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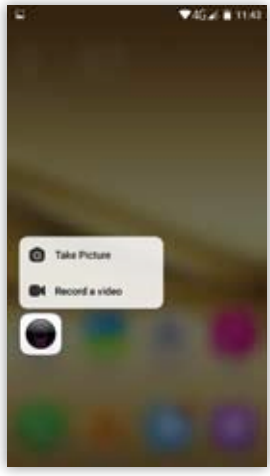
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Editorpage



I still cherish those days when I used to play the original Snake game on my Nokia phone (everyone seemed to have a Nokia phone those days). It had seemed incredible that one could play a game on one's handset in those days—phones were supposed to be for calls and texts, and smartphones were the exception rather than the rule. Fast forward to today when phones seem to have PC-like specs and game developers are bringing console-like graphics and immersive game play on smartphone screens, which are now massive 5-6.5 inch affairs. While it may be premature to say that the age of the console is dead, there is no doubt that the future of mobile gaming is very bright indeed, and that we are heading towards an era when phones can be considered gaming devices in their own right. Which is why we decided to do a comprehensive story on the mobile gaming phenomenon and where it is headed.

And if gaming is getting big, so is VR. With the buzz about virtual reality (VR) at an all time high, we tried to reach out to the key members of industry to know where the tech currently stands and where exactly it is headed in the near future. The Digital India initiative was launched exactly a year ago with much fanfare and publicity, but where exactly does it stand today? We have a report for you, including a tête-à-tête with Sandeep Aurora, Director Marketing, Intel South Asia. Meanwhile, Net Neutrality is back in the news, thanks to TRAI recently issuing a consultation paper on the subject. We take a closer look at the paper, what it proposes and what impact it is likely to have on the consumer and the industry. And while on the subject of impact, what will be the impact of Apple CEO Tim Cook's India visit? It did generate considerable hype but does it open a new chapter in the Cupertino giant's relationship with India? We take a closer look. Finally, the annual Electronic Entertainment Expo (better known as E3) revealed the next big things in the world of gaming, while Apple gave us a hint of its software future at its Worldwide Developers Conference (WWDC) in San Francisco. We bring you highlights from both events.

We also have an exclusive interaction with Micromax and YU founder Rahul Sharma, and detailed reviews of the OnePlus 3, LG G5, HTC One X9, YU Yunicorn, Honor 5C, Samsung Galaxy J7 (2016), Panasonic Eluga A2 and many more of the latest and best gadgets in town. And of course, there are responses to your queries and your letters.

All of which should keep you busy for a while. Happy reading and please keep sending us your feedback - it spurs us to greater things. ■



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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.

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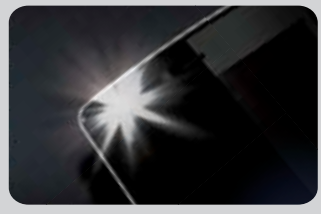


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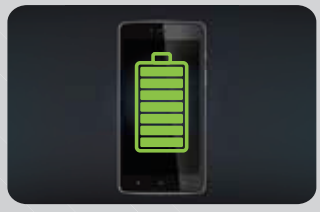
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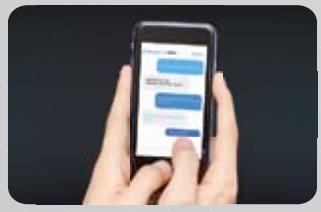
IPS Panel with Dragontrail X 2.5D Curved Glass



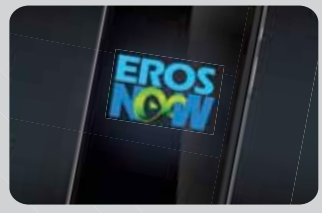
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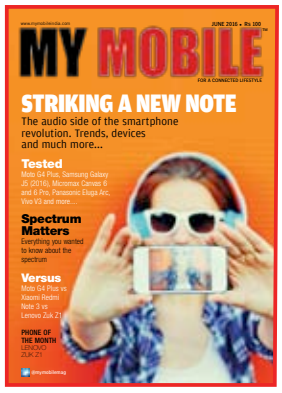
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It's been a year since I have been reading your magazine and it is pretty interesting and informative as I get to know so much about the latest gadgets in the market.

- Renu Chopra, Delhi

I have been following your magazine for a while now and I just totally love it. Through your magazine I get to know about the new phones in the market and I also bought a Micromax Canvas 6 Pro after reading your review in the last issue.

-Rakesh Mehta, Mumbai

A friend of mine suggested your magazine to me and after buying it, I quite like it. I am tech-savvy and your magazine always enlightens me. I really like the Just In section as it tells me about the latest phones.

-Monica Lal, Kolkata

All your reviews in the magazine about the latest phones are so easy to understand and after reading the review of Lenovo ZUK Z1 I even recommended the same phone and your magazine to my friends.

- Rahul Khanna, Varanasi

Your magazine is pretty good, helps me to know about all the latest gadgets and the Versus section where you compared Lenovo Zuk Z1, Moto G4 Plus and Xiaomi Redmi Note 3 helped me buy the best one out of the three and cleared my confusion.

- Kanika Gupta, Delhi

The whole magazine is interesting but the Boredom Busters section is really amazing as it gives so much information about the latest games and in totality this magazine is a treat for all the gadget freaks. Keep up the good work, team My Mobile.

- Naina Thakur, Meerut

All your features in the magazine are really good and I not only follow your magazine but also your website and Twitter and Facebook accounts too. And I love to read the Burn Test section where you give unbiased reviews of the latest smartphones in the market.

- Suyash Kalra, Delhi

I am a subscriber of your magazine and I love the In Focus and Events sections where I get an in-depth report of the trending topics and also get to know about various tech events. Thank you for all the information and keep up the good work, guys.

- Karan Sabharwal, Mumbai

I am a student and a gadget freak. My Mobile is the best tech magazine ever as it gives me the information about all the latest phones and other gadgets too. The telecom related news is also good.

- Vikas Sharma, Mumbai

A friend of mine recommended this magazine to me and I found it so interesting that I even started to follow your website and the Facebook account. Your spectrum feature in the last edition was quite interesting and I also bought the Xiaomi Redmi Note 3 which was the Phone of the Month.

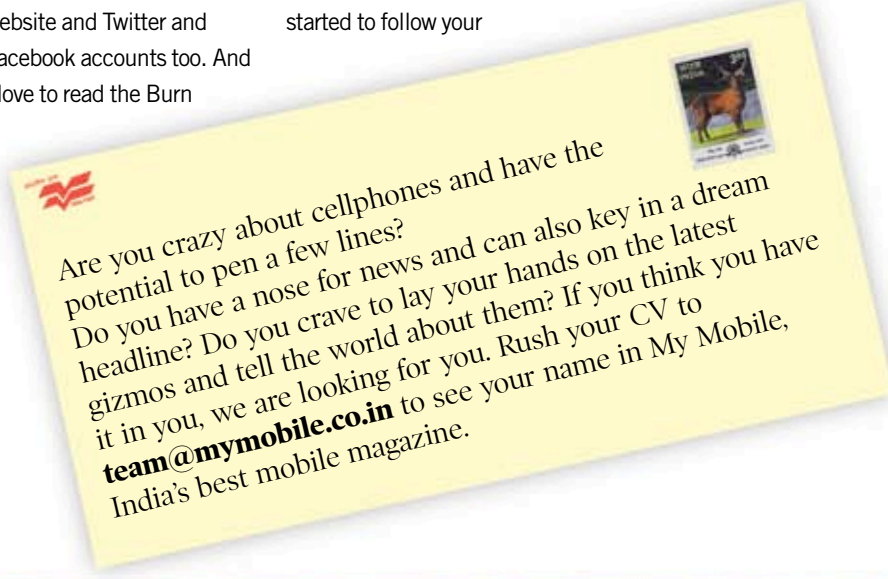
- Rishi Malhotra, Bikaner

I am a regular reader of your magazine and have always liked the way in which you try to balance out the amount of space given to gadgets, apps and services. I would however like to request more space to be given to apps in the magazine as they allow us to do much more with our phones.

- Vikas Mathur, Patna

Can I make a request for more start-up oriented features? These would add a new dimension to my favourite tech magazine, and also spur innovation in our country.

- Manohar Yadav, Mumbai



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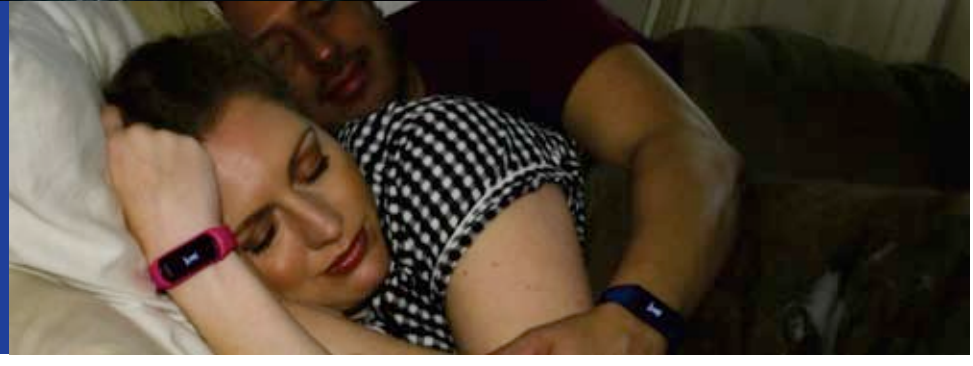
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What's Up

Xiaomi Mi 5 to be available on Flipkart, Amazon, Snapdeal and Tata Cliq

Xiaomi's Mi 5 is now available on Amazon India, Flipkart, Snapdeal and Tata Cliq apart from being available on the company's site, Mi.com. Recalling the specs-sheet, Xiaomi's flagship smartphone has a 5.15 inch full HD glass display with pixel density of 428 PPI powered by a Qualcomm Snapdragon 820 processor with two variants - the one available in India comes with 3GB of RAM with in-built storage of 32GB. Camera-wise, it has a16.0-megapixel MP rear camera with LED flash and PDAF and a 4.0-megapixel front camera. It is backed by a 3000 mAh battery and supports Qualcomm quick charge 3.0. The company has released its black variant even as we go to print.

YouTube's 'smart offline' feature helps you save data

After launching the offline feature back in 2014, YouTube has launched the smart offline feature that allows you to download videos using affordable night packs offered by various mobile operators without staying up at night. All you have to do is click the grey arrow to take video offline and a pop-up message appears with the 'save overnight' option allowing the video to be downloaded using the cheap night plans offered by your carrier. YouTube smartly schedules your video to be offlined after peak hours and videos can be watched buffer-free. Initially this feature is available for Airtel and Uninor users, but will be out for other operators soon. This feature cannot be used with Wi-Fi but only through your mobile operator's data network and you need to update to the latest version of the YouTube app.

Wearable market driven by fitness bands in India: IDC



The wearable market in India has reached 400,000 units in Q1 in 2016 with the market being driven by the fitness bands with 87.7 per cent market share while smartwatches contributed to 12.3 per cent according to IDC. In the fitness band category, Xiaomi and GOQii held the first and second position with 27.1 per cent and 18.1 per cent respectively while Fitbit grabbed the third position with 6.2 per cent. In the smartwatches category, first two positions were held by Samsung and Motorola and third position by Apple. It was also noted that people preferred online media more when it came to this category.

Lenovo launches world's first Project Tango-powered smartphone

Lenovo has finally launched the first smartphone known as Phab Pro 2 that comes with Google's aspirational project—Project Tango. One of the major attractions of the phone is the use of augmented reality, which can be understood as a mix of the real world and virtual world. The smartphone has four cameras that help to map the motion and depth abilities of the device. The device features a 6.4-inch quad HD display, is powered by a Qualcomm Snapdragon 652 processor coupled with 4GB of RAM, a 4000mAh battery, a 16-megapixel rear camera, a fingerprint sensor and all the other features you will see in high-end smartphones these days.

Global smartphone sales to slow down

Global smartphone sales are likely to slow down according to market research firm, Gartner. Sales internationally were supposed to grow at seven per cent in 2016 but this is down from 14.4 per cent growth in 2015. It was also noted that the market had reached 90 per cent penetration in the mature market of North America, Western Europe, Japan and the Asia pacific region. However, India has the highest growth potential as sales of feature phones totaled 167 million units in 2015, making up n61 per cent of total mobile phone sales in India, opening the door for smartphone growth.

Umang Bedi appointed Managing Director (MD) of Facebook India

Social networing giant, Facebook has appointed Umang Bedi, as the new Managing Director (MD) of Facebook India. Umang Bedi takes over from Kirthiga Reddy who will be going back to the US to take on a new role at the company's headquarters at Menlo Park in August. Earlier, Bedi was working for Adobe as the MD and has almost two decades of experience covering sales, marketing and partnerships. Bedi, an engineering graduate from university of Pune and an alumni of Harvard business school, has been appointed to build and maintain strategic relationships with top clients and regional agencies in the country. He will commence his operations from July.

Google's new Motion Stills app turns Live Photos into GIFs

Google has introduced a new app called Motion Stills for iOS users that allows users to turn their Live Photos into stabilised GIF images. The app allows you to enhance Live Photos and make non-shaky, easy-to-share GIF images. GIF images are used generously while chatting on instant messenger apps and sharing on social media, and Motion Stills aims to create personalised GIF images for users. Additionally, it also brings the ability to stitch GIF images together and make an entire movie clip. Live Photos taken from the handheld smartphone can be shaky and stutter-y. Google claims that the Motion Stills app comes with advanced stabilisation and rendering technology that will smoothen the video, and the end result is a seamless GIF.Of course, Google asserts that this app requires Live Photos, and hence it will only work on the latest iPhone 6s, iPhone 6s Plus, and iPhone SE. Live Photos was introduced only last year, and has been a part of Apple's smartphones ever since.

Flipkart revises its 30 day return policy to 10 days

Flipkart has revised its return policy for certain categories. It has gone from a 30 day return window to a 10 day window for categories like books, electronics, mobile phones,

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home and kitchen, furnishing, sports items and toys. However, the 30 day window remains sin place for apparel, footwear, sunglasses, watches, televisions, washing machines and jewellery. The online shopping platform aims at a more seamless experience for both buyers and sellers and



ensure quicker arrangement of products and timely replacement. Amazon already has a policy of a 10 day return window on mobile phones, cameras, tablets, laptops, etc. Flipkart had also recently introduced a 'no cost EMI option' for buying high-end products in an affordable manner.

Google's Street View plan rejected in India

Google's Street View, which provides panoramic views of places across the world with the use of 360-degree cameras has been rejected by the Indian government due to security reasons. The country's Home Ministry rejected Google's plan to collect pictures around India considering it detrimental to national security. This proposal was rejected in February after the Pathankot attacks. Google has requested the local government to reassess the proposal and the government will decide onto the matter once its 2016 Geospatial Information Regulation Bill is passed. Google had also faced controversy regarding Street View in 2013 when the Survey of India had filed a complaint against it with Delhi police for hosting its Mapathon content.

Nxtra Data and CenturyLink announces partnership

Nxtra Data and CenturyLink have announced an exclusive partnership wherein Nxtra Data's management expertise together with CenturyLink cost-effective hosting, will help serve businesses and government organizations in India. Seaking on the occasion, Neil Pollock, Chief Executive producer, Nxtra Data, said, 'We are delighted to announce this exclusive partnership with CenturyLink. Both the companies will collaborate to bring a new standard of capability and service to support Indian enterprises'. Girish Varma, president, Global IT services and New Market Development CenturyLink, furtther added: 'We are offering access to the same highly secure managed IT solutions and consistent experience available across CenturyLink's global footprints taking advantage of Nxtra's data centers throughout India and engaging our mature India operations'.

Lenovo unveils flexible, wraparound smartphone and foldable tablet

Lenovo unveiled its new, innovative technology- a flexible, wraparound smartphone C Plus and a foldable tablet Folio at its Tech World 2016 along with a number of products like Moto Z, Moto Z Force, a Project Tango handset and the next-gen Phab 2 lineup. Alongside these devices, Lenovo also showcased smart shoes based on the Intel Curie module which help users track fitness data and play motion controlled games. The company also showed a concept called Connected Homes that helps you control various devices at home with just a click and has also released a number of videos to showcase the different innovations it is working on.

Bharti Airtel, Singtel join hands to provide data network coverage

Singapore Telecommunications (Singtel) and Bharti Airtel (Airtel) have joined hands to deliver high-speed, secure data network coverage to Asia-Pacific, West Asia, Africa, Europe and the US. The two companies have combined resources into one network in order to provide high-speed data connectivity in 325 cities across the world through 370 Points of Presence (PoP) to form one of the largest Protocol Virtual Private Networks (IP



VPN) globally. The new network will ensure a consistent one-stop experience through a single help desk and an integrated operations and maintenance jointly developed by the partners. Through this partnership, Singtel also strengthens its lead as the largest IP VPN in Asia-Pacific with a strong domestic data network in India, Singapore and Australia.

