expandable memory	8GB/32GB	NA/NA	8GB/32GB	100MB/8GB	4GB/No	8GB/32GB	4GB/No
Bluetooth/Wi-Fi	Yes/Yes	Yes/No	Yes/No	Yes/No	Yes/No	Yes/Yes	Yes/No
Camera/Flash/Video	5.0MP/No/Yes	No/No/No	5.0MP/Yes/Yes	3.15MP/Yes/Yes	3.15MP/Yes/Yes	5.0MP/Yes/Yes	No/No/No
Phonebook Capacity	NA	1,000	2,000	2,000	1,500	Shared	2,000
Frequency/Dual SIM	Quad Band/No	Quad Band/No	Quad Band/No	Quad Band/No	Quad Band/No	Quad Band/No	Quad Band/No
GPRS/EDGE/3G	Yes/Yes/HSUPA	Yes/Yes/No	Yes/No/No	Yes/Yes/No	Yes/Yes/R99	Yes/Yes/HSDPA	Yes/Yes/R99
Operating System	Android OS v2.3	NA	NA	NA	NA	NA	NA
Music Player/FM Radio	Yes/No	Yes/No	Yes/Yes	Yes/No	Yes/No	Yes/Yes	Yes/No
Form Factor/T.Screen/QWERTY	Bar/Yes/No	Bar/No/No	Bar/No/No	Clamshell/No/No	Bar/No/No	Bar/No/Yes	Bar/No/No
Burn test Rating	NR	NR	NR	NR	NR	NR	NR
Price in Rs.	**4,55,000**	**Starting 5,45,000+**	**Starting 2,89,000+**	**Starting 3,47,000+**	**Starting 3,75,000+**	**Starting 3,90,000+**	**Starting 7,28,000+**



AMZER Lightning to Micro USB Adapter Handy for all iPhone/iPad users

Price: Rs. 1,499

One of the biggest headaches for many iPhone and iPad users is the fact that these devices come with a lightning port instead of a micro USB one as seen in most gadgets these days. That of course means that you need to carry a separate charger and cable for it. However, there is a way around this - getting a lighting to micro USB adaptor which lets you charge your iPhone through a regular micro USB cable and even synchronise and transfer data. And one of the best out there is the compact, well designed adapter from Amzer, which is small enough to slip into a wallet and has been designed not to get in the way of covers and cases either. Yes, we know that there are those who will say that Rs 1499 is a rather high price to pay for a device that basically just lets you connect your routine micro USB cable to a lightning port device - you can actually get some iPhone and iPad lightning cables for less. But on the flip side, Amzer's devices do come with great build quality and performance checks, so you can be assured that your devices will be safe and not exposed to any harm through fluctuations or the like. ■

DailyObjects Messi iPhone 6s Plus Case Goal!

Price: Rs. 1,499

DailyObjects has been known for its innovatively designed phone covers and cases for a while now. The brand has also entered into a tie-up with legendary football player Lionel Messi for a range of cases bearing his likeness and name. We got out hands on one of the Messi cases for the iPhone 6s Plus. In terms of design, the case is very solidly built with a clean finish and no rough edges. It also fit very snugly over the iPhone 6s Plus, although it left the top and the base totally bare - some might like it covered, but we do not think this is a deal breaker. The image of Messi has been well printed as is his autograph and neither has shown any sign of fading or being affected by smudges or scratches in the fortnight for which we have been using the cover. And it seems resilient enough too. Some might find it a tad expensive at Rs 1499 but we liked the smooth texture of the cover and its finish. This is pretty much a must have for those who love both - their iPhones and their football. ■