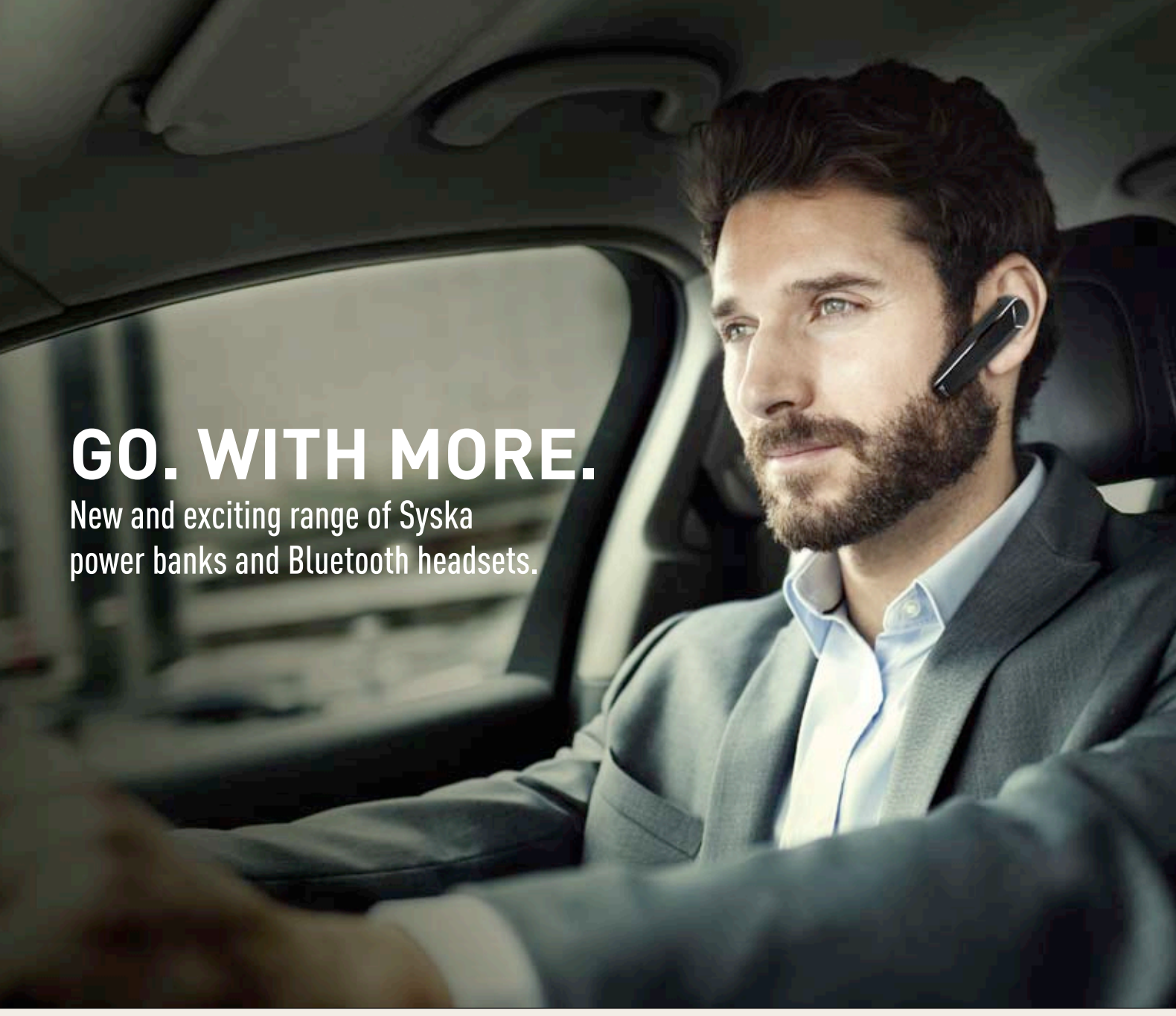
Moto Z and Moto Z Force launched

The much speculated Moto Z and Moto Z Force were finally launched at Lenovo's Tech World 2016 and as expected they were launched with Moto Mods - magnetic snap-on back panels. The Moto Z will have a 5.5 inch QHD AMOLED display with a 4 GB of RAM powered by Qualcomm Snapdragon 820 processor with 13.0-megapixel rear and 5.0-megapixel front facing camera backed by 2600 mAh of battery while the Moto Z Force just like Moto X Force sports a Shattershield technology 5.5 inch display and powered by a 3500 mAh of battery coupled with 4GB of RAM and a 21.0-megapixel rear camera. Both devices are also expected to be running stock Android. The pricing of the two devices has not been detailed, but the devices will be made available from September onwards.

Panic button feature mandatory for all phones: DoT

All mobile manufactures are supposed to install a software in all existing smartphones to provide a panic button feature with the press of single number helps users in case of emergency, as per DoT. Handsets will also be made pre-installed with this feature starting from January 1, 2016. As per the order, a software patch will provide a facility similar to that of a panic button - pressing 9 or 5 on the phone will direct the call to the emergency number 112, which will be active from January 1. This number will also replace all emergency numbers like 100, 102, 108, and 1512 in due course. The Department has also ordered that starting from January 1 2018, no mobile phone will be sold without the facility of identifying the location through GPS. This order was passed in the wake of the brutal gang-rape of a student in Delhi.■

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Q&A



I am looking for a good smartphone in the budget of Rs 10,000. My requirements are Web browsing, email and social networking. And I would also like good battery life. What would you recommend?

– Raghav Mistry

Dear Raghav,
At this price point, I think you should opt for the Xiaomi Redmi Note 3, which sports a 5.5 inch full HD display, Snapdragon 650 processor, 2 GB RAM, and 16 GB storage for Rs 9,999. You can also consider the Asus ZenFone Max's new edition, which has slightly inferior specs but better battery life.

Which is the better version of the Redmi Note 3 to purchase - 3 GB RAM one or 2 GB RAM? I am finding it very difficult to get the 3 GB RAM version because it is always out of stock.

- Rakesh Pandey

Dear Rakesh,
The 3GB RAM version is the better option if you do a lot of multi-tasking as that is the area where RAM makes the most difference. If you are not an avid multi-tasker, then 2 GB RAM should also suffice for most mainstream needs.

Which is the better fingerprint scanner - the one in the front or the one on back of the phone? Which phone is having the best fingerprint scanner for under Rs 20,000?

–Gurjeet Singh

Dear Gurjeet,
It really depends on your own levels of comfort. Some people prefer it on the front of the phone and others are more comfortable with the one on the rear. Technologically, both are just as effective. As for the best fingerprint scanner in your budget, well, the Lenovo Vibe X3 and the Zuk Z1 both have very good fingerprint scanners. You can also try the Nextbit Robin, which rather innovatively places the scanner on the side.



What is Exmor sensor that we keep reading about in phone cameras? Is it better than other camera sensors?

-Saurav Joshi

Dear Saurav,
The Exmor sensor is made by Sony and is used in many high profile devices. its performance can vary from device to device depending on the hardware and software configuration. But it certainly enjoys a very good reputation.

I am looking for a phone that is very good at playing games. What should I keep in mind and what do you think should be my budget?

-Sanjana Matthews

Dear Sanjana,
If you are looking for a phone that is very good at gaming then you should be looking at the flagships from the likes of LG and Samsung - devices like the Galaxy S7 Edge and trhe LG G5 which have the processing power, graphics and muscle to give you a very good gaming experience. So your budget in that case should be in the region of Rs 40,000 - 50,000. However if you find that to be on the higher side, you can also consider devices like the OnePlus 3 and the LeEco Le Max 2 which pack in the latest processors and lots of RAM at under Rs 30,000.

I have been using a Galaxy Note 5. Although it comes with Corning Gorilla Glass protection, I am noticing scratches on the display. Does this mean that there is something wrong? Should I put a screen protector on the display - which one would you advise me to take?

-Shaheen Hussain

Dear Shaheen,
Gorilla Glass is scratch resistant, not scratch proof. While it can protect your display from most scratches, it is not exactly indestructible. If you wish to keep your display scratch free, getting a screen protector is a good idea.

Is your mobile phone acting strange?
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Talk in Tech Corners



Xiaomi smartwatch to run custom OS?

Not too long ago, we heard about Xiaomi's forthcoming smartwatch which it plans to introduce later this year. Not surprisingly, there's plenty of rumours and cooked up stories flying around. Evidently, the Xiaomi smartwatch might not run on Google's Android Wear operating system, designed for modern day smartwatches. A source close to My Mobile revealed that the smartwatch won't run Android Wear; instead it could be powered by a version of Xiaomi's very own MIUI. The same source who wishes to remain anonymous told us that the Xiaomi-made watch might be able to access apps through a native app store, although we have yet to see firm evidence ourselves. Xiaomi had been working on a smartwatch for quite some time. More details will be out over the next few months.

Asus ZenFone 3 Deluxe set to hit Indian shores next month

With OnePlus 3 and LeEco Le Max 2 getting rave reviews, Asus might well join the super phone race and will probably bring the ZenFone 3 to India in the coming days. A reliable source told My Mobile that Asus will launch its flagship smartphone, the ZenFone 3 Deluxe, in India - the same monster smartphone which has no visible antennas lines on the back and features a powerful Snapdragon 820 processor and 6GB RAM. Unlike earlier instances when the company was criticised for bringing its ZenFone series to India at one go, this time around, Asus is in no mood to take chances, hence the reason why it might stick to one product launch at a time, and bring the other variations to the market by and by.

LeEco preparing a smartphone with 8GB RAM?

The gossip mills are abuzz with rumours of LeEco introducing a smartphone with Snapdragon 821 processor and 8GB RAM. And no, we are not joking but are deadly serious. A recent media report suggested that China's LeEco plans to launch a smartphone that would be powered by Qualcomm's forthcoming flagship CPU and 8GB RAM. LeEco was in the news recently for launching its Le Max2, a smartphone with 6GB RAM in India. No doubt, the upcoming version of Le Max2 is believed to be the world's most powerful but do we really need a smartphone with 8GB RAM? ■

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Xiaomi Mi Max

Making size matter?



The Xiaomi Mi Max is all about size. The device which is categorized as a "phablet" comes with a 6.44 inch full HD display and with multi-touch feature along with 1080 x 1920 pixels resolutions which is protected by Corning Gorilla Glass 4. The phone was launched in China in May 2016 and is expected to launch in India by the end of June. The Mi Max is the biggest phone the company has designed yet.

The phone will be available in two variants, which are expected to be roughly priced at Rs. 15000 and Rs. 17000, respectively. The phone sports a metal body. And with dimensions of 173.1 x 88.3 x 7.5 mm, and a weight of 203 grams is definitely not meant for dainty hands. A fingerprint sensor is on the back of the phone which in terms of specs, bears a strong resemblance to the Redmi Note 3 which was launched in India a few months ago. The device runs on Android OS 6.0 and is powered by a Qualcomm Snapdragon 652/650 processor. The phone comes with a 3 GB RAM and 32 GB storage option as well as a 4 GB RAM and 64 GB storage one.

The phone comes with a 16 megapixel camera with a dual-color LED flash and sports a 5 megapixel secondary camera for selfies and video calling. The non removable 4850 mAh battery keeps the device running for long hours and support Quick Charge 3.0.

On the connectivity front, the phone carries 4G, 3G and 2G options along with Wi-Fi 802.11, Bluetooth v4.2, FM GPS with A-GPS, Glonass, NFC and microUSB 2.0. The phone will be available in silver, gold and dark grey colour options. The big question is whether the Indian market will be willing to stretch not just its budgets but its hands to accommodate this biggie. ■

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SonyXperia X Looking for the X Factor



Sony's much-talked about device the Xperia X has arrived in the Indian market as we go to print. And rather surprisingly, unlike its similarly priced Z series predecessors which boasted extremely powerful processors, this one has seemingly middle segment specifications. The 5.0-inch full HD display ensures that it has a compact form factor and at 7.7 mm, it is impressively and also retains the slightly box-like design of its predecessors. The big surprise however is in what lies underneath the hood, for powering the device is a 1.4GHz hexa-core Qualcomm Snapdragon 650 processor with 3GB of RAM.

This is a chip that has been seen in relatively mid-stream phones like the Redmi Note 3 and its presence in a device that costs almost four times as much as the Note 3 has led to some heads being shaken in disbelief.

Sony has paired it with 3 GB RAM and added 64 GB of storgae on board (expandable using a microSD card) but has for some reason steered clear of making it dust and water resistant - features that marked out some previous Xperia devices.

But the real ace up its sleeve, if the company is to believed is the 23.0-megapixel rear camera which Sony claims is the best in its class. Just to rub the point in that this is a device that is meant for photography, the front camera is a 13.0-megapixel one as well.

And yes, it cuts a pretty sight - some might even mistake it for a Z series device - and is surprisingly compact in this day and age of massive handsets but the big question that many people are asking is if the Xperia X will do enough to justify a price tag of Rs 48,990?

It features Android 6.0, a fingerprint scanner and all the connectivity options that most people would want from a flagship, but one suspects that a lot of its fate will be hanging from that much-talked about camera. ■

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HTC 10 Perfect ten?



It has been a rough ride for HTC in recent times. The company which for many years was considered synonymous with elegant designs and the best Android devices has been finding the going tough thanks to the arrival of a number of rivals offering competitively specced and well-designed devices at relatively low prives. The 10 is the flagship that the Taiwanese company hopes will turn the tide in its favour. The device incidentally gets its name because Nigel Newbyhouse, HTC's assistant vice president of product planning, thought the phone is worthy of a perfect ten score.

And well, with its minimalistic front and large chamfers, there is no doubting that the HTC 10 cuts a very pretty figure indeed. It is a blend of glass and metal outside while inside it reside just the sort of hardware you would expect from an Android flagship.

The phone comes with a 5.2 inch quad HD LCD display and is powered by a Qualcomm Snapdragon 820, quad-core, 64bit processor , paired with 4 GB of RAM and 32 GB of storage space which can be expanded using a memory card. It runs Android Marshmallow 6.0.1, the latest version of Google's mobile operating system, with its own acclaimed Sense UI on top of it. Ensuring the phone keeps ticking is a 3000 mAh battery. Connectivity options include Wi-Fi, GPS, Bluetooth, NFC.

The phone also features a 12.0-megapixel camera at the rear and rather surprisingly a 5.0-megapixel selfie camera with OIS.

The phone does not come cheap at Rs 52,990, but HTC is hoping that its distinct design will sway users in its favour. Just as it used to not so long ago. ■

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Lenovo Vibe K5 Budget Vibes!

Lenovo has been carving a niche for itself in the Indian phone market with its value for money offerings in the the low and budget category of devices. And the latest to join the group is the new Lenovo Vibe K5 , which is priced at Rs.6999, and was introduced in February 2016 at WMC globally.

Powered by a 64-bit Qualcomm Snapdragon 415 octa-core processor, the Vibe Lenovo K5 comes with 2GB RAM. The phone sports 16 GB internal memory which can be further expanded up to 32 GB with a memory card and features a 5.0-inch (1280 x 720) HD display. It sports 5.1 Android Lollipop, with Lenovo's own Vibe UI interface placed over it and comes with a 2750 mAh battery.

But what makes the device special is the inclusion of TheaterMax technology on the device, which makes it one of the most affordable devices on which one can get a decent VR experience. And you do not need to download any special apps for the experience either or be restricted to a limited number of features.

The TheaterMax technology included in the Lenovo Vibe K5 makes all the existing content on the phone accessible on ANT VR headsets, allowing users to enjoy something like an immersive large screen experience. And in the sound department, the phone comes with Dolby Atmos which minimizes the distortion of noise while playing songs, videos and voice clips.

In the connectivity department, the Vibe K5 comes with Wi-Fi 802.11, Bluetooth 4.1 low energy, GPS with A-GPS and USB On-The- Go as well as FM Radio.

The phone has a 13.0-megapixel rear camera and a 5.0-megapixel selfie shooter. The Vibe K5 cuts a pretty and compact figurte with dimensions of 142 x71x 8 mm, and a weight of 150 grammes.

The device is available in grey, silver and gold color exclusively on Amazon through a flash sale, which might annoy some people but seems the preferred medium for many brands online. ■

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PLAY PHONE, EXIT CONSOLE?

SOME YEARS AGO, THE VERY IDEA OF MENTIONING SMARTPHONES AND CONSOLES IN THE SAME GAMING SENTENCE WOULD HAVE BEEN CONSIDERED SACRILEGE. TODAY, HOWEVER, SMARTPHONES ARE LAYING SIEGE TO THE GAMING GROUND COURTESY POWERFUL PROCESSORS, MORE RAM AND FANTASTIC DISPLAYS. BUT IS IT TIME FOR US TO START WRITING THE CONSOLE'S OBITUARY? **ANUJ BHATIA** TRIES TO FIND AN ANSWER TO THAT QUESTION.



Shashank Malhotra, 34, a Delhi-based DJ, has not played games on his beloved Xbox 360 for months now. Ever since Shashank switched to an iPhone 6s Plus, he is spending more and more time playing games on a smartphone than on his game console. The last game he got for the Xbox 360 was Destiny from Delhi's Palika Bazaar (the grey market famous for imported electronic items) and it has been lying unopened for a while. For him, the iPhone 6s Plus is not just a smartphone but a fully baked video game console."Smartphones have risen to the level of video game consoles in terms of graphics quality. Take my iPhone 6s Plus, for that matter. I can play a graphics intensive game like Assassin's Creed Identity on a smartphone. A few years ago, it might have been



"The biggest power a smartphone possesses compared to traditional gaming console is its mobility. While consoles still dominate the attention and loyalty of hard core gamers, new age smartphones have taken a leap with majority of users who are into gaming primarily from an entertainment purpose on the go."

-Arvind Vohra,
Country CEO & MD, Gionee India

unthinkable to me. Also, I can download games at half the cost on a smartphone compared to their console versions", Shashank told My Mobile.

His is not an isolated case. Gamers such as Shashank are among many who have moved away from console to mobile gaming in the recent months. Unlike the West, where the console market still enjoys huge popularity among hardcore gamers, gaming has a niche audience in India. And although you may find a lot of gamers in India who still swear by their PlayStations and Xboxes, the large, vast section of population is largely indifferent to the joys of game consoles. Lack of specialty stores, high price of game disks, custom duties imposed on consoles, expensive membership to online services such as PlayStation Plus and Xbox Live (and ahem, the inability to play pirated games) are some of the reasons why videogame consoles have a limited appeal in India. But that does not mean that there is no gaming in India.

For, you don't necessarily need a console or a high-end PC to play games, unlike earlier times. The popularity of casual and social games such as Angry Birds, Candy Crush Saga, and Temple Run prove the point. While hardcore gamers still do not recognise casual gamers as real gamers, game developers, both veteran and newbies, are ready to make games for mobile devices, given the sheer number of users. Several big publishers and developers like Square Enix (best known for its acclaimed Final Fantasy series) and Sega have released mobile-friendly versions of famous titles. The success of Sonic the Hedgehog series on mobile devices proves just how popular mobile gaming is getting. And it is not just about lower prices or the freemium model - Ubisoft's Assassin's Creed Identity (Android/iOS) is not a free-to-play game, it's priced at Rs. 300 but offers console-like graphics and immersive gameplay. Even Nintendo and Sony have announced plans for entering the mobile gaming market, with Sony announcing a new company called ForwardWorks that will focus on smartphone games.

So is the era of console gaming in India at least, over? And does the gaming future belong to handsets? We talked to smartphone brands, game developers, accessory makers and analysts to find out.

Gaming + the power of mobility

Research analyst Pavel Naiya from Counterpoint Research told My Mobile that the future of gaming is mobile. "Smartphones became significant devices to consume digital content, especially in a country like India where majority of consumers are mobile first. Smartphones reduced cost of ownership over a console or a gaming PC and also were the primary point of access to the Internet, which eventually resulted in more engagement over any other devices," he said. As per Counterpoint Research estimates, smartphones accounted for almost 90 per cent of user engagement in 2015 for gaming in India.

Mobile phones are portable, and therefore, the games can be

"Mobile gaming has become a top entertainment activity for existing tech savvy gamers and also for casual players who have never played on console before. Powerful mobile devices have played a massive influential role in bringing gaming into the mainstream market."