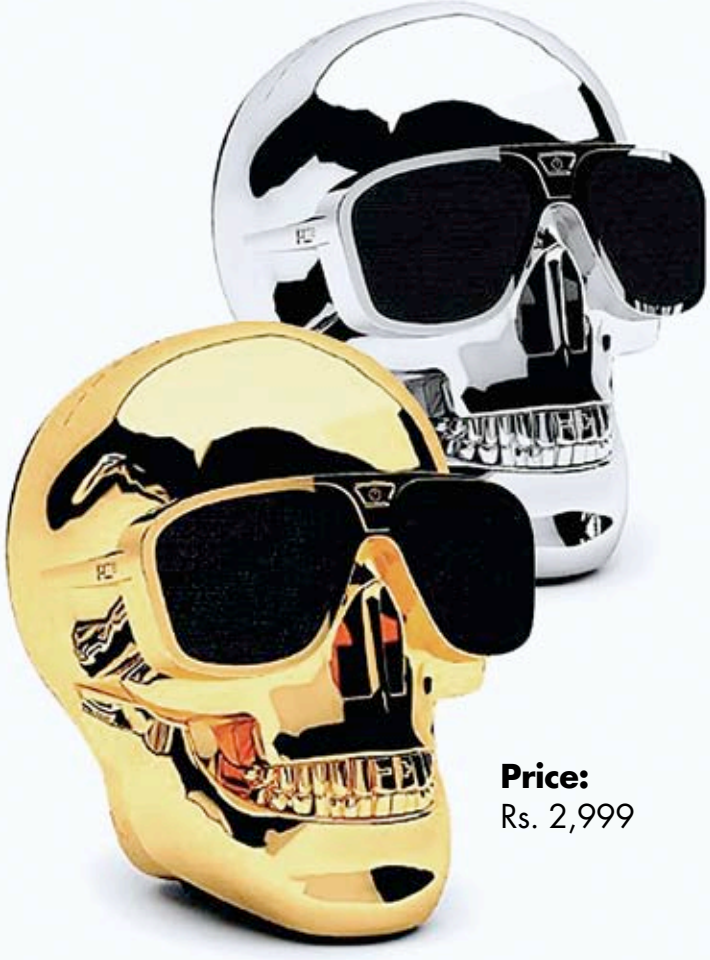
Gadget Corner

F&D Swan 2 Bluetooth Speaker Sonic Boom!

Music on the move is quite trendy these days, and many people prefer carrying a personal music speaker wherever they travel. If you happen to be one of those who like carrying a portable speaker around, you should check out the Swan 2 portable bluetooth speaker from F&D. The device has a circular body with control buttons on its upper part placed on an extension that looks like the neck of a swan. Buttons include Bluetooth discovery mode, volume up/down, forward/previous and call accept. On the lower back portion of the speaker is a microSD charging port and an on/off hardware button along with a 3.5mm audio jack. The sound quality of the speaker is impressively loud and good enough for a small room as well as for a small outdoor party. The 700 mAh battery gives enough muscle to play music for at least 3-4 hours continuously, and the range of the speaker is impressive too - we kept receiving music even from a distance of 10 metres. Call handling is not the greatest though - sound quality was not good and sometimes the call accept button did not respond. At 380 grammes, the speaker is easy enough to carry and comes with a data cable as well as connecting cords. ■



Price: Rs. 2,799



Price: Rs. 2,999

Spider Designs Skull Shape Bluetooth Speaker Heady stuff!

Are you a Gothic style Lover? Well, then you will love Spider Designs' portable Skull Shape speaker. As its name indicates, it is shaped like a skull and well, this pretty much ensures that it will stand out from your regular speaker. It weighs 372 grammes and is actually quite handy and can be placed at any location of your preference. And it is not just all about design - the speaker comes with good sound quality and also has a built-in speakerphone, which allows the user to take calls with clear sound. For connectivity the speaker supports Bluetooth devices - up to two at a time and also comes with a 3.5 mm audio jack. The teeth of the Skull contain the volume changing buttons - morbid or innovative, depending on your perspective - and also change tracks. For charging there is a micro USB connector and the speaker's lithium-ion battery provides up to 6 hours of unplugged playtime with one full charge on full volume, which is pretty decent. The Skull Shape Bluetooth speaker comes in gold and silver colours and whether you like skulls or not, will definitely catch attention. We just wish it supported USB drives too! ■

Jabra Sport Pace

Look sleek, sound great



Price: Rs. 5,999

The Jabra Sport Pace earbuds have been squarely targeted at those who like to listen to music or stay connected to their calls even while working out. Light and colourful (we got the blue model), the wireless headset works very smoothly indeed, and connected without any hassle whatsover to our Android devices as well as our iPhones. And if you find the headphones looking just a little too bright, that is because they are light reflective and have been designed to make you visible even in relative darkness. The earbuds will fit most ears easily and their design ensures that they will not fall off during your gym or outdoor exertions, and come with an inline remote with three buttons (volume up and down and a multifunction button for call handling playback) and a microphone for managing calls. Just 21 grammes in weight, they are also designed to withstand rain, shock, sand and dust.

On board is also an app which monitors your training, which is handy enough although we think that most fitness enthusiasts would already have their own apps to depend on in this regard. Most importantly, however, the Sport Pace earbuds deliver very good sound indeed with good bass. We would have liked the battery life to be a bit better (we got four to five hours on a single charge) but the speed at which the headset charges up more than compensates. Expensive? Yes. But the Jabra Sport Pace earbuds also deliver very high quality sound for the fitness enthusiast, while standing out in a crowd and being tough. ■





SanDisk Connect Wireless Stick (16 GB) Storage with connectivity

Price:
Rs. 2,790







SanDisk has been one of the leading innovators when it comes to storage based solutions for mobile devices that go well beyond the expandable memory card. The company's Connect Wireless Stick is a prime example. It comes in capacities of 16 GB/ 32 GB/ 64 GB/ 128 GB and if its price tag of Rs 2790 strikes you as being a bit on the high side, then we would advise you to inspect what it does. For, this is no run of the mill wireless storage device. Yes, you can back up images and other information (depending on the platform) from your phone to this device over Wi-Fi, but what is equally significant is that multiple devices can get information from it at the same time - you can even stream video from it to up to three devices. And it is designed like a routine USB drive although with a distinct pattern on it. Before you ask, yes, you can also use it as a simple USB drive - just plug it into the USB drive of a computer, which also charges it incidentally. You will need a compatible app on your phone (the SanDisk Connect app) to connect to it wirelessly and back up information but what we really love about the Wireless Stick is the fact that it is so easy to carry around and use (you can also automatically back up information to it if you wish). Pretty much a must-have for all travellers carrying multiple devices and needing to switch information between them, we think, simply because it is so marvellously cross platform and totally free of wires. ■

2nd International Conference on Mobile Applications

APPS India 2016

Pune, March 2016



"India - The App Nation"

- ✓ 500+ minutes of Networking
- ✓ 20+ Speakers
- ✓ The App Biz Zone
- ✓ 4 Power packed panels
- ✓ The "App Launch" session
- ✓ And much more...

BE A PARTNER to...

- Meet C LEVEL Executives and Senior App seeking Decision Makers Across India
- Create high visibility of your brand presence
- Present your innovations & learn about new practices
- Showcase company products and solutions
- Have a peer to peer contact
- Build relationships with the App's ecosystem from across India
- Do business beyond networking

Listen to interactive Discussions On...

- Mobile Gaming
- Gamification - best practices that ensure learning results
- Mobile applications for IOT
- Unleashing the potential of Gamification & IOT
- Game based solutions for the business world
- Role of mobile apps in wearable technology
- Mobile payments, Mobile wallets – security threats & solutions
- Security concepts for mobile devices & applications
- Monetising your enterprise app
- Marketing, Advertising & Analytics
- Mobile for Development – mHealth, mEducation, mGovernance

Conference Registration Charges	(Inclusive of service tax)
Early Bird Price (Valid till 15th January 2016)	₹ 3,500 or US$ 55 per delegate
Standard Price (From 16th January 2016)	₹ 5,000 or US$ 75 per delegate

The registration fee includes entrance to the conference, conference proceedings, coffee/tea, networking lunch.