- Ashish Gupta ,
Country Head India, Sri Lanka & Bangladesh, Gameloft



played anywhere. Whether you are in a metro, or in a bus, you can play games literally anywhere, at any point of time. Most mobiles games are free to download and play, while in case of traditional consoles, an average game is priced somewhere around Rs. 1499 for the Xbox One and PlayStation 4.

The mobile gaming audience in India continues to grow exponentially this year. The Indian mobile gaming market is expected to grow to $571.6 million by 2016, as per a research by Newzoo and OneSky from its forecast in late last year. "By 2016, India is projected by Newzoo to have 208.2 million mobile gamers, a 22.8 per cent CAGR from 2013. As the purchasing power of these gamers increases, the average spend is expected to rise as well", the report said.

The number of mobile Internet users in India is projected to grow 21 per cent to reach 371 million by June 2016 from 306 million in December 2015, according to a report released by the Internet and Mobile Association of India (IAMAI) and market research firm IMRB International. Which is perhaps the reason why games developers and smartphone makers are so bullish about gaming on mobile and its future in India.

"The biggest power a smartphone possesses compared to traditional gaming console is its mobility. While consoles still dominate the attention and loyalty of hard core gamers, new age smartphones have taken a leap with majority of users who are into gaming primarily from an entertainment purpose on the go. With various leading gaming brands increasing focus on the mobile platform, the shift is bound to happen sooner than expected," says Arvind Vohra, Country CEO & MD, Gionee India.

New Delhi-based computer hardware and electronics maker Amkette is seeing greater interest in mobile gaming. Its Evo Gamepad Pro 2, a Bluetooth-enabled game controller, enhances the gaming experience on smartphones, by adding gamepad controls to touchscreen titles. "In many ways, smartphones have already won the battle by enabling casual gaming on the go and creating a whole new generation of gamers. The advantage that consoles still hold, is the superior performance and precision control which enables and entices game developers to create richer and more immersive experiences. Immersive gaming, is the holy grail of consoles, but not for much longer. Going forward, this is where the real change is happening with smartphone gaming." Varun Bapna, Vice President, Product, Amkette, told My Mobile.

Bapna further explained that with the arrival of affordable high-end smartphones offering better graphics and powerful processors, game developers are sensing an opportunity that would translate to more immersive game experiences.

Getting casually massive

One of the world's biggest mobile game developers Gameloft, best known for Asphalt 8: Airborne and Modern Combat 4: Zero Hour, considers mobile gaming as a top entertainment activity for tech savvy and casual gamers. Ashish Gupta, Country Head India, Sri Lanka & Bangladesh, Gameloft, explained it thus: "Mobile gaming has become a top entertainment activity for existing tech savvy gamers and also for casual players who have never played on console before. Powerful mobile devices have played a massive influential role in bringing gaming into the mainstream market. Owing to the low cost android devices and highly advanced hardware, Smartphone is dominating Indian market by a wide margin."

And it is not just game developers who are looking at cashing in on the mobile gaming phenomenon. Opera, a company best known for its browsers, recently tied up with Idea to allow users to access high quality games across categories with the Idea Games Club. The Idea Games Club allows users to download unlimited premium/paid games on their smartphones at a minimal cost of Rs 21 per week. Opera says it will be partnering with more such



"In emerging markets like India where most players experience the games for the first time on their mobile, many new gamers are discovering their passion for gaming on their smart phones which is also evident in the rising number of female gamers on mobiles."

- Roopak Nair, CMO, Reliance Entertainment Digital

operators and service to offer games at lower prices.

"There is no denying that gaming on consoles offer an immersive experience, however, it does not offer mobility to users, which is the USP of mobile gaming. With the impressive features on smartphones today, users are quite happy with the gaming experience on their devices with large, high definition displays and fast processors and are spending more time on their smartphones," explained Sunil Kamath, Vice President, South Asia and Southeast Asia at Opera Software.

According to Chandrahas Panigrahi, Senior Director, Consumer Business Head, Acer India, mobile games have become the biggest category in the gaming industry, widening their lead over PC and console titles over the past two years.

"For the first time since the arrival of smart devices, there may be phones on sale which match the performance of a top-end home console, within the lifespan of that console generation. That's never happened before; today's top-end smartphones are just about filling out the margins of the performance of the Xbox and PS4, several years after those systems were replaced by their successors," he pointed out.

Kuldeep Malik, Country Head - Corporate Sales International, MediaTek India, acknowledged that with smartphones getting high-intensity graphics, faster LTE networks and better batteries, gaming companies have found mobile to be an attractive medium for games. "The smartphone customer, quickly becoming mainstream, is unaccustomed to having down time," he said. And this of course has opened avenues for online gaming.

No longer a male preserve

Smartphones have also managed to yank games from their mainly-male territory. "In emerging markets like India where most players experience the games for the first time on their mobile, many new gamers are discovering their passion for gaming on their smart phones which is also evident in the rising number of female gamers on mobiles", said Roopak Nair, CMO, Reliance Entertainment Digital. "Smartphones have improved the choice, access and given the ability to many casual, mid-core and some core gamers to enjoy a deep gaming experience irrespective of where they are."

Ibrahim Popat, Country Manager, 9Apps told us that according to a data report by 9Apps, an average Indian mobile user now has 7 games (versus the world average of 9). Overall, 60 per cent of mobile users install 3-10 games on their phones while 18 per cent users install over 10 games.

Are smartphones ready to replace consoles?

Hardcore gamers may prefer modern consoles like PS4 and Xbox One; but as phones get more powerful (witness the LeEco Le Max 2 and OnePlus 3 - both feature Qualcomm's flagship Snapdragon



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Senior Director, Consumer Business Head, Acer India

820 processor and 6GB RAM), there is a feeling that even they might be swayed by the charms of the mobile gaming world.

There is a niche market for console driven professional gamers, according to Counterpoint Research's Pavel Naiya. As per Counterpoint Research estimates, there are around 2.5 million active pro gamers in India who are either using a Console or PC and spending at least 20 minutes per day on gaming. While this is still small compared to the 80 million active pro gamers worldwide, it has potential to grow to 10 million in upcoming 5 years with companies, especially startups started focusing on the Indian eSports market.

Gameloft's Ashish Gupta believes that consoles and smartphones will co-exist. He sees smartphones as complementary devices for existing "console gamers" as it allows them to continue playing and interact with their favourite consoles games on the move directly from their smartphone. "Smartphones will definitely not fully replace consoles or computer games as they are providing a different gaming experience and addressing a much more mainstream audience that is not ready to pay for console games, high speed internet connection and large screen TV," he said.

MediaTek's Kuldeep Malik also does not see mobiles as replacement to consoles. "With Full 50" curved LED TV, paired with high definition home theatre system, the immersive or 'being there' feeling cannot be replaced by traditional 5"/7" Smartphone or tablet that are controlled by touch interfaces. While consoles have physical controller with customizable support to match the player preferences, which will continue to attract game lovers," he feels. It is a thought echoed by Reliance Entertainment Digital's Roopak Nair, who feels that consoles and smartphones are two different mediums that shouldn't be compared. "The experience is quite different and one cannot enjoy 2 hours of uninterrupted gaming on a smartphone due to battery, graphics and similar limitations, like the way you can enjoy on a console," he pointed out.

Varun Bapna of Amkette, however, feels that consoles are on the way out, and went to the extent of saying that Sony's PlayStation is already "obsolete". The reason? "Smartphones are able to give 90 per cent of the same experience in a fraction of the cost," he says. Ebrahim Popat of 9Apps agrees that smartphones are ready to replace consoles, as the latest phone processors with increased capacity and power are able to render graphics, audio and video for console quality games. He further said that the emergence of multiple third-party apps stores had further created the right environment for new and independent developers to create games. Chandrahas Panigrahi of Acer India, feels that hardcore gamers are "unwilling to forego consoles, but concees that as hardware and software evolve for smartphones,





"In many ways, smartphones have already won the battle by enabling casual gaming on the go and creating a whole new generation of gamers."

- Varun Bapna, Vice President, Product, Amkette

an "all-on assault, heart-pounding, immersive" experience is being offered more and more on the portable screen.

One machine to rule them all?

There is a feeling in some quarters that smartphones and consoles might blend into a single device. After all, some companies seem to be bringing greater interactivity between the two platforms: you can use Xperia devices with the PS4 and some Windows 10 mobile devices with the Xbox.

"We do see a synergy between consoles and smartphones. Smartphones have become a secondary device that comes as an extension of console gaming," says Gameloft's Ashish Gupta. Arvind Vohra of Gionee however feels that both platforms have different user bases and specific needs. "The game will start changing once only mobile gaming exclusives begin," he said.

Roopak Nair of Reliance Entertainment Digital feels that the mobile and the console are two different worlds, as the technical aspects and the processor of both platforms are very different, hence player expectations are different as well.

Meanwhile, game developers are increasing their efforts to release games on PCs and consoles. "The concept of multi-platform games will hold strongly," 9Apps' Ebrahim Popat said, pointing out that more companies will be fusing the handheld and console into one platform.

"It's impossible to imagine a future where the smartphone is the primary processing device, connecting itself to the keyboard and monitor to do work, or to the TV and gamepad for play", said Acer's Chandrahas Panigrahi.

"While the smartphone will remain a main platform for game engagement, console will involve to more advanced platform to provide immersive level "in the game" experience to game enthusiasts" feels Counterpoint Research's Pavel Naiya.

Is the future of gaming, mobile?

They might not be ready to replace consoles in the affections of hardcore gamers but it seems increasingly likely that smartphones are going to only increase in importance in the gaming world. Opera expects consoles and smartphones being merged to offer more immersive gaming experience - using a smartphone as your gaming console's controller might well be the future, according to Sunil Kamath.

"As the processing power, graphics capabilities and battery limitations improve on smartphones we will see more core gamers play games on their smartphones," Roopak Nair conceded. Amkette's Varun Bapna remains bullish on the mobile gaming front. "While bigger screen, powerful processor, and high quality graphics used to drive smartphone sales, now VR and gaming experience will help make the decision. It will not only convert existing console gamers, but will continue to blaze a path towards a new generation of gamers," he said.

According to Acer's Chandrahas Panigrahi:"The future of mobile gaming means you'll be able to just walk into someone's house, hit a button, and you're playing a game with them on their TV."

Consoles might be perceived as losing steam right now, but rumours of their demise seem exaggerated to say the least. They still have adherents. But it would be naive to ignore the march of the mobile as a gaming platform when one can play titles like Infinity Blade and Warhammer on it. Yes, the majority of mobile gamers continue to be casual ones but the fact that they are being entertained on a device that is always with them as compared to a console that is available only at home, allows them to access more games at any time they wish. And it is this that makes the mobile a threat to the console - its sheer accessibility and portability. You can play a high-end game on a phone in the Metro - no TV or disks needed. They might not have replaced consoles yet but mobile phones are increasingly pulling gamers away from their consoles. Ask Shashank if you don't believe us.

The future of gaming? It's mobile. ■

Limelight

GAME ON! 7 SMARTPHONES FOR HIGHLY EFFECTIVE GAMING

The mobiles are coming to game land, thanks to better processor, more RAM and better graphics than ever before. And if that seems difficult to digest for all who swear by your PCs and consoles then it is perhaps time you cast an eye on the following devices that don't just deliver stunning gaming experiences but also let you enjoy them on the move.

Apple iPhone 6s

Apple's iPhones have been great gaming devices for years. And last year's iPhone 6s is no exception. Powered by a 2Ghz dual-core 64-bit ARM processor and with more RAM than before, the iPhone 6s is perhaps now worthy of being considered an able replacement to Sony's PlayStation Vita handheld console. 3D games run smoothly and free of lag on the iPhone 6s. The 4.7-inch screen (1334x750) is big enough to enjoy games, and while it only has a mono speaker that may not impress hardcore gamers, the sheer treasury of games at the app store (two words: Infinity Blade!) will tempt most to give it a gaming spin.



Xiaomi Redmi Note 3



Xiaomi shook the mid-end market earlier this year, when it launched the Redmi Note 3 in the Indian market. At Rs. 9,999 (2GB/16GB), you get a 5.5-inch FHD display, Snapdragon 650 processor, Adreno 510 GPU, a fingerprint scanner and a 4,000mAh battery. The specs are impressive (obviously!), but this phone is all about the experience. Gaming on the Redmi Note 3 is impressive, with no lags and stutters while playing games. The metal build gives it solidity and the display is bright enough. Perhaps the best option for anyone who wants a gaming phone for under Rs 10,000.

ZUK Z1

There's so much to like about ZUK Z1. It might have come late to India (it comes from Lenovo) but hey, it is a good looking smartphone, comes with a Snapdragon 801 processor, has a massive 64GB of internal storage and we love the fact that it runs Cyanogen OS 12.1 out-of-the-box. That ensures some pretty smooth handling of routines tasks but its price tag of Rs 13,499 and a hefty 3 GB of RAM, also makes it one of the best devices for anyone wanting a slice of high-end gaming at a relatively low price. The 5.5 inch display is gloriously bright and a 4000 mAh battery ensures that your gamign sessions just go on and on.





LG G5

The flagship smartphone from LG is a different breed. It's an unusual device that lets you customize the G5 with special add-on modular accessories. While many argue about the G5's design language, LG hasn't compromised on performance, battery life or camera quality. You get a Snapdragon 820 processor paired with 4GB RAM, enough to run most graphics intensive games available on the Play store. What's more, you can always swap battery and add a microSD card, depending upon your need and usage. If you can afford it, grab the G5 for Rs. 52,990. And game away!

Huawei Nexus 6P

For many people, the Huawei-made Nexus 6P is a smartphone worth investing in. No doubt you get regular software updates (vs. competitors) but what really makes the Nexus 6P so awesome is its undisputed performance, thanks to Qualcomm's Snapdragon 810 processor inside. Apart from the processor, you get a 5.7-inch Quad HD (2560x1440) display, 3GB RAM, 32GB/64GB internal storage, a 12.3-megapixel rear camera and 8-megapixel front camera. Naturally, Android 6.0 Marshmallow is installed as standard. The Nexus 6P is available in India for Rs. 39,499 for the 64GB model. And is a gaming monster.



Xiaomi Mi 5

You might not like its flash sales model but one thing you cannot deny is that Xiaomi makes some very good phones indeed. And well, the Mi 5 is a great smartphone. It is quite compact in spite of packing in a 5.15-inch Full HD display (1920x1080). The design looks good and offers all the flagship qualities - a powerful Snapdragon 820 processor combined with Adreno 530 GPU, 3GB RAM, 32GB internal storage and a 3,000mAh battery. It boasts very good graphics and thanks to the MIUI interface on the phone, everything works super smoothly on it. The metal frame ensures it is pretty solid while the glass back turns heads. The Xiaomi Mi 5 costs Rs. 24,999 - pretty good value for money for a phone that handles gaming superbly.



Samsung Galaxy S7 Edge



The Galaxy S7 Edge is the flagship smartphone from Samsung's stable. It comes with a touchscreen curved on the left and right edges. Games look much better on the 5.1-inch curved display compared to a regular screen. The Indian version of the Galaxy S7 Edge is powered by Samsung's homegrown Exynos 8890 processor and 4GB RAM. The S7 Edge is the snappiest smartphone you can buy for gaming and in general. It also come with Game Launcher, a set of tools designed to improve the gaming experience, while also adding the ability to take screenshots and record game footage. It will set you back by Rs. 58,500 but it rocks! ■

ADD ON, PLAY ON! 6 ACCESSORIES FOR GAMING ON YOUR PHONE

They might be getting closer to matching consoles and PCs on the gaming front, but smartphones sometimes just need a little bit of help in their attempts to gain gaming glory. After all, they were not primarily designed for gaming and lack some of the features that are consider par for the course by hardcore gamers. Which is exactly why you need these accessories to add a gaming boost to your device!



Logitech PowerShell Controller

Perhaps the biggest annoyance whenever you play a first person shooter (fps) game on an iPhone is the lack of built-in physical buttons. Well, Logitech has tried to address the ningling issue with its Powershell controller. Designed to work with the iPhone 5s, 5 and fifth generation iPod touch,the gamepad features console-style controls, with a D-Pad, an X-Y-B-A button cluster, and two shoulder triggers. It also features an integrated 1500mAh battery, which will keep your iOS device running even after it runs out of juice. Games currently supported include the likes of Asphalt 8. The Powershell controller retails for Rs. 2,499.



Alria Universal Game Wheel



Alria's game steering wheel makes gaming on a smartphone realistic. The universal game wheel works with virtually any smartphone (Android/iOS/Windows), and it holds your phone rather tightly. The steering wheel improves accelerometer-based gameplay and enhances your performance, and is ideal for racing games like Asphalt 8, Need for Speed, Real Racing, among others. The best thing about Alria Universal game wheel is that it doesn't require any adapter or battery of its own. And for Rs. 310, we would say it's definitely worth getting.

Kingston HyperX Cloud Core



The HyperX Cloud Core from Kingston is a decent gaming handset for the price. For a price of less than Rs. 4,000, the headset offers comfortable design and impressive sound quality. The HyperX Cloud Core comes with a detachable, noise cancelling microphone for clear audio quality. Not only is this gaming headset is compatible with PC, but it also works flawlessly with the PS4, the Wii U, the Xbox One and mobile devices. One to rule them all, we say!



Google Chromecast

Chromecast is not just a great streaming dongle, but it can even be a game console. Of course, it won't transform your device into a dedicated gaming console such as Sony's PlayStation 4, Microsoft's Xbox One and Nintendo's Wii U. But the Chromecast allows users to play games on a smartphone and view them on TV with the help of Chromecast's cast feature. So basically, you can stream the games directly from your mobile device (Android/iOS), and then play them using the same mobile device as a controller. Motion Tennis Cast, Angry Birds Friends, Just Dance 2015 and Sonic Jump Fever will certainly entertain gamers. The Google Chromecast costs Rs. 3,339. Deal!



Apple iPod Touch (6th Gen)

The sixth-generation iPod Touch is a great option for music lovers, gamers or anyone who is new to Apple's iOS platform. Its 4.0-inch display has a pixel density identical to the iPhone 6s, there's an improved 8-megapixel rear camera — up from 5-megapixels — a M8 co-processor for motion tracking and iOS 9.3 with Apple Music. It also features an improved FaceTime HD camera. The iPod Touch can run the latest mobile games, as it has the same A8 processor found inside the iPhone 6. It is also can easily download the latest apps available in the Apple Store. You can buy the iPod Touch (6th gen), starting at Rs. 18,990 for the 16GB model.



Amkette Evo Gamepad Pro 2

Amkette Evo Gamepad Pro 2 is the upgraded version of the original Evo Gamepad Pro that attaches to an Android smartphone and adds console-like controls to play games. The Bluetooth-enabled wireless controller has a sturdier scalp to hold smartphones up to 6-inches screen size. It also connects to tablet devices, for which a stand has been included in the box. The controller comes with media control buttons and offers a library of 400 games. The Evo Gamepad Pro 2 offers a 400mAh battery and connects to compatible devices within a range of 10 meters. And with plenty of games supporting controllers, that's plenty of gaming bang for Rs. 2,599. ■



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NET NEUTRALITY: BACK IN THE SPOTLIGHT

JUST WHEN WE HAD THOUGHT THAT THE CONTROVERSY OVER NET NEUTRALITY HAD BEEN LAID TO REST IN INDIA, FOLLOWING THE CONTROVERSY OVER FACEBOOK AND FREE BASICS, THE ISSUE IS BACK IN THE NEWS FOLLOWING A PAPER FROM TRAI. **PRIYANKA DUA** LOOKS AT THE IMPLICATIONS OF THE PAPER FOR NET NEUTRALITY.

TRAI'S Six Questions

- What should be core principles of net neutrality in the Indian context?
- What are the reasonable traffic management practices that may need to be followed by telcos while providing Internet access services and in what manner could these be misused?
- What should be India's policy and/or regulatory approach in dealing with issues relating to net neutrality?
- What precautions must be taken with respect to the activities of telcos to ensure that national security interests are preserved?
- What precautions must be taken with respect to maintain customer privacy?
- How is the relationship between telcos and OTT content providers defined?

According to the "father of the internet" Vint Cerf "The internet is a reflection of our society and that mirror is going to be reflecting what we see. If we do not like what we see in that mirror the problem is not to fix the mirror, we have to fix society."

The Internet has changed the world and society like never before but it doesn't come free. Indeed attempts to offer free Internet access have been frowned upon as they often end up controlling what a user can access, thus violating the concept of net neutrality. The Indian Government and telecom operator TRAI had both favoured net neutrality in the Free Basics controversy with Facebook, but the debate has been again started as TRAI has issued another consultation paper on free data.

In fact, the whole debate started when Airtel decided to charge differently for Internet based calls and the telecom giant also launched zero rating platform a 'Airtel zero'. It further flared after Facebook launched its internet.org platform renamed as Free Basics. To curb such differential pricing for Internet access based on content, the Telecom Regulator Authority of India (TRAI) on February 8 decided that "no service provider shall offer or charge discriminatory tariffs for data services on the basis of content."

Net neutrality again?

The term Net Neutrality means that service providers should provide non-discriminatory access to internet content.

The Body of European Regulators for Electronic Communications (BEREC) has attempted a definition of Net Neutrality. BEREC believes that a literal interpretation of network neutrality, for working purposes, is the principle that all electronic communication passing through a network is treated equally. That all communication is treated equally means that it is treated independent of content, application, service, device, sender's address, and receiver's address. Neutrality towards the sender and receiver address implies that the treatment of data packets is independent of both users – sender and the receiver - at the edges of the network.

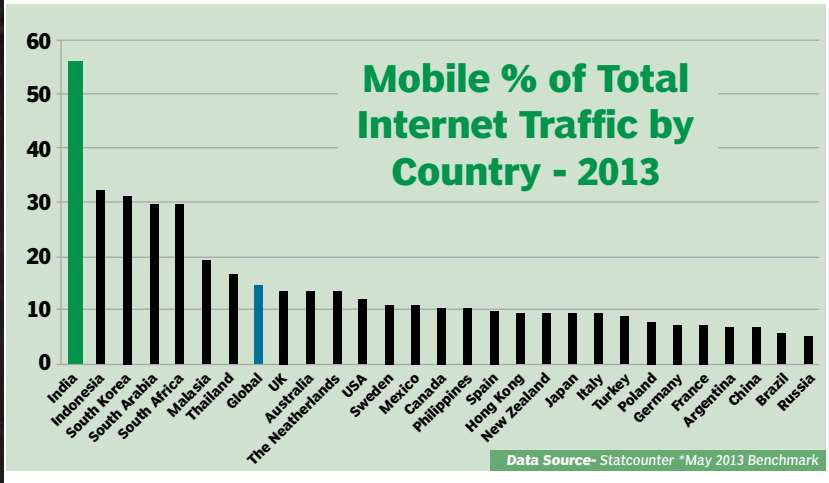
Professor Tim Wu, who coined the word "Net Neutrality", had the following to state: "The idea is that a maximally useful public information network aspires to treat all content, sites and platforms equally. This allows the network to carry every form of information and support every kind of application."

According to Counterpoint Research, analyst, Pavel Naiya, "Net Neutrality in short means equal access to internet for all the users.It applies that Internet service provider should give access to all content without any discrimination of speed, preference to any entity."

Broadband Subscription Details

Segment	Broadband Subscribers (in million)		Annual growth rate (%)
	As on 31st March 2014	As on 31st March 2015	
Wired subscribers	14.86	15.52	4.44
Mobile devices users (Phones and dongles)	45.61	83.24	82.5
Fixed Wireless subscribers (Wi-Fi, Wi-Max, Point to Point Radio & VSAT)	0.4	0.44	10
Total	60.87	99.20	62.97

Source- TRAI



Data Source- Statcounter *May 2013 Benchmark

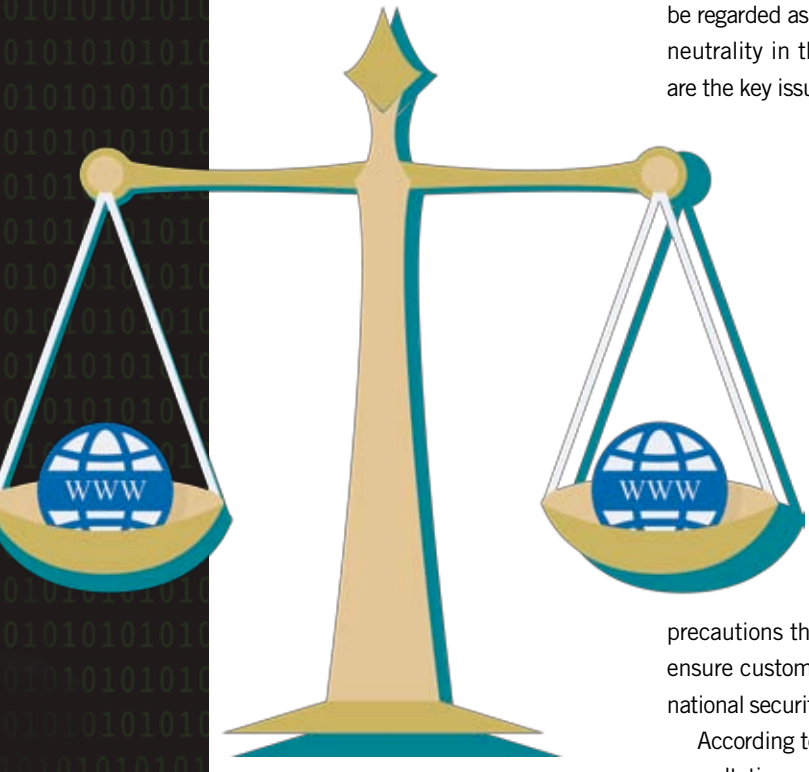
Why it is so important?

Assume if you are paying Rs 300 for 1 GB of 3G data to any operator for 28 days then net neutrality gives you the freedom to use your data any way you wanted to use, but if there is no net neutrality, operators can or will control your bandwidth and apps with different speeds of access.

The basic idea is that every packet of data has to be treated equally- in terms of speed. Naiya says, "Adding barriers around Internet content or special preferences for some apps or

companies will dilute the very mission of free access. For example if video content provider platform gets better speed over a new startup, it will create an environment of unfair competition. India, which is at the cusp of digital innovation and where the startups are growing at rapid pace, needs to make sure that the overall competitive scenario remains stable and net neutrality is critical for the growth of potential disruptors."

He said, " The Indian government is surely in support of net neutrality, based on the previous argument against service like Airtel's Zero Rating scheme or FreeBASIC from Facebook and shutting it down for violation of Net Neutrality laws. Having said with the telecom regulatory framework in India has become mature in past couple years but there are still some gray areas which needs to be addressed like Over the top (OTT) services, mobile virtual network operator etc".



TRAI's stance

On February 8 2016, TRAI barred telecom service providers from charging differential rates for data services, effectively prohibiting Facebook's Free Basics and Airtel Zero platform by Airtel in their current form and said the prohibition was necessary to keep the Internet open and non-discriminatory. An exemption, however, was made for offering emergency services.

But now the telecom regulator has seemingly made a u-turn by issuing a pre-consultation report that aims to debate the concept of a free and open Internet, and formulate an official policy on the issue.

The paper had sought public views on various aspects such as "What should be regarded as the core principles of net neutrality in the Indian context? What are the key issues that are required to be considered so that the principles of net neutrality are ensured?"

It also covers the issue of blocking or prioritising of data through traffic management tools, say backers of a free internet. While seeking views on a policy framework defining the relationship between telcos and apps, or OTT players, TRAI also sought comments on precautions that need to be in place to ensure customer privacy and safeguard national security.

According to some analysts "the new consultation somehow has increased the discussion among net neutrality activists over whether the body is reconsidering this landmark order on differential pricing."

After issuing the new consultation papers, TRAI Chairman, RS Sharma has said that, "We have no objection in general if someone decides to provide content free, or at a discounted rate."

"If the same is made available to subscribers of all mobile operators," he added.

"There is a fundamental difference between earlier scheme like freeBasic or Airtel Zero, which limit user on what to access. Providing free data to access entire internet is not a violation of Net Neutrality. However limiting the access or given undue privilege to certain content providers is in direct violation of net neutrality. One can compare it with services providing free wifi access in public areas rather than limiting the scope of services," Naiya added.

The matter assumes significance as Bharti Airtel has approached sectoral regulator TRAI for its view on providing an exclusive video service using intranet, as the telecom major seeks to steer clear of any possible net-neutrality row.

Meanwhile TRAI has extended the last date for receiving comments from stakeholders on its pre-consultation paper on net neutrality to July 5, and said there would be no further extensions.

Road ahead

The Internet is an important platform of information dissemination and exchange of opinions and views. The resulting discourse on Net Neutrality has led to an intense debate. It is about freedom and equality as much as it is about regulation and level playing field. Clearly, the debate on Net Neutrality is multi-dimensional and solution to this cannot therefore be uni-dimensional. But the debate on Net Neutrality has sprung from the desire to preserve and protect the open nature of the public Internet, arising from the apprehensions of emerging new business models that may impinge on the inherent characteristics of the Internet as we know today.

The matter is under consultation and we may have to wait till next month for a decision or for new norms by the telecom regulator. Watch this space. ■

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Quotes



"This professional feed in LinkedIn, that is how I want to learn about my career, my company, my industry, and I'm going back there. If we can make that as valuable as the Facebook feed in the social world, that's huge value creation and that'll happen over a period of years."

-Bill Gates, co-founder and former CEO, Microsoft, on Bloomberg TV on Microsoft's acquisition of LinkedIn.

"I am sick and tired of sentiment like this. It may not seem so, but for a product company - it's insulting...There are no corners cut on the product, and there will never be."

- Carl Pei, co-founder, OnePlus, reacting to speculation that the OnePlus has compromised on the display quality on the OnePlus 3 to keep costs down.



"The Modi government believes that it can progress discharging its social responsibility and this is the reason the telecommunication department has started installing mobile towers in Maoist-affected areas."

-Ravi Shankar Prasad, Minister of Communications and IT (To The Economic Times).

"Last night Neelie took me over to look at some Rembrandt and in one of the paintings I was so shocked. There was an iPhone in one of the paintings... It's tough to see but I swear it's there."

-Tim Cook, CEO, Apple, at the Start UP Fest in Amsterdam, answering a query about when the iPhone was invented.



"The LinkedIn team has grown a fantastic business centered on connecting the world's professionals; together we can accelerate the growth of LinkedIn, as well as Microsoft Office 365 and Dynamics as we seek to empower every person and organization on the planet."

-Satya Nadella , CEO, Microsoft, after the LinkedIn acquisition.

In Conversation

"YU'S DNA IS BASED ON THE CONNECTED WORLD"



IT HAS BEEN A BUSY PAST FEW MONTHS FOR THE FOUNDER OF YU TELEVENTURES, **RAHUL SHARMA**. HE LAUNCHED ARGUABLY THE MOST POWERFUL PHONE EVER MADE BY AN INDIAN BRAND, THE YU YUTOPIA, MARRIED ONE OF BOLLYWOOD'S MOST FAMOUS ACTRESSES, AND THEN RELEASED THE YUNICORN WITH A WHOLE NEW DESIGN LANGUAGE AND UI. **NIMISH DUBEY** MET HIM WHEN HE FINALLY HAD SOME BREATHING SPACE TO FIND OUT MORE ABOUT YU'S JOURNEY AND PLANS FOR THE FUTURE.

It has now been almost a year and a half since YU came into existence. How has the journey been so far? It's been a defining journey. We have attempted newer products, categories and learnt a lot from consumer feedback over all these months. We started the planning for YU much before the entry of the Chinese handset manufacturers. As a parent firm, Micromax had shown that it could handle competition from the best in the world, and still continue to create a leadership position for itself. The whole idea with YU was to provide a different set of services to the consumers and when we say services on YU, we wanted to come up with something disruptive. Over the course of one year, we have stood by the vision that empower users with technology that lets them have unparalleled freedom to write their own rules. YU is an enabler that allows you to do more than you thought possible and express your innate creativity. With YU, one doesn't just simply follow; after all you are the creators of this world. YU PLAY GOD!

We have had some great achievements in the year 2015. YUREKA, our first smartphone became the most searched smartphone of the year as per the Google annual report on search trends in India. We announced our foray into software services with the launch of our ambitious project 'Around YU' and achieved a global first in the smartphone industry. Around YU has received phenomenal feedback from our consumers and media alike.

YU started out as an online-only brand but we now see it moving offline as well. What caused this change of approach and how has the response been to the brand offline? I always say this: India offers a sea of opportunities. It is not one market but many markets rolled into one. Online is a great experience leveller and has been able to bring in newer consumers to the fold. However there is a large market that still exists where consumers like a personal experience of meeting the neighbourhood shopkeeper, experiencing the device and then making a purchase decision. We are an agile brand and want to move with what our consumers want. Keeping in mind the demand, the acceptance and the feedback from users, we have been working on building the offline channel as well and will now make YU products available offline as well. We have already received an overwhelming response from our consumers and with the launch of Yunicorn in the offline channels from the coming month, we expect the response to be equally phenomenal.

Moving on to the latest phone that you have launched, the Yunicorn. We see a whole new design approach in it. What sparked this change? Yes, YUNICORN is one of the most beautiful products that we have introduced and as I have said before, it's the second most beautiful addition to my life. With our earlier line of products, we have given all kinds of options to users- a polycarbonate back base with Yureka, a sturdy metal frame with Yuphoria and an all metal unibody design with YUTOPIA. The design had to evolve, so our Beijing team worked on a design that was easy to hold, feels premium and at the same time offers a great user interface. YUNICORN is a culmination of these aspects.

We understand that consumers today are looking for devices with compelling design language. Hence, with our every device we try to give them the best in class of design language. A stunning device in metal, the YUNICORN is a head turner which represents style and premium looks. It follows the YU's design philosophy that exhibits a seamlessly blended body design, embodying strength, with an all metal back giving the device stunning looks through meticulous craftsmanship. The build gets enhanced with special Rose Gold edition giving the device the most iconic look ever. Infused with magnesium, the metallic back looks better with use and will not fade away like other devices. Going ahead as well, we will come out with smartphones which are exquisitely crafted to give our discerning consumers premium look and feel for the smartphone

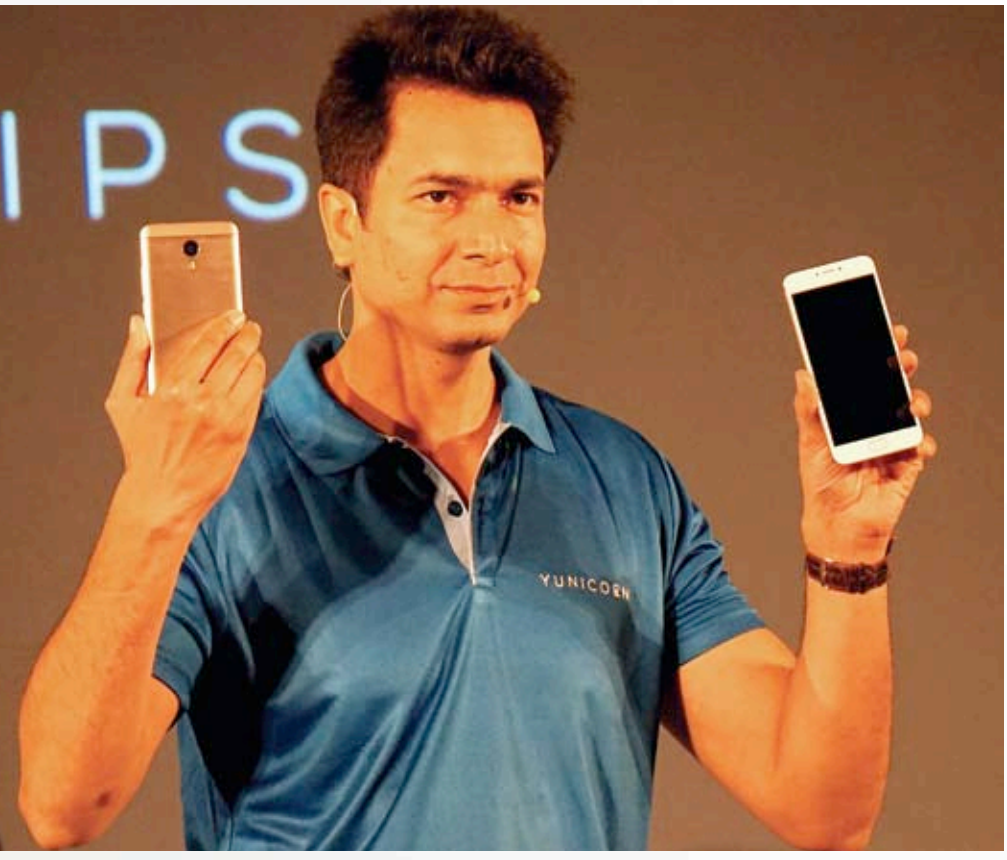
The Yunicorn also sees YU step away totally from Cyanogen. What is this and why did you decide to not carry on with Cyanogen, which you had used with Yutopia? At YU, our brand promise is to be a community driven brand. Prior to the YU YUNICORN, we had launched the YU YUNIQUE which was running and offering a pure Android experience. The feedback that the product received from the community was phenomenal. They not only preferred the pure Android experience but also recommended that we use the same for our future phones. Hence, we decided that going forward our focus will be providing our users an experience they liked and had recommended. Additionally, the pure Android experience becomes an important play for us at YU, especially now with our Project Highway, an amalgamation of various platforms to setup an infrastructure and leverage the contribution of developers. We believe that the project will be beneficial for the whole community as we will have the users and the developer community and internal teams working on Source Code Supply Chain Management system together. It's quite overwhelming to see hundreds of commitments from external developers, which has been merged and as a result we see that the ROM is getting better and more stable day by day. This offers us better control and off course we can offer more updates to users.