Who Should Attend?

- Application Developers
- App Publishers
- App Companies
- Startups
- Marketers
- Internet Companies
- Content Providers
- Software Architects
- Handset & Device Manufacturers
- Network Operators
- Telecom Service Providers & MSOs
- Aggregators & System integrators
- Network infrastucture providers
- VC's & Incubators
- IT vendors & strategists

APP Display Zone

An exclusive Business Zone for the ecosystem to introduce their technology and solutions to a focused audience. The Display Package at Biz Zone will include One Registration Table, One Wi-Fi Connection, Plug points, One Standee space, two delegate passes.

Supporting Journal

MY MOBILE

Brite Exhibitions

Team Apps India | B-7, Ansal Chambers II, Bhikaji Cama Place, New Delhi 110 066
+91 98116 66099 | info@appsindia.co.in | www.appsindia.co.in

Gadget Corner

Bose SoundTouch 10 Typical Bose Brilliance

If there's a brand that is associated with premium quality in sound, then it is Bose. Its latest offering in India, the SoundTouch 10, is the smallest speaker system in the SoundTouch lineup. For beginners, the Bose SoundTouch 10 offers both Bluetooth and Wi-Fi connectivity to make multiroom setup even more relevant. With its dimensions of 8.34 x 5.56 x 3.43 inches, the SoundTouch 10 is considered one of the smallest speakers in the market today. And with its weight of about 1.78kg, it is also one of the lightest. It's attractive enough to sit on top of a desk or next to your bedside table. Its controls which consists of six custom presets are visible on top of the speakers - and yes, you also get a small remote to control the SoundTouch 10. Connectivity is good, with a USB port to connect it your PC, and there's an auxiliary input as well. Setting up the system is easy. All you need to download an app on your smartphone or tablet (Android and iOS are both supported), and you are ready to go. Using an app, you can create multiroom setups; further you can control multiple speakers through the app. The SoundTouch 10 supports a couple of online music services - Spotify, for instance, although the service itself is not available in India.

As you might expect, you can listen to your favorite tracks, be it Adele's Hello or Madonna's Like a Virgin, via Bluetooth, or you could even connect it directly to a PC and play audio using the aux cable. As for audio quality, the SoundTouch 10 is brilliant, but has a catch - while the system worked much better in a small room, there was a noticeable difference when we placed the SoundTouch 10 in a larger setup. The audio was clear and full even at louder volumes, but performance will vary as per room size. The speakers handle all sorts of music well, but we would not recommend using them for rap and electronic music. We also found the bass to be a bit on the weak side. The speaker itself costs Rs. 19,013, which is pretty much what you would expect from a Bose device. But if you're looking for a compact speaker system, and budget is not a constraint, the Bose SoundTouch 10 would be a decent choice. ■

Price: Rs. 19,013



International Conference on Business Labs

Incubation India 2015

The Grand, Vasant Kunj, New Delhi

2 December 2015

'Creating Value 360°'



- ✓ 500+ minutes of Networking
- ✓ 4 Power packed panels
- ✓ The "Your Pitch" session
- ✓ 20+ Speakers
- ✓ The VC Corner
- ✓ The Biz Zone
- ✓ The Co-Working Adda

Listen to Experts Deliberate On...

- Impact of Business Incubation on the economy.
- Value creation strategies in Business Incubation.
- When does a StartUp turn into a ScaleUp?
- Valuing to exit and exiting for a value: Startups, VC's, Incubators.
- Fuelling entrepreneurial activity: Incubators, Accelerators, Co-Working Spaces, Technology Hubs.
- Growing impact of Venture Capital in Business Incubation.
- Initiatives taken by the govt. & non-govt organisations, educational institutions to promote the concept of Technology and Business Incubation.
- Opportunities for startups in investment management services.