Your new UI is called Android on Steroids. Could you tell us a bit about it, please? Why did you feel the need to have your own UI?

CHIEF SPEAK

We finally have a set of permissible steroids for our consumer (that's what we jokingly call it internally). However, keeping jokes aside, AOS or Android on Steroids is something that will set us apart from the competition as the additional layer will not only enhance the phone's performance but also takes care of the aesthetics, giving the phone a premium finish. The YUNICORN is our first phone to feature AOS which is basically a beefed up version of stock Android which comes with some features and aesthetics of Android M on Android 5.1.1. The launcher provides a customized look and feel to the user, is built with some intuitive capabilities and is designed to give the users a premium user experience.

YU had also released some accessories like portable speakers and fitness bands. Any plans to release updated versions of those? We do have a set of surprises for you, which possibly will redefine the way the industry looks at a connected ecosystem player. However, that's a surprise we will keep for you from YU, but with a promise that our customers will be delighted.



One of the biggest challenges for any brand in India has been after sales and service. Considering you have been a mainly online brand, how have you tackled this challenge? We had a great set of learnings from Micromax, when it comes to post sales and service. At YU, our strategy has been about maintaining a parallel graph to the number of post sales service centres vis-à-vis our sales. At Micromax, we saw a sudden peak in sales, which resulted in us needing time to ramp up our service infrastructure. However, with YU, we started with the promise of service at the doorstep. This was the first such promise by the brand, and we are trying our best to live up to our promise and further improve the customer experience. We have also recently appointed Bharat Malik as Vice President of Service for YU, who will be responsible to build a much stronger customer focussed team and deliver great consumer service experience. Bharat has re-joined us at YU after spending two years at Samsung and he was earlier with Micromax building up the entire service centre network.

There is some confusion among consumers about YU and Micromax. Where does one start and the other end, as you are so closely associated with both brands? YU has a very different philosophy; its DNA is based on the connected world which is very different from what Micromax stands for. It is targeted towards the digital natives, the tech-enthusiasts; again very varied from Micromax. As a young brand with YU we are doing a lot of innovative and experimentative things like coming up with an own UI, coming up with a developer's project- Project Highway and more. With YU, we keep asking ourselves as to how we can take things to the next level by changing the lives of the people. If we have to do the next big thing, try to create a product or service, which is made by the people for the people. They should be the ones who should tell us what they need, and we should be able to incorporate that. Therefore, we are a brand that co-opts with its consumers to help them co-create their dream technological experiences.

Finally, what next can we expect from YU in the coming days and months? An exciting product line up. The team is churning out some interesting designs and products for the festive season.

This year as well our focus will be to come up with devices, which are a perfect confluence of design, software and hardware. Our recent investments also portray a clear picture of our focus on services and you will see us take a big leap in becoming a complete hardware and services company. We also expect more disruption in terms of both technology and pricing. We plan to make YU bigger, better and grander this year. ■

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4K display

It is the buzz word in tech town when it comes to displays. If you go to an electronic shop or search online (as many of us do) for televisions, it is a fair chance that sooner or later the term '4K' will pop up. Now, this term has been around for a while but not too many seem to know what it actually means. In the simplest terms, 4K means a display which has at least 8 million active pixels. 4K, commonly known as Ultra-High Definition (UHD) has a pixel resolution of 3,840 pixels (horizontal) x 2,160 pixels (vertical). In comparison a normal full HD screen delivers a resolution of 1920 x 1080 pixels. So a 4K screen has four times more pixels than your regular full HD display, hence the name. But does it all make a difference? Well, more pixels means a more clear and crisp display. So a 4K resolution can make a display more vibrant, show varied and realistic colors as well as deliver much higher frame rates - in simple English, the viewing experience on a 4K display will be exponentially better than that on even a full HD display. Although it is becoming increasingly accepted in televisions, 4K is still a distant dream when it comes to smartphones (although Sony did introduce it in the Xperia Z5 Premium), mainly because of the lack of 4K content as well as the relatively small screen size of smartphones which makes it difficult to actually distinguish between a 4K resolution and a 2K (quad HD) resolution. There is also the matter of battery drainage - a 4K display drains battery heavily. But in terms of visual experience, 4K is pretty much the standard. ■

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VR HEADSET

NEVER
SETTLE

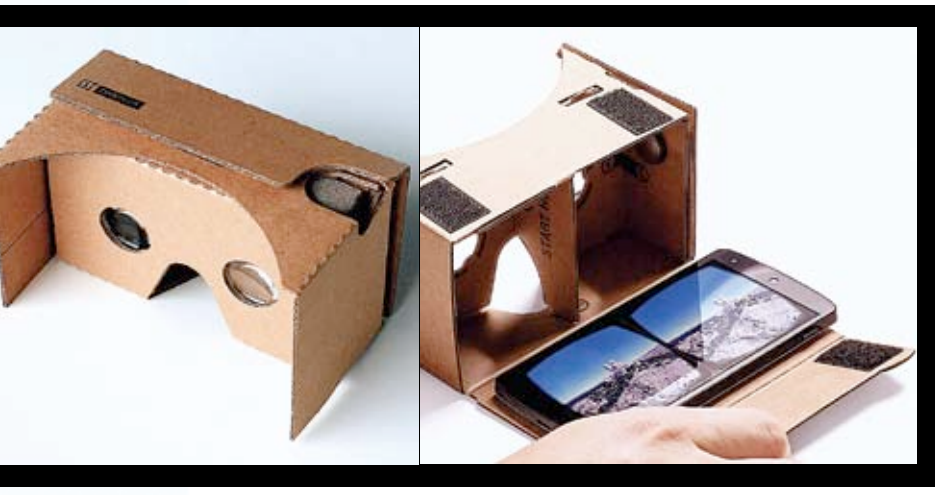
Virtual Reality: Are we ready for it?

IT WAS BEING CONSIDERED AS SOMETHING THAT BELONGED ONLY IN THE REEL WORLD BUT RECENT DEVELOPMENTS SEEM TO INDICATE THAT VIRTUAL REALITY OR VR IS FINALLY READY TO STEP INTO OUR REAL LIVES AS WELL. **ANUJ BHATIA** TAKES A CLOSER LOOK AT THE VR PHENOMENON AND WHERE IT IS HEADED.

Virtual reality (VR) has long been perceived as an evitable part of our future. What was once considered a vague idea and a distant dream today seems closer to reality and although still very much in the early stages, the possibilities appear endless. Google, Facebook, Sony, Microsoft and Samsung, all have products and solutions in the VR space, and the debate remains how the mainstream market will react, and whether developers can deliver on the promise to bring new and immersive content. We talked to key members of industry to know the use cases of VR tech, and what is the future of virtual reality, globally as well as in India?

VR: the 'next big thing'?

Ever since Facebook acquired Oculus VR for $2 billion in 2014, it has changed the virtual reality market forever. Since then we have been seeing a slew of companies that have either ventured, or have announced plans to enter the virtual reality business. The Oculus Rift headset, which costs $599 (or approximately Rs. 40,732) but requires a high-end PC, has been in high demand despite its expensive price tag. Oculus recently announced that over a million people used Samsung's Gear VR headset. Earlier this month, OnePlus and AntVR teamed up to sell 30,000 customized OnePlus Loop VR headsets, which were available to customers on a first-come, first-served basis. OnePlus held launch event of its latest flagship smartphone, the OnePlus 3, in virtual reality. HTC, a smartphone manufacturer, is pumping more resources to virtual reality. Its Vive VR headset went on sale in select markets, earlier this year.



"The PC and mobile handset market is reaching saturation point. The tech industry needed a new space to expand its reach. With the hype around Oculus Rift and HTC Vive this became the right time for the industry to adopt to the new trend," Shobhit Srivastava, Research Associate, Mobile Devices and Ecosystems, Counterpoint told My Mobile.

Google's Cardboard, which costs Rs. 300, is an entry-level headset that helped VR to grow mainstream. Intex, for instance, recently launched its new smartphone that comes bundled with a VR headset, based on Google Cardboard 2.0.

An estimated 9.6 million VR headsets will ship this year, IDC predicts. And shipments will continue to blossom through 2020, with an estimated 64.8 units will be sold. That's a compound growth of 183.8 per cent.

"With all major consumer technology players launching their virtual reality devices in some form or the other, we can surely say that virtual reality is becoming mainstream," said Amit Gujral, Marketing Head – Mobiles, LG India. The 360 VR headset is LG's first attempt at making its presence felt in the virtual reality market. The VR goggles are designed exclusively for the new G5 smartphone

LeEco, a Chinese technology company, is optimistic about the rising stature of virtual reality technology. "Looking at global



trends, more and more people are using VR headsets for immersive entertainment and gaming experiences. We believe there is great potential in India for the development of VR devices, and the metros are seeing a demand for VR based gaming," said Dickson Lee, General Manager, APAC Smart Device of LeEco.

VR: from geek to mainstream

Gaming is another area where developers and manufacturers see great potential. Sony plans to release a VR headset later this year for $399 (or approximately Rs. 27,132). Both HTC Vive and Oculus Rift require high-end PCs in order to function with even basic VR software. PlayStation VR requires a PS4 system, and move controllers. Sony has even promised 50 VR-compatible games to be on sale by the end of this year.

"Like smartphones, the VR industry will rely heavily on its app-developer community for creating interesting and innovative apps for the device", explained Counterpoint's Shobhit Srivastava. He further added: "Apart from the obvious gaming applications, VR will be used in many other areas. Some of the possible application of VR other than gaming are: communication, industrial training, medical purposes, entertainment, education and in many other areas".

"VR devices are exponentially increasing the entertainment value of the experience. Genres such as first-person-shooters and third-person-shooters provide a surreal experience when played via VR devices. More importantly, with the graphical capabilities of today's interactive entertainment having increased exponentially, VR technology has found a new lifeline to immerse gamers in entertaining content like never before", said LeEco's Dickson Lee.

Virtual reality isn't limited to gaming, or entertainment. India's healthcare system is in a deplorable state of neglect, and the shortage of doctors remains a big problem. "Healthcare can rake in huge benefits from this technology", said Keshav Bansal, Director, Intex Technologies.



A VR future?

Virtual reality is certainly getting an encouraging response, however, it's too early to predict how the mainstream consumers react. The headsets from Oculus and HTC plug into high-end PCs, while Sony's PlayStation VR connects to its PlayStation 4 game system. They are more advanced than the VR headset that uses a smartphone but pricing remains a challenge for the mainstream market.

"India will see the growth of smartphone VR", said Shobhit Srivastava. He estimates the demand for those VR headsets that house a smartphone are estimated to grow faster as smartphone OEMs are pushing VR as an accessory.

Dickson Lee of LeEco predicts an increase in the supply of VR based content in the market. In terms of hardware, he expects "developers will figure out and resolve glitches and tech issues with current versions of devices thus making them smarter, cheaper and more accessible to the general public."

Keshav Bansal, Director, Intex Technologies stresses on the cost factor which could play a huge role in promoting the VR tech in India. "Virtual Reality is here to stay and the uses of this tech are massive," he said. ■

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How to move apps to microSD card

We all have encountered that irritating message that pop ups saying that your phone is suffering from low storage fever - that time when your phone has no place to store additional data. And also the time when you wish that you had spent a little bit more on getting a device with slightly more onboard storage - 8 GB and 16 GB of storage almost vanish in no time at all in the hands of gamers and film lovers. Click some images, shoot some videos or download some heavy games or apps, and your phone's memory suddenly seems to vanish. Which is why memory cards are so important - you can not only transfer images and videos to them, but now thanks to a few innovations, even store your apps on them.

Doing so is not complex at all. All you need is a memory card in your phone with adequate free space.That done, just follow these steps to transfer your apps to it:

- Open the Settings menu on your phone and search for Apps or Application Manager
- Tap on Apps and you will see the list of apps. Select the app(s) you want to move to the microSD card
- Tap the Move to SD Card button. Congratulations your app has been moved to the memory card.
- If you wish to move an app back to the internal memory, hit the "Move to device storage" button.

A point to keep in mind, however, is that not ALL apps can be moved to the microSD card. In many cases, apps that come pre-installed on the phone out of the box cannot be moved to the microSD card. Some app developers (WhatsApp is a famous example) also do not give you the option of moving the app from native storage to external storage. So when you don't see the Move to SD Card button or if it is been greyed out, then just shrug your shoulders and get ready to clear up your phone's storage. ■

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In Conversation

"We believe in pricing products reasonably"

IT IS A TESTING TIME FOR MOBILE PROCESSOR MANUFACTURERS ALL OVER THE WORLD, AS EACH TRIES TO WRESTLE THE PERFORMANCE HIGH GROUND FROM THE OTHERS, COMING OUT WITH BENCHMARK SCORES THAT ARE BETTER THAN EVER BEFORE. AND RIGHT AT THE FOREFRONT OF THIS PROCESSOR WAR IS MEDIATEK. **ROHAN PAL** MET **KULDEEP MALIK**, COUNTRY HEAD - CORPORATE SALES INTERNATIONAL, MEDIATEK INDIA, TO FIND OUT MORE ABOUT WHAT THE CHIP MANUFACTURER IS BAKING.



How has the last year been for MediaTek in India? In the last couple of years, we have managed to make a significant contribution to the market by consistently delivering best-in-class solutions to local partners and introducing value added multimedia features for end users. Now, we look to continue improving our efforts towards making latest technology more affordable and accessible for all. With the right help, we believe anyone can achieve something amazing, even if it's just in a small way. And we believe they can do it every single day. We call this idea Everyday Genius and everything we do is dedicated to making it happen. Considering the global economic situation, we foresee that MediaTek's revenue in 2016 will fare better as compared to 2015. In 2015, we saw 35 per cent market share in mobile phone segment. Additionally, we did observe an increase in the uptake of 4G LTE products (especially in Q3 and Q4), and we do expect to continue this upward trend in our LTE numbers this year.

For many people, MediaTek is a brand associated with very affordable devices, rather than high end performance. Do you think the Helio range has changed that perception? MediaTek began its journey in the mobile business, mainly in the entry segment, and over the years, the association with affordable devices has strengthened. However, MediaTek offers a whole portfolio of solutions to our customers,

targeted to empower entry, mid, as well as high-end devices. We foresee a change in the structure of the mobile phone market. The end of operator subsidies, falling device costs, growth in device replacement or upgrade and the rise of middle class consumers in emerging markets is driving the emergence of what we call the "super-mid market." The rise of the middle class consumers in emerging markets means that there will also be more people looking to buy devices with greater capability than the more basic feature phones, raising demand for mid-range devices.

In light of this, we believe in pricing products reasonably so that it reaches a wider range of audience, without compromising on quality. We are positive that the MediaTek Helio series has only helped in enhancing our goodwill in the market, targeted towards fulfilling needs of the most demanding consumer to enhance their overall consumer experience.

MediaTek faces some very stiff competition in the mobile processor market. How do you plan to stand out in comparison? MediaTek is a fairly young organization. We have been operating in the optical drive market since we were founded in 1997 and we have continued to break through technical barriers in our ongoing quest to increase cost effectiveness. At MediaTek, we constantly strive to bring additional innovative features to deliver improved user experiences. Say for instance, MiraVision is MediaTek's patented technology with a range of sub-features that deliver digital TV experience on mobile phones, improving viewing experience of consumers and makes the FHD TV experience on mobile (images and videos) crisp and clear. Some of its sub features like SmartScreen, that helps to optimize display readability while saving power, or Ultra Dimming, that provides a dimmer (while readable) light emission for ultra low-light situations, can improve a consumer's viewing experience vastly, adding value to the consumer's daily life situations. Such innovative features and a consumer centric approach give us an edge over competition.

You have been in India for a while now. How have you seen Indian consumer behaviour on smart phones change in this time? The Indian mobile market has completely revolutionized in the past decade. Eleven years ago, when we entered India, this market was at the cusp of becoming a leading mobile handset market but now it's at the centre. Of course then, we had only a handful of brands catering to this huge market. But then, local handset brands started emerging and the rest is history. During the past five years especially, India has emerged as the preferred market for global brands, along with domestic players leveraging on the massive demand. Consumers in India are becoming digitally smart and more aware of their requirements, not ready to compromise on quality.

You are the processor experts - how do you suggest a consumer check whether the processor in his or her device is good enough? Every consumer has different needs and so it becomes extremely important for the consumer to check specifications suited to his own requirement like processor, RAM, camera capability, etc., to ensure the device meets with expectations. So, one needs to ensure that he finds out all necessary information before buying a phone.

Today, most people are tech-savvy and have already been involved in some bit of research before deciding to pick which phone model. A lot of consumers are researching online before making their purchase decision, and chipset and handset brands understand this aspect. There are company blogs as well as reviews available that help understand the specs of each device or feature which can benefit in the buying process. Also, the growing social network scenario in the country can help through buying decisions, wherein members of the same family or friends across geographies can interact and suggest devices on the basis of usage and budgets.

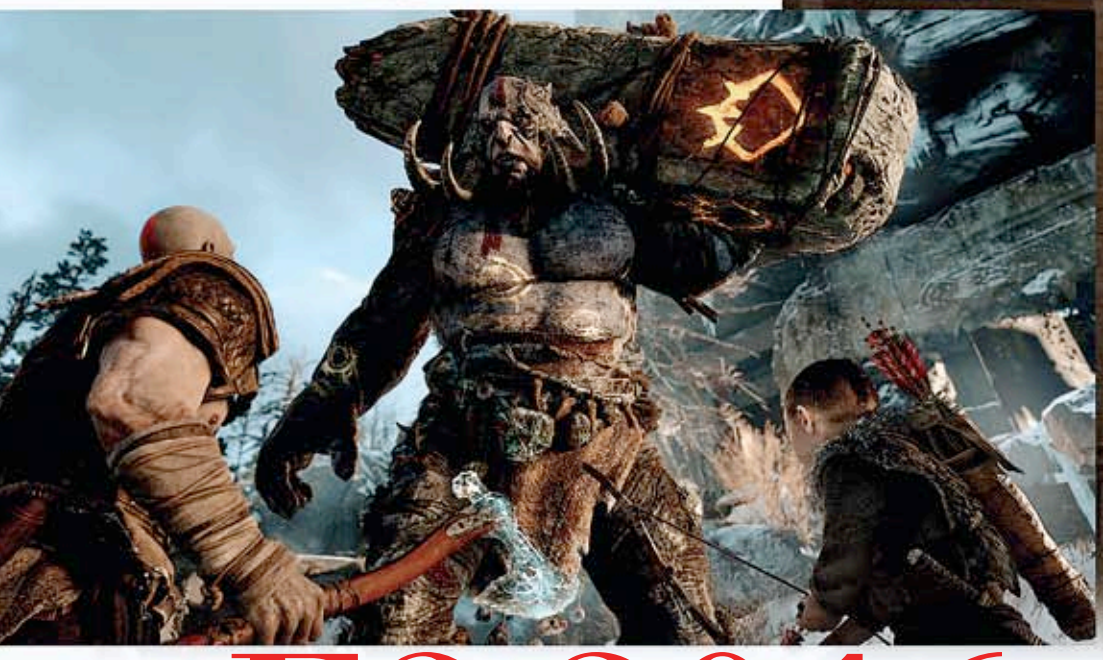
In addition, the proliferation of smartphones and tablets has exploded growth in the field of mobile benchmarking programs. Whether you are testing out the latest tweak to your device, or just looking to settle an argument as to whose phone or tablet is more cutting edge, you will be able to get some mileage from these mobile benchmarking applications, available on the internet.

What can we next expect from MediaTek in India? As was seen last year, our focus shall remain on 4G LTE solutions for year 2016. In 2015, we already introduced in India some brilliant innovations under our new MediaTek Helio series, comprising of the more premium chipset range, like the Helio X10. This year, you can expect to see more product variations under the MediaTek Helio series, bringing to the consumers some amazing first-time experiences. For instance, the Helio X20 features a Tri-Cluster CPU that provides three processor clusters, each designed to more efficiently handle different types of workloads; while the Helio P10 offers the world's first TrueBright ISP engine, which enables ultra-sensitive RWWB sensor to capture twice as much light as traditional RGB sensors in order to retain true color and detail, even in low light. On the other side, we shall also continue to introduce new 4G LTE SoCs catering to the mid and entry level segment.

Again, we shall aim to target the segment as a whole, seeking to deliver a range of best-in-class solutions. While we will be launching new products, we are also working closely with our partners. One such example is Reliance Jio with whom we are collaborating on VoLTE/VoWiFi. In addition, you will see quite a lot of focus on the Internet of Things domain. We are already quite actively involved in three sub-categories; M2M, Wearables and Connected Homes, in India. ■

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E3 2016: THE BIG GAMING FEST

THE ELECTRONIC ENTERTAINMENT EXPO, OR E3, IS ONE OF THE MOST AWAITED TECH EVENTS OF THE YEAR, ESPECIALLY FOR GAMERS. **ANUJ BHATIA** TAKES A CLOSER LOOK AT WHAT ROCKED E3 2016, GAMES, CONSOLES AND ALL.

The video gaming business is a multi billion dollar one. The gaming community - gamers, developers, publishers, artists, et al - is a dynamic and demanding one. And for them, nothing comes close to the annual Electronic Entertainment Expo (better known as E3) in terms of importance. This year too, E3 offered a peek into the future of gaming, with announcements from Microsoft, Sony and other video game publishers and developers making headlines. While it would be impossible to encapsulate all that transpired in a few pages, here in our opinion, is what really caught the eye at E3 2016.



Baby, show me the Xbox One S

Perhaps the biggest headlines were made by Microsoft's decision to show the Xbox One S, a game console that many had predicted had been coming for a while. The Xbox One S is basically a new version of the Xbox One, but is 40 per cent smaller and has 4K HDR video output. HDR gaming is also possible through the Xbox One S. It comes in white colour, and has a new, modified controller. The console will retail at $399 (Rs. 27,132) for a 2TB model, $349 (Rs. 23,732) for a 1TB model, and $299 (Rs. 20,332) for a 500GB model.

God of War is back

Perhaps the biggest talking point at Sony's E3 press conference was when Kratos (perhaps the most loved character in the history of video games) appeared onscreen. He's old. Oh, and he's a dad now. But what hasn't changed much is the fact that Kartos still carries aggression with aplomb. The gameplay demo featured violent action, with intense characterization, and rich visuals. No release date has been announced, but the new God of War will most likely be the flagship title for the PS4.

Gears of War 4 is all about action

Gears of War 4 is a significant title for Xbox One and Windows 10 this year. Developed by The Coalition, a new first-party studio, the hyped sequel introduces a whole new cast and some heavy packed action. Gears of War 4 was announced as an 'Xbox Play Anywhere' game, meaning if you purchase a digital copy of Gears of War, you can play it on Windows 10 for free. The game will include cross-play, cross buy, and all achievements and saves will carry between the two versions. A new limited edition Gears of War 4 edition of the Xbox One Elite controller was also revealed. Gears of War 4 launches on Xbox One and Windows 10 on October 11th.

Forza Horizon 3

A new Forza game was announced for Xbox One and Windows 10. The Forza Horizon series is back and this time action is in Australia. The Forza Horizon 3 features





the largest open world this series has ever had. Notably, the game features four-player campaign co-op for the first time, allowing players to play in the same open world. Forza Horizon 3 will be out on September 27 for Xbox One and Windows 10. The game also supports 'Xbox Play Anywhere' system - the new Microsoft initiative bringing together the PC and Xbox consoles.

Hideo Kojima's Post-Konami Game: Death Stranding

Hideo Kojima, the brain behind popular video game franchise "Metal Gear Solid", made a grand entrance at Sony's E3 press event. The talented game creator and developer introduced a cinematic trailer for his first post-Konami game, a mysterious title called Death Stranding. It's far from being complete, and might not hit the PS4 anytime soon. However, it was clearly evident from the trailer that the game seemed to be a combination of sci-fi and horror series.

PlayStation VR gets a release date

Sony had announced a specific release window for PlayStation VR, a headset that will be work with its popular home console, The PlayStation VR will hit the U.S market on October 13th and costs $399 (Rs. 27,132) - or $499 (Rs. 33,932) bundled with the camera and Move controllers. Sony said there would be 50 games playable on PlayStation VR this year. Games shown during Sony's E3 conference included Star Wars: Battlefront VR; Batman Arkham VR; Resident Evil BioHazard and Final Fantasy XV VR Experience.

Get ready for 'Spider-Man' on PS4

Sony announced a new Spider-Man game exclusively for the PlayStation 4. The game will be developed by Insomniac Games, which is best known for PlayStation franchise Ratchet & Clank. Spider-Man sees taking down on villains once again in New York city. The teaser showed breathtaking graphics and combat. As of now, the details about the game's release date are scarce—even its official name is not known. We also got another look at the much awaited The Last Guardian. It's coming to PS4 and will be out on October 25. Sony's E3 press conference







also witnessed the announcement of a brand new IP, Bend Studio's new game Days Gone.

Microsoft's 'Project Scorpio'

Microsoft also talked about its upcoming home console that will be significantly powerful in comparison to the current-generation Xbox One. "Project Scorpio will be the most powerful console ever created", said Xbox head honcho Phil Spencer at the press event. Its 'Project Scorpio' when released in the late 2017, will come with 6 teraflops of GPU delivering "a premier console gaming experience" including true "4K gaming" and high fidelity "virtual reality.".Spencer clearly told the attendees that the Project Scorpio won't make the Xbox One and Xbox One S redundant, as the new console will coexist and be compatible with all Xbox One/ One S games and accessories.

'FIFA 2017' and 'Titanfall 2'

EA's E3 press event was charged with big blockbuster titles, with 'Titanfall 2' and 'FIFA 2017' leading the charge. EA revealed a new trailer titled "FIFA 17 - The Journey," where it showed a Premier League player trying to make it big. The trailer revealed that players can live the story, a first for the "FIFA" franchise. FIFA 17 will be available on September 27 for PC, Xbox One and PS4. Also on show was multi-platform shooter Titanfall 2, which will be available on October 28 for the PS4, Xbox One, and PC.

Legend of Zelda: Breath of the Wild

Nintendo announced the new Legend of Zelda game's official title as The Legend of Zelda: Breath of the Wild. Launching on both the Wii U and NX in 2017, the game will be the biggest game Nintendo has ever created. The trailer showed scenes in an open world, and gamers will be able to "Travel across fields, through forests and to mountain peaks as you discover what has become of the ruined kingdom of Hyrule in this stunning open-air adventure." Sounds like a Zelda series title to us. Could it be the blockbuster Nintendo is looking for? ■

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Face-Off

The Great Budget Phone Battle

THEY BOTH COME WITH IMPRESSIVE HARDWARE AND INNOVATIVE SOFTWARE. AND NEITHER COSTS A BOMB. BUT IF YOU ARE LOOKING FOR A GREAT SMARTPHONE ON A TIGHT BUDGET, WHICH ONE SHOULD YOU GO FOR? WE PUT THE XIAOMI REDMI NOTE 3 AND THE YU YUNICORN IN THE RING AGAINST EACH OTHER.

By Nimish Dubey



When it comes to brands that sell their phones mainly online, Xiaomi and YU are among the most prominent in the Indian market. Both brands have built a following on a simple principle - serve up a lot in terms of value at a relatively low price. So if you are looking for a phone in a budget of about Rs 12,500-13,000, it is hardly surprising that both brands have devices in that range - Xiaomi has the Redmi Note 3 while YU has the Yunicorn. But which one should you opt for? We try to figure that out for you.

Looks

These are two phones that are a blend of metal and glass. But there the similarity ends. While the Redmi Note 3 has a more curve-y design, the Yunicorn is slightly more boxy with its straight sides. The Note 3 is incredibly compact and lighter than the Yunicorn but we are giving this round to the YU device for its brushed metal back and chamfered sides which cut a smarter figure.

Winner: *YU Yunicorn*

Hardware

This turns out to be a closer battle than expected. Both phones come with full HD displays and 32 GB storage, but the Redmi Note 3 has the edge in the processor department - the Qualcomm Snapdragon 650 is seen as a more solid performer than the MediaTek Helio P10. Both phones come with 32 GB of storage but the Yunicorn has 4 GB RAM while the

Note 3 has 3 GB RAM. The Note 3 pulls away in the rear camera department with a 16.0-megapixel shooter as compared to the 13.0-megapixel one on the Yunicorn. Both phones have similar connectivity options, both come with fingerprint sensors and large batteries (4000 mAh on the Yunicorn, 4050 mAh on the Note 3). It is an incredibly close call, but we will give this one to the Note 3 for its processor.

Winner: Xiaomi Redmi *Note 3*

Software

Which one would you prefer - Xiaomi's MIUI interface or YU's Android on Steroids? Both have their plus points - MIUI has a rich, feature laden interface, while Android on Steroids is much more Spartan and closer to stock Android. We can see the mainstream user perhaps preferring the more colourful MIUI while the more geeky ones prefer the YU UI. We are going for the Redmi Note 3 on this one as MIUI has a richer ecosystem at the time of writing, but it is a very tight call.

Winner: *Xiaomi Redmi Note 3*

Multimedia

Another tight fight this is. The Note 3 has a much better camera but on the flip side, the Yunicorn offers a brighter display and better sound in terms of volume. As an overall multimedia device, however, the Note 3 offers more thanks to that very significant camera edge, which is why it takes this round.

Winner: Xiaomi *Redmi Note 3*



General performance

In terms of general smoothness we found both devices turning a sterling performance. Neither showed any signs of lag in routine tasks like Web browsing, social networking, e-mail and the like. Battery life was nothing short of amazing with both devices running close to two days on a single charge if handled carefully. We are giving this one to the Yunicorn purely because it seemed just a tad smoother in general terms and well because the Around service (which shows you cabs, eaters, etc., in your vicinity with a simple swipe to the right from the homescreen) adds terrific value to general users.

Winner: *YU Yunicorn*

Value for money

It is an out and out win for the Redmi Note 3 with its 3 GB RAM and 32 GB storage being available for Rs 11,999 against Rs 12,999 for the Yunicorn, which does offer more RAM (4 GB) but gets outgunned in the camera department.

Winner: *Xiaomi Redmi Note 3*

Conclusion

The Redmi Note 3 might have ended up winning more rounds than its competitor from YU but the fact remains that this was a rather close battle. Those wishing a more compact phone with a better camera are likely to be swayed by the Redmi Note 3 but if you are looking for a good-looking device with generally smooth performance combined with great battery life then the Yunicorn is definitely a contender. As always, it really boils down to what your needs are. Both phones are pretty awesome for what they offer at their current prices.■

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In Conversation

"Our focus is on setting mobile technologies"

JUNE SAW LG STAKE ITS CLAIM FOR HAVING THE BEST SMARTPHONE IN THE INDIAN MARKET WITH THE LAUNCH OF THE LG G5. FEATURING A NEW MODULAR DESIGN AS WELL AS SOME VERY POWERFUL HARDWARE, THE PHONE HAS GAINED A LOT OF ATTENTION, AND COULD WELL PROVE TO BE A LANDMARK FOR THE COMPANY IN INDIA. TO FIND OUT MORE ABOUT THE DEVICE AND JUST WHERE THE COMPANY INTENDS TO GO FROM HERE, **PRIYANKA DUA** MET **AMIT GUJRAL**, MARKETING HEAD - MOBILES, LG INDIA.



How has 2015-16 gone for LG? 2015-16 was a good year for us, we launched multiple devices across price points during that time. Some of our highlighted launches of 2015 include the flagship LG G4, LG G4 Stylus, LG Max, LG Google Nexus 5X, and LG G Flex 2. And with every device that we launched, we tried to provide more value and meaningful innovation to our consumers.

We heard a lot about the G4 . What are your expectations from the G5? LG G4 was a part of our G series smartphones and this series has always received great

new standards in

appreciation from the Indian consumers. The G4 brought with itself many firsts, like an amazing camera with f/1.8 aperture lens, leather back, and manual mode on smartphone camera. LG G5 is the first ever modular smartphone available in the market currently. It is the only smartphone which allows the users to enhance the capability of their smartphones according to their needs and breaks the mundane smartphone experience. The G5 is a consumer insight driven innovative smartphone and the modular design is considered to be the most innovative concept in the smartphone industry till date. We are very hopeful that the Indian consumers will like the LG G5.

There has been a lot of interest in the modular design of the LG G5. Are we going to be seeing lots of accessories to make the most of it in India? We are really happy to see so much of interest that people are showing in the modular LG G5. The interest is obviously because of the modular design which is very innovative in itself and first of its kind in the smartphone industry. Currently, we have launched three companions CAM Plus, LG 360 CAM and LG 360 VR. With the industry's first ever modular smartphone, a lot of interest is being shown by consumers and other industries as well to participate for more and more companions for LG G5. The ideas are continuously pouring in and we shall see the feasibility of all such ideas from both hardware and software compatibility. More companions should come to life in time to come.

At Rs 52,990, some might think the G5 a little expensive side. Why do you think an Indian consumer should buy it, especially given the recent influx of high specced yet relatively low priced devices from Chinese Players? India offers a huge diversity of consumers across price points. Indian consumers in recent times have made choices which they think befit their needs best. LG G5 is for all those Indians, who want to come out of the regular smartphone experience and would like to enhance their futuristic instincts.

We have seen a number of devices from LG in recent times in different price segments. Which ones are you really betting on in India? If you take into consideration 2016, we have already launched many devices in the country, across all price points. These include the K7, K10, Stylus 2 and now the LG G5. As you would know, in April this year, we had also launched our Make in India initiative for the smartphone category. This shows our commitment to the consumers in India. We want to be known as the smartphone player who is committed to provide true value to our customers across price points

What is your take on the online- offline sales model debate? And which of these baskets do you thing LG will be putting its eggs in? Both the on-line and off-line models present a unique sales channel. On the basis of product proposition, we are very well available at both the channels and this would be our consistent approach.

What are LG's plans on the Make in India front? We had announced our Make in India initiative for the smartphone category in April this year. Till date, we have announced a few Made in India smartphones – K7, K10 and Stylus II. We will keep you informed about any further developments in our Make in India initiative

What we can expect from LG in the coming days in India? Our focus is on setting new standards in mobile technologies and developing innovative smartphones – we have seen a positive shift amongst Indian consumers for our smartphones and are optimistic about increasing our market share. Our focus is to create products that are clutter breaking, innovative, with beautiful designs and great usability developed to make life easier for users. With this product philosophy we have already seen a great traction and an increasing demand year-on-year in the Indian market and with a range of products that caters across price segments in smartphone category, we expect to grow exponentially in the coming few months and years

Which is the next great device we can expect from LG? Our next devices will be yet another path breaking innovation that will bring a revolution in the smartphone industry across price tiers We will definitely share with you our lineup for the future when the time is ripe. ■

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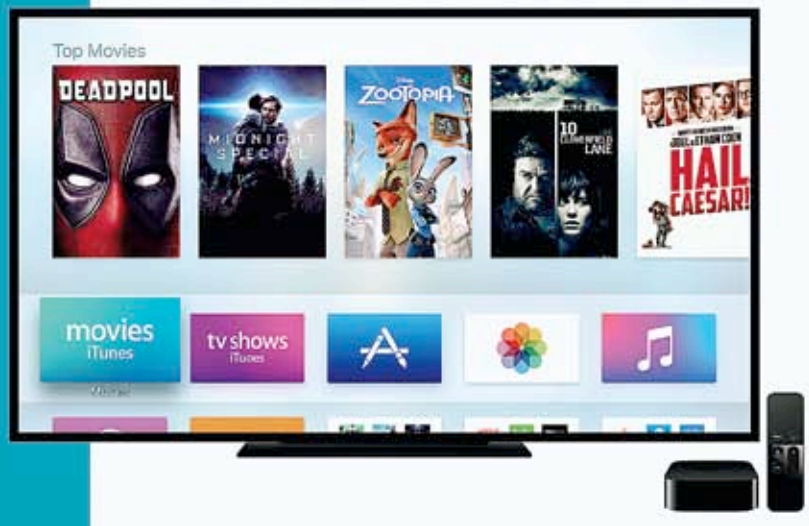
Spotlight

WWDC 2016: All About Software Magic

APPLE'S WORLDWIDE DEVELOPER CONFERENCE (WWDC) WHICH WAS HELD ON JUNE 13 BROUGHT MANY INTERESTING UPDATES ON COMPANY'S SOFTWARE SIDE. **ROHAN PAL** SUMS UP THE BEST OF EVERYTHING THAT HAPPENED.