Attendees Profile:

- Incubation centres
- Corporates Biz labs
- Venture Capitalists
- Incubators
- Startups
- Co-Working Areas
- Accelerators
- Angel investors
- SMEs
- Advisory & consultancy firms
- Institutions
- Mentors
- PE firms
- M & A Investment banks
- PE Legal Advisors
- E-commerce
- Internet Companies
- Software
- Real Estate firms
- Financial firms
- Technology platforms & corporations
- Mobile App Companies & many more industry verticals looking for incubation...

Conference Registration Charges	(Inclusive of service tax)
Early Bird Price (Valid till 31st October 2015)	₹ 3,500 or US$ 55 per delegate
Standard Price (From 1st November 2015)	₹ 5,000 or US$ 75 per delegate

The registration fee includes entrance to the conference, conference proceedings, coffee/tea, networking lunch.

The Biz Zone:

An exclusive Business Zone for the ecosystem to introduce their technology and solutions to a focused audience. The Display Package at Biz Zone will include One Registration Table, One Wi-Fi Connection, Plug points, One Standee space, two delegate passes.

Brite Exhibitions

Team Incubation India | B-7, Ansal Chambers 2, Bhikaji Cama Place, New Delhi 110 066
+91 98116 66099 | info@incubationindia.in | www.incubationindia.in

Supporting Journal
MY MOBILE

Gadget Corner

Micromax Canvas Lapbook

A great budget notebook

Micromax has forged a formidable reputation for itself in the value for money phone market and now it seems to be bringing the same proposition to the notebook market. The company had earlier shown us the Canvas Laptab but that device had been a blend of a notebook and a tablet, thanks to its detachable display. With the Lapbook, Micromax enters 'classic' notebook territory for the first time. And it certainly makes a very good fist of it too (appropriate, given the company's logo). At first glance, the Lapbook definitely does not look like a relatively low-cost notebook - it is built solidly and its silver grey finish gives it a touch of class. And at just above a kilogram in weight (1.3 kg to be exact), it is very portable too. The 11.6 display is a bright one with decent viewing angles (considering the price) and the keyboard and trackpad quite usable, although typing freaks might want larger keys. The specs of the notebook are respectable - the display has a resolution of 1366 x 768 and powering the notebook is an Intel Atom processor with 2 GB RAM and 32 GB storage. Connectivity options include Bluetooth and Wi-Fi and there are also two USB ports, an HDMI port and a card scanner. Windows 10 comes preinstalled on the device and while this is not a gaming barnstormer, it handled tasks like browsing the Web, word processing and even presentations without too many problems. And best of all, battery life was close to ten hours. No, we do not think it is designed for running PhotoShop at its demanding best, but we can see students and mobile professionals - who need nothing more than MS Office, social networks, some browsing and the odd casual game - on a tight budget loving this! ■

team@mymobile.co.in

Price: Rs. 14,999



stk

intense



experience music

With on-board controls and a built-in mic, intense makes it easy to listen to music and seamlessly answer incoming calls.

Bluetooth

Noise Cancellation

Built-In Mic

www.stklife.com | facebook.com/stklife

For further information please contact

Gopal Raghunathan: 9360658483 | **Ravi Teja:** 9381869572 / 9994827687

Puneet Gupta: 9971594488

National Distributor

REDINGTON

Microsoft Lumia

RNI REG NO./DELENG/2005/15033
DL (ND) - 11/6100/2015-16-17
(Posting Date 26-27 of every month)
Publishing Date- 20-11-15

Achieve more with 4G

Upload and share with OneDrive, even faster



Screens simulated.

Microsoft Lumia 640 XL LTE

Free upgrade to Windows 10 when available*

*Features vary by device. See www.microsoft.com/en/mobile/windows10 for more details.

Copyright © 2015 Microsoft Corporation. All rights reserved. 'Lumia', 'Microsoft' and 'Windows' are registered trademarks of Microsoft Corporation. All other trademarks and/or trade names belong to their respective owners. Actual product shape, color or size may vary from those shown in the images.