Apple's Worldwide Developer Conference (WWDC) is seen by many as a precursor of what the Cupertino giant has in store for the future. And the 2016 edition of the event did not disappoint. Be it the new revamped version of the Message app or the renaming of the Mac OS and improved Apple Watch interface, WWDC 2016 gave us the hint of a better ecosystem being developed by the Cupertino giant.

To give a background, Apple holds its annual developer conference in which thousands of developers from around the world get a chance to meet Apple executives and attend workshops. And like every year, we saw a slew of announcements about iOS, macOS, tvOS and Apple Watch. Here in a rather brief nutshell are the highlights of the event.





iOS 10

Terming it as one of the biggest releases ever, Apple unveiled iOS 10 with a host of new and interesting features. Starting with one of its most used services, Messages, which got a total revamping. Clearly sensing the popularity of the Messages app, Apple has overhauled it signficantly. And typically, has made it more fun to use. Features like animations, new emojis, better predictions, and more have just made the app more fun to use. For example if you want to wish your near ones, you can use animations balloons, fireworks, right in the Messages app. You can also send someone a secret message through invisible ink which can be only revealed after your friend swipes over it. Then there are handwritten notes through which you can send messages in your own handwriting. iOS 10 also allows users to replace any particular word in a message through its new tap to replace feature. And if you don't want to type anything at all, the company has added Tapback which let you respond with a simple tap. Other than this, you can send rich links, adds GIFs and lastly there's a Digital Touch Mode, through which you can create fun video/photos and send them through the app.

Siri just got smarter as well - it can call a cab for you or even book a table on OpenTable. And as expected, the company has opened Siri to third-party developers via the SDK, and developers can now create commands letting Siri interact with their app. Maps got simpler with an all-new design coupled with easy access control, proactive suggestion, more dynamic view, real-time traffic update on route and more.

You can also search during trip and may even book a table or ride if you want.

Apple Music also got a major update in iOS 10 with a new design and now you can also see the lyrics while listening to your favourite song. The company has made many additions to the app like Library, Browse, Radio and a daily curated playlist in the "For You" tab. Moving on, Photo is now more intuitive and helps you to find the images by searching objects like mountain, horse, etc., in your photos. Apple has added a new option known as Memories that will scan photos, videos of events and trips and place them in one collection. There is also a new Memory Movie option that automatically makes a movie from your Memories and edit sthem with theme music, titles and cinematic transitions.

Other than this the company has updated its News app, added new HomeKit app, and now you can also see automatic voice mail transcription. Finally, more functionality has been added to its 3D touch, a feature about which many were skeptical.

macOS Sierra

Apple has finally changed the OS X branding of its computer OS and it will be now known as macOS. As a tradition, a new OS cannot be complete with a name, so this time the company has named it macOS Sierra. But what makes it this year OS update so special? Well it is because this time you will see Siri on it. Yes, you heard that right. The latest macOS will come with Siri and you can use it to "look up information, find documents, pin or drag and drop search results, and even adjust system preferences." Pretty much touché. And you can have your desktop and document across all the Apple devices and you can even modify them through a Universal Clipboard. Also whenever your peer Apple device like Apple Watch is near your Mac, it gets automatically unlocked through an Auto Unlock feature. There is also the picture-in-picture option for web videos, which will allows you to resize, drag and pin videos to any corner of your screen.

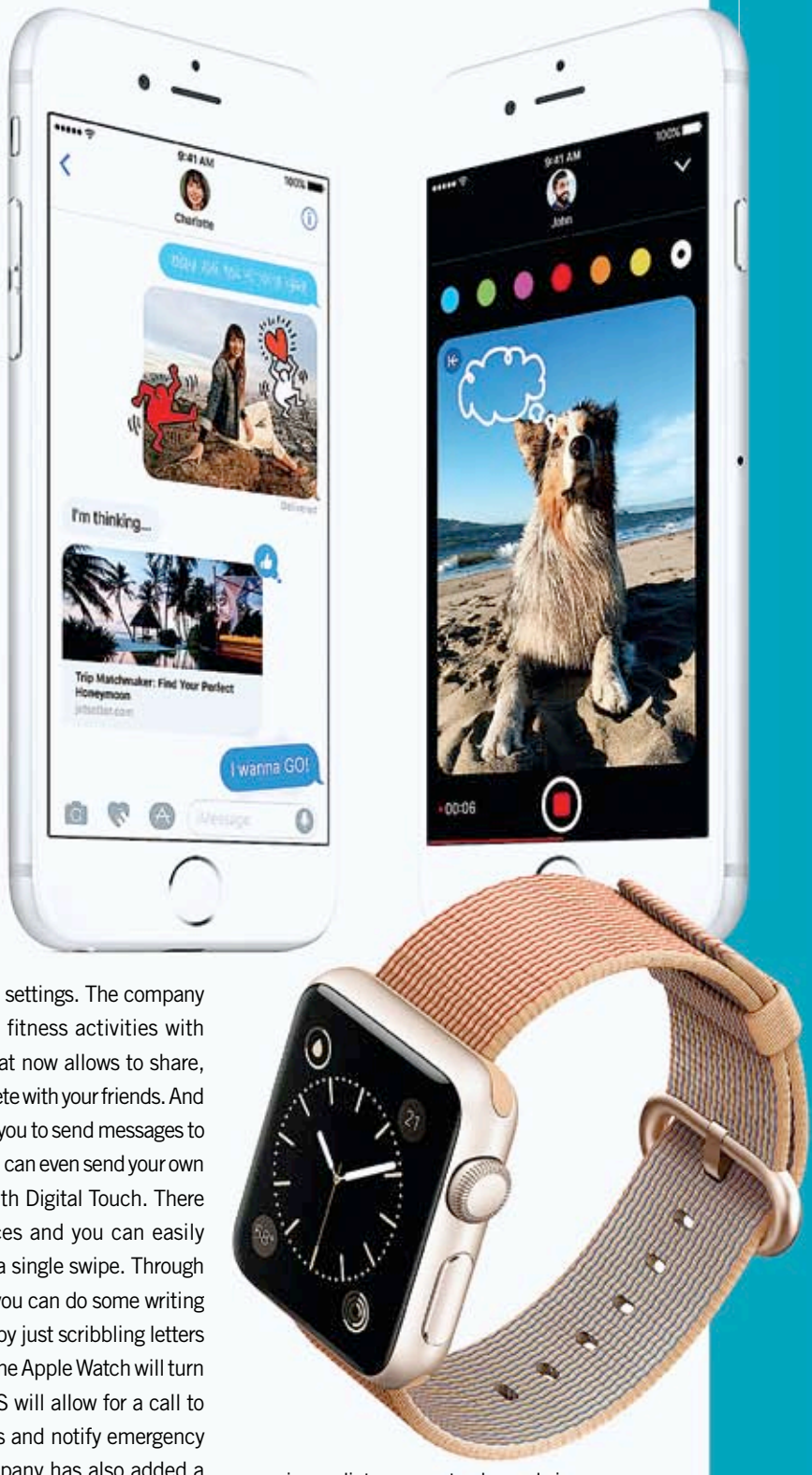
The company has brought Apple Pay for the Web so that you can pay online through Apple Pay and the transaction will be authenticated with your iPhone's TouchID.

watchOS 3

Apple has also made watchOS 3 faster and more intuitive. The apps are now optimised and launch immediately with updated information on them and the company has added its own Control Center so that you can see your most used settings. The company has also improved fitness activities with the Activity app that now allows to share, compare and compete with your friends. And the app also allows you to send messages to your friends and you can even send your own racing heartbeat with Digital Touch. There are new watch faces and you can easily change them with a single swipe. Through a Scribble feature you can do some writing on the watch itself by just scribbling letters on the display and the Apple Watch will turn them into text. SOS will allow for a call to emergency services and notify emergency contacts. The company has also added a new app known as 'Breathe', which helps you to relax and motivates you to do some deep breathing exercises.

tvOS

Apple also tweaked its OS for Apple TV, and one of the best new features in tvOS is the single sign-on for PayTV and which gives users immediate access to channels in one go. And yes, Siri gets more functionality as you can now search specific topics, different genres and can also search YouTube and manage Homekit. There is also a light and dark mode to choose from and you can also use your iPhone as a remote through the Apple TV Remote app. ■



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DIGITAL INDIA: LOFTY AIMS, TOUGH CHALLENGES

IT HAS BEEN AN INITIATIVE THAT HAS BEEN WIDELY PUBLICISED. AND CRITICISED BY SOME AS BEING FAR TOO AMBITIOUS. BUT AS **PRIYANKA DUA** AND **ROHAN PAL** DISCOVER, THERE IS MORE TO THE INITIATIVE THAN JUST A LOT OF OPTIMISM AND HYPE. IT MIGHT TAKE TIME BUT DIGITAL INDIA COULD WELL CHANGE INDIA AS A NATION.

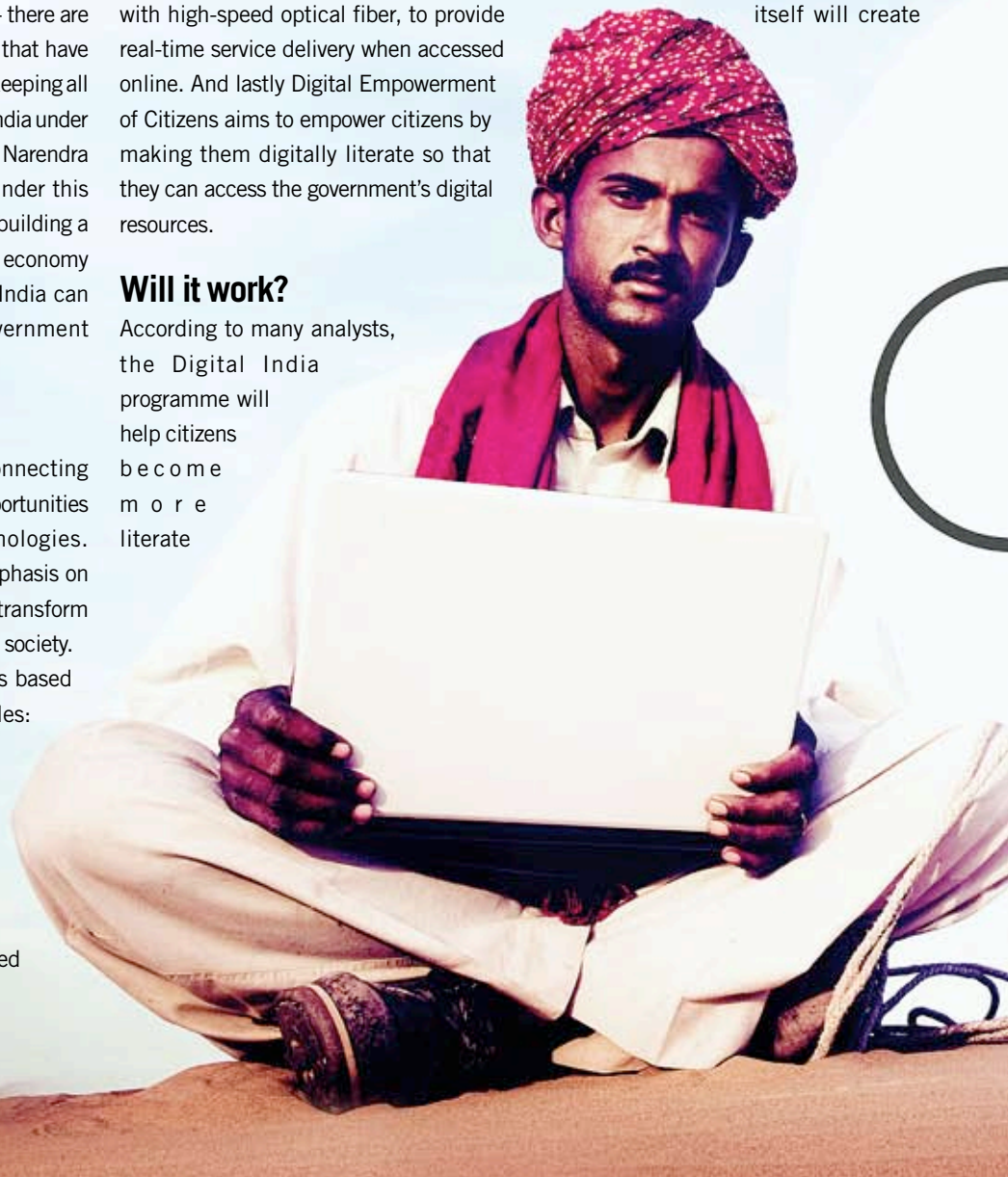
Nowadays when people talk of development, technology inetvitably comes into the picture. Technology is seen as an integral part of development, and plays a vital role in developing a society. Technology, however, so far has been the preserve of a few in our country - there are large swathes of the population that have no idea of the word whatsoever. Keeping all this in mind, the Government of India under the leadership of Prime Minister Narendra Modi launched Digital India.Under this programme, the Government is building a technology-enabled knowledge economy through which the citizens of India can easily connect with the Government through a digital medium.

What is Digital India?

Digital India is essentially connecting people digitally and creating opportunities by harnessing digital technologies. Basically, the initiative lays emphasis on e-governance and attempts to transform India into a digitally-empowered society. The Digital India programme is based on three fundamental principles: Digital Infrastructure as a Utility to Every Citizen, Governance and Services on Demand, and Digital Empowerment of Citizens. Under the digital infrastructure, the Government is planning to provide high-speed Internet broadbands to over 250,000 Gram panchayats and each citizen will be provided with a unique digital identity which they can use to access various government initiatives. Governance and Services on Demand is about trying to integrate different government departments with high-speed optical fiber, to provide real-time service delivery when accessed online. And lastly Digital Empowerment of Citizens aims to empower citizens by making them digitally literate so that they can access the government's digital resources.

Will it work?

According to many analysts, the Digital India programme will help citizens become more literate and generate employment. The programme will also help boost GDP up to $1 trillion by 2025. According to a Deloitte report, "The digital platform can enable more creative and service-oriented business models that create employment opportunities. The Digital India project itself will create



employment opportunities for 17 million11 people directly or indirectly which will help in fighting against unemployment problems in India." This initiative will also be helpful in providing better education, healthcare and banking facilities. Literacy is of course a stumbling block and Intel is playing a major role in this regard with its 'Ek Kadam Unnati Ki Aur' scheme which focuses on making people digital literate. "To do that, we have tied up with the CSC's team and we are working with them very closely. We are setting up 100 unnati kendras in the country where through the year you will have trained personnel telling people how to use technology or how simple things can change their lives," Sandeep Aurora, Director, Marketing and Market Development South Asia, Intel, told us.

Challenges aplenty

The Digital India initiative is an ambitious plan, And yes there are many hurdles in the way. One of them is lack of proper infrastructure. Digital India needs a strong bandwidth support coupled with large data centers. One also needs to connect about 50,000 villages through an optical fibre network (just one per cent have Internet connectivity, as per a Deloitte report).

India is also far behind in terms of Internet penetration - 15 per cent as compared to about 46 per cent in China. According to a report, India is ranked 20th in mobile data speeds, with an average speed of 0.099 mbps. "Buying a smartphone, that is the first part. The second part is getting a true broadband service available. Then you move people away from only chatting and social media which are also important because they help you stay connected, but people need to start using internet as a means for economic development, a means for progress. One of the big things that needs to be tackled as soon as possible is the whole availability of really low cost broadband service which most probably get solved as soon as 4G roll out happens broadly because any device - a PC, phone, laptop - is not that useful without the Internet is not that useful," Aurora explains. Then there is the diversity of culture and language across the nation. The road to Digital India is a long and winding one. But is well worth walking on. For it leads to a digitally enabled future. ■



"It is over ambitious, no doubt, but it has to be done!"

SANDEEP AURORA, MARKETING & MARKET DEVELOPMENT, SOUTH ASIA, INTEL SHARES HIS THOUGHTS ON DIGITAL INDIA.

What were the key goals of the Digital India programme? We are focusing on the three pillars where number one is the pillar of innovation. We believe fundamentally, that unless the grounds of innovation start to happen, we will not be able to change the curve of digital growth or digitalisation in India because the problems of India are very unique and these unique problems will find their solutions locally. No one is going to import a solution and the second part of the innovation agenda is getting the mindset of innovation, where innovation becomes a part of thinking instead of thinking "jugaad". The second pillar is digital skills. We believe literacy is one part that we need to work upon but digital literacy is very important. If people don't know how to use technology, how to use the power of the Internet, how to use a device, they can't progress.



The third one is technology out reach into non urban India. Here, we are not talking about rural India. If you go to small towns in India, people are either afraid or they don't know the relevance of technology in studying, running business or just getting information.

So, there is this program that we recently launched "Ek Kadam Unnati Ki Aur"which is trying to fix the gap and trying to make sure that we make people digital literate.

What kind of response are you getting and are you satisfied with it? We are thrilled. Starting from the Information and Technology Minister to the Prime Minister got interested, tweeted about it, encouraged people to take part and the kind of response we got from the industry players when we asked them to mentor - everyone agreed. We had A-listers industry people mentoring these teams in real time. They went through this whole acceleration program and the biggest learning for them from all this mentoring was that the participants told and taught them real life problems, how to solve it, how to figure out their solutions, how to think of the design model and how to think about the business model which helped a lot. The fact is that the top five- six players are not just looking at business or commercializing their projects in India but outside India as well. If digital India becomes successful, this can become a blueprint of how to rule out government to citizen services in any emerging market. African and other south Asian counties can follow soon and copy the exact same and say "this is what we do, and get done with it".

Some people have called the initiative over ambitious. What is your opinion in this regard? In my mind, if you will not take over ambitious steps, you will not even reach halfway. So in that sense it is over ambitious, no doubt but it has to be done. There is no other way because if you will not start taking these big goals, you will only make incremental progress which is not going change the growth curve. We need something fundamentally different which changes the equation completely. It is ambitious but according to me, it has to be done. Rather than spending time on will it happen or not, if we collectively as a nation start thinking about how to make it happen, we are far better off because critiquing is easy. We can sit and criticize that so and so movie is bad, but one has to understand how much effort is put into making something like that. So, it's easy to say that a big program like this will not work but what will if this doesn't? That is the question we need to ask as a country. There are no ifs and no buts, we have to make it happen and contribute towards it.

What can we expect from in Intel in the digital India project in the near future? You will see a lot more work from us on the data centers. How do we work with partners, solution providers and enable end to end solution is what we are focusing on. Technologies which are easy to use, which are scalable, because one of the biggest issue of real time is scaling. If you have end to end solutions ready, you can scale them much faster. On the other side, at the citizen's end, we will keep on putting more effort in connecting more and more citizens to technology. And making sure the know how to use technology and how it can change lives and how can they progress in life and the innovation in there as well. So the focus there is to inculcate their interest in science and education. The innovation idea will remain more and more focused. We will have more things which are simple in nature but which are scalable and help in terms of getting the work of citizens done and outreach in terms of knowledge. ■

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ITEL SELFIE PRO IT1511

A decent budget camera phone

Chinese manufacturer, itel has recently ventured into the affordable smartphones segment with its smartphone, the itel Selfie Pro it1511 but does it have all it takes to compete with other smartphone companies in the same price bracket?

Decent looks

The smartphone has decent looks and sports a 5 inch HD IPS display. The front looks good and has three Android touch buttons on the lower part while on the top is a front camera along-with a LED flash and a speaker. Above the display you can also find a micro USB port with an audio jack. On the left is the volume rocker while on the right is a power button and a physical camera button(a rarity these days). The back has a camera with dual LED flash with a speaker grille on the lower part. Removing the cover reveals two SIM slots and a microSD card slot. The phone looks good with metallic finish on its sides.

Entry-level specs

The Selfie Pro it1511 has a 5-inch HD IPS Oncell display and runs on Android Marshmallow. Under the hood is the MediaTek quad-core 1.0 GHz processor coupled with Mali 400 GPU. It has 1 GB of RAM and 8GB storage which is expandable using a microSD card. It comes with a 8.0-megapixel rear camera with dual LED flash and a 2.0-megapixel selfie snapper. The phone is powered by a 2500 mAh of battery and the connectivity options include 4G LTE, Wi-Fi, Bluetooth 4.0, GPS and a micro USB 2.0 port.

Average performance

The smartphone feels good to hold and the display produces decent colours while surfing the web and watching videos. It also has features like proximity sensors and even shows different quotes every time you power on the phone. The phone runs reasonably well if you are using one or two apps, but you will face issues while multi-tasking and it does hang sometimes too. The 2500 mAh of battery needs to be used carefully or will run out in a few hours. Sound quality is decent. The 8.0-megapixel camera shoots good quality pictures indoors and outdoors and the front facing shooter with a LED flash also clicks decent selfies.

Conclusion

For Rs 6999, the itel Selfie Pro it1511 offers decent value for money, especially in the camera department. It however, faces, stiff competition from both the Xiaomi Redmi Note 2 and Coolpad Note 3 Lite which provide comparative specs at similar price points. ■

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ITEL SELFIE PRO IT1511

TECH SPECS

Dimensions I NA

Weight I 155 grams

OS I Android 6 Marshmallow

Display I 5.0-inch HD

Processor I 1 GHz quad core

RAM I 1 GB

Storage I 8 GB, expandable upto 32GB

Battery I 2500 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 Yes

Price: Rs. 6,999

VERDICT

Looks Decent looks, comfortable to handle	07 /10
Features Entry level features	07 /10
Performance Average performer, lags in multi-tasking	07 /10
Ease of Use Comes with latest Android version	08 /10
Value For Money Good specs for this price	08 /10
OVERALL	**74%**

PROS
Good looking, Camera

CONS
Average battery, Not a multi-tasker

Tried & Tested

PANASONIC ELUGA A2

Not quite A-Plus

Panasonic has recently added a new member to its Eluga series with the launch of Eluga A2 smartphone. The phone tries to blend a compact factor with a large battery. Will it be enough to make it a worthy contender in the budget segment war?

Good design and display

The Eluga A2 comes with a relatively simple design language. The 5.0-inch display is surrounded by a golden ring which gives it a distinct appearance. Although the phone comes with a unibody design, it has a plastic back panel with metallic finish. At the front is a camera coupled with earpiece and sensor on the top, and on-screen navigation buttons at the base. There is a 5-inch HD IPS display with a screen resolution of 1280 x 720 pixels - it is a decent display, but the likes of the Lenovo K5 Plus and Redmi Note 3 have full HD displays at this price. On the right there is a power on/off button while on the left you find the volume rockers. On the top there is an audio jack while at the base there is microUSB port. At the back you will the primary camera with an LED flash and when you remove the back panel, you can see a dual-SIM slot and a microSD card slot.

Average performer

The Panasonic Eluga A2 is powered by a 1GHz quad-core processor coupled with 3GB of RAM and 16GB of internal storage which can be further expanded up to 128GB via microSD card. On the connectivity front, the device support 4G, Bluetooth, WiFi and GPS. The performance of the device was a bit on the inconsistent side - it handled daily tasks like social media, browsing, streaming quite effectively, but lagged in multi-tasking. Similarly, it handled casual games easily but stuttered in HD territory.

On the camera front, the device comes with a 8-megapixel rear camera and a 5-megapixel front-facing camera. Although the phone took some good photos in the broad daylight, it was slow to focus and we could see the pictures lacked detailing. Low light performance was not too good either.

That said, the device does have a good battery backup. The 4000mAh battery lasts more than two days with normal usage. And the device runs on the Android 5.1 Lollipop with company's FitHome UI on top of it. The interface is indeed very easy to use and it can be used in any orientation.

Conclusion

With a price tag of Rs 9,490, the Panasonic Eluga A2 seems overpriced when you consider the likes of the Lenovo K5 Plus and the Xiaomi Redmi Note 3. It is a decent phone in terms of battery life, but faces stiff competition. ■

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PANASONIC ELUGA A2

TECH SPECS

Dimensions I 143.8 x 72 x 8.9 mm

Weight I 167.5 grams

OS I Android 5.1 Lollipop

Display I 5.0-inch HD

Processor I 1 GHz quad-core

RAM I 3 GB

Storage I 16 GB, expandable upto 128 GB

Battery I 4000 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. 9,490

VERDICT

Looks Smart-looking device but doesn't sport a metal body	08 /10
Features Good display but no fingerprint sensor	08 /10
Performance Middling specs, sluggish performance	07 /10
Ease of Use FitHome UI is easy to use	08 /10
Value For Money An average performer	07 /10
OVERALL	**76%**

PROS
Good display, good battery life

CONS
Last-year specs, sluggish performance

VIDEOCON KRYPTON 3

Steady budget performer

After a brief lull, Videocon has got right back into the smartphone segment and launched the Krypton 3 smartphone in India. It has some impressive features, but is likely to find itself in a tough fight against some very good competitors.

Glossy design, average display

Videocon Krypton 3 comes with a combination of plastic and metal finish, with a plastic exterior and metal ring around the phone. We got the blue unit for review and it does have a certain premium look, although it can get smudged. The device is 9.3mm thick and weighs 142.5grammes. On the front is a 5.0-inch HD IPS screen with DragontrailX 2.5D curved glass, which delivers good viewing angles and gives decent colour output. Above it, you will see a front shooter coupled with earpiece and at the base there are navigation buttons. On the right you will find a power button and volume rocker while the left is blank. At the back is a primary camera coupled with dual LED flash and once you remove the back panel, you will see a removable battery coupled with dual SIM slot and a microSD card slot. On the top there is an audio jack while at the base there is a microUSB port. The phone's design is good but its competitors are offering much more compact designs and bodies.

Good performer

The Krypton 3 is powered by a quad-core MediaTek MT6735 processor with 2 GB RAM and 16 GB storage which can be expanded up to 64 GB via microSD card. The smartphone supports all connectivity options like 4G, VoLTE, GPS/A-GPS, Wi-Fi and Bluetooth. The device surprised us with its performance - it not only handled casual tasks well but even handled high-end games like Warhammer 40,000: Space Wolf, Asphalt 8: Airbone, without any lags or frame drops. Which is extremely impressive at this price point.

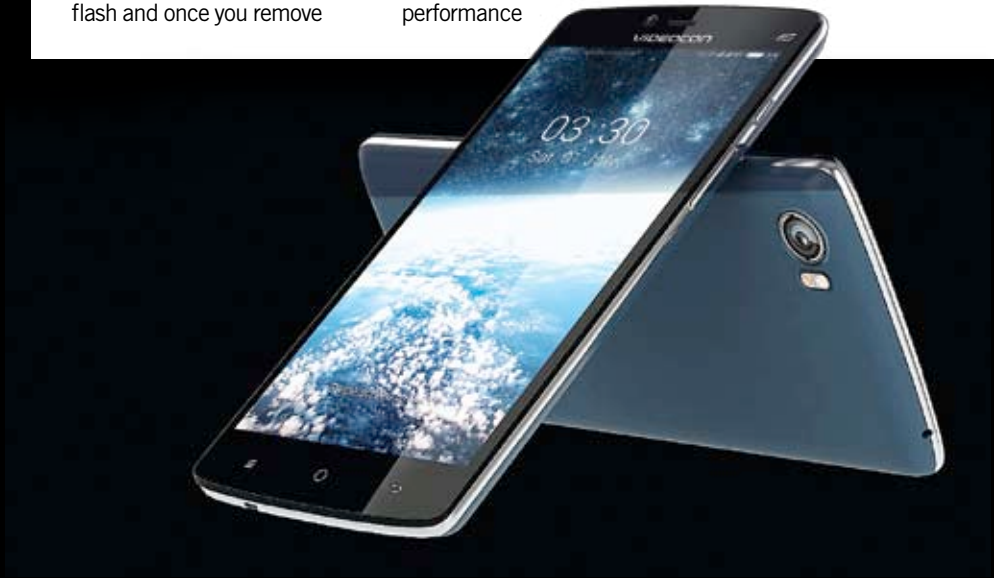
On the camera front, the Krypton 3 sports a 13-megapixel rear camera coupled with PDAF, ISOCELL, Smart WDR and dual LED flash. The performance of the camera came as a mixed bag. Although the device was able to take good photos in daylight, but it was slow to focus and we sometime had to wait for few second for capturing images. Under low light, the performance was average as we could see grains and noises covering the photos. The front shooter also performed averagely in our testing.

The Krypton 3 runs on the latest Android 6.0 Marshmallow OS with an option of using two different UIs other than the stock Android look. The UI is smooth and easy to navigate. The smartphone is powered by a 3000mAh battery which can last up to a day of normal use.

Conclusion

With a price of Rs 10,000, the device can be seen as a good bargain but still it faces a stiff competition from the likes of Xiaomi Redmi Note 3 (Rs 9,999), LeEco Le 1s (Rs 10,999), and Meizu M3 note (Rs 9,999) which offers better specs and performance at a similar price point. ■

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VIDEOCON KRYPTON 3

TECH SPECS

Dimensions I 144.3 X 73 X 9.3 mm

Weight I 142.5 grams

OS I Android 6 Marshmallow

Display I 5.0-inch HD

Processor I 1.3 GHz MediaTek MT6735

RAM I 2 GB

Storage I 16 GB, expandable upto 64 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. 10,000

VERDICT

Looks	Different design and glossy finish looks good but prone to smudges	08 /10
Features	Average display but a lightweight device	08 /10
Performance	Middling specs but smooth performance	08 /10
Ease of Use	Comes with two different UI option	08 /10
Value For Money	Overall, good performer but still faces stiff competition	08 /10
OVERALL		80%

PROS
Good display, good battery life

CONS
Last-year specs, mediocre camera

HTC ONE X9

TECH SPECS

Dimensions I 153.9 x 75.9 x 7.99 mm

Weight I 170 grams

OS I Android 6 Marshmallow

Display I 5.5-inch FHD

Processor I MediaTek Helio X10 Octa-core

RAM I 3 GB

Storage I 32 GB, expandable upto 2 TB

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. 25,990

VERDICT

Looks The curved glass edges and metal finish look awesome	09 /10
Features Great audio, Android Marshmallow, NFC	08 /10
Performance Super on multimedia front	08 /10
Ease of Use Sense UI remains one of the best Android overlays	09 /10
Value For Money There are much better specced phones available at lower prices	06 /10
OVERALL	**80%**

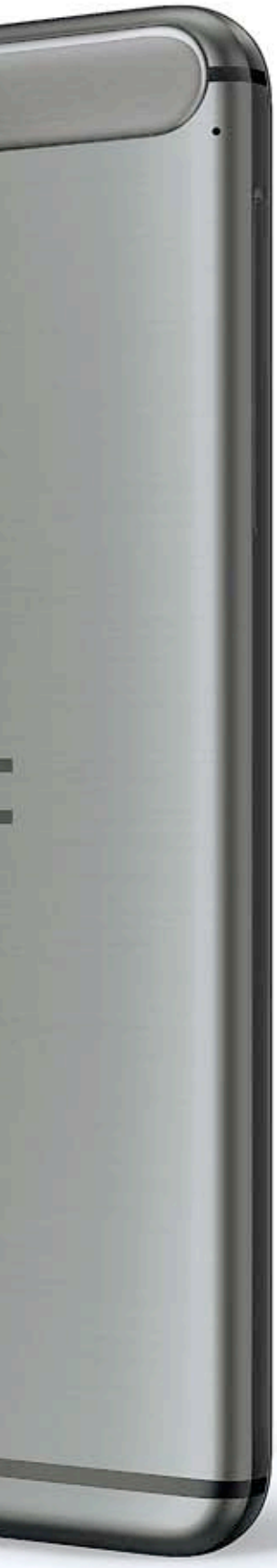
PROS
Classy design, Decent performance, Good camera

CONS
Expensive, No fingerprint sensor, Not the best specced at its price

HTC ONE X9

Metallic style statement





It was launched alongside the more high-profile HTC 10, which is the company's flagship, and still managed to turn heads with its eye catching design. But will turning heads be enough for the HTC One X9?

Definitely a looker

HTC has a formidable reputation for coming out with good looking devices and the One X9 lives up to it. It certainly is the best looking phone in its price segment, and honestly, we think it is even more striking than the more hyped flagship, the HTC 10. We got the black model, and it certainly turned heads. At a time when most phones are tending towards being slightly oversized, the X9 is impressively compact. The front is dominated by the 5.5 inch curve edge display, flanked by front facing speakers above and below it, as well as three touch buttons below it. The phone is an impressive 8 mm thin, and its sides curve gently to meet the metallic back, which makes the phone slightly slippery but do give it a very distinct look. HTC has placed a SIM card slot, the volume rocker and a power/display button (with a slightly ridged finish) on the right hand side of the device, while the left side contains another SIM card slot and a memory card slot. Interestingly, the company has opted to keep the SIM slots in the form of trays that can be pulled out, so you do not need to carry any SIM extraction tools around. On the top is a 3.5 mm audio jack while the micro USB port is on the base. The back is smooth, non-glossy metal giving the phone a very classy and placed on a slightly shiny metal panel on the top of the top is the rear camera with dual LED flash. Shades of the Nexus 6P, some would say, but then that is not really a bad thing, is it, especially as unlike the 6P, the camera unit on the X9 does not jut out. All in all, the X9 feels reassuringly solid with its blend of glass and metal (it is relatively geavy at 170 grammes but feels good to hold), and handsome as hell.

Middle path specs

But if its exterior exudes premium quality, the specs of the One X9 have a definitely middle path feel about them. Yes, the display is a full HD one, giving it an excellent pixel density of 401 ppi, the 13.0-megapixel camera comes with optical image stabilisation, and on the sound front, the phone comes with BoomSound and Dolby Surround, but powering this is a MediaTek Helio X10 processor with 3 GB RAM and 32 GB storage. At a time when companies are offering much more powerful processors and RAM and storage at this price point, HTC seems to have opted for a relatively less powerful combination. The phone comes with Android Marshmallow running out of the box with HTC's Sense UI on top of it and has pretty much every connectivity option you would seek including Bluetooth, Wi-Fi, 4G, NFC and GPS. And keeping all this ticking over is a 3000 mAh battery. The absence of a fingerprint sensor at this price point is however a surprise.

Steady performer

And for the most part, the One X9 delivers a very steady performance. No, we would not call it in the league of the Mi 5 or the recently released OnePlus 3, but if you are a mainstream user, you will not find much wrong here. The display is a good one and sound is awesome, making this one of the better devices in its price segment for multimedia and gaming, although we would not advise pushing it too far in the gaming department, as lags tend to creep in and the phone also seems to heat up. The rear camera surprised us with its ability to take good snaps even in relatively low light conditions, while the front facing camera gave us some great selfies. Battery life was about middling - if you use the two strongest features of the device a lot (the camera and speakers), you will need a recharge a day to keep going. HTC's Sense UI remains one of our favourite Android overlays and works very smoothly indeed.

Worth a buy?

At Rs 25,990, the HTC One X9 is the best looking phone at its price point. However, it faces some tough competition. The Le Eco Max 2 comes with a quad HD display, Qualcomm Snapdragon 820 processor, a 21.0-megapixel processor, 4 GB RAM, 32 GB storage and 21.0-megapixel camera at Rs 22,999. The Xiaomi Mi 5 packs in a Snapdragon 820 processor, 3 GB RAM, 32 GB storage and a 16.0-megapixel camera at Rs 24,999. And for those wishing to spend more (Rs 27,999). there's the 6 GB RAM laden, Snapdragon 820 powered OnePlus 3. ■

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ASUS ZENFONE MAX

TECH SPECS

Dimensions I 156 x 77.5 x 10.55 mm

Weight I 202 grams

OS I Android 6 Marshmallow

Display I 5.5-inch HD

Processor I Qualcomm Snapdragon 615

RAM I 2 GB

Storage I 32 GB, expandable upto 128 GB

Battery I 5000 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 Similar design language	07 /10
Features Can charge other devices	08 /10
Performance Impressive battery life, updated specs	09 /10
Ease of Use ZenUI gives you a completely different experience	08 /10
Value For Money Decent phone at this price point	08 /10
OVERALL	**80%**



PROS
Impressive battery life, smooth interface, good design



CONS
Average display, mediocre camera, bit bulky

ASUS ZENFONE MAX

Max on battery performance

Asus has recently launched an updated version of the ZenFone Max, the smartphone which comes with a massive 5000mAh battery. The company has refreshed the hardware, software and added features to the original model in an attempt to make it one of the best sub-Rs 10,000 smartphones in the market?

Similar design and display

When it comes to the design part, the ZenFone Max might look like a routine device at first due to its plain and simple design. Also if you are looking for a sleek phone then this smartphone is unlikely to be your cup of tea as it is 10.9mm thick and weighs 202 grams (thanks to that massive battery). But a slightly bulky form factor might be worth it for many who want a smartphone can last up to several days on a single charge. The Max dons a similar look as its predecessor, which means you will getting the same faux leather back (first spotted on ZenFone Zoom) and the design language of the ZenFone series. We got a device with a bright orange back panel which certainly attracted attention but was a bit too bright for our liking. On the front the device has a classic ZenFone look with front facing camera and earpiece on the top and three capacitive buttons at the base with company's trademark metallic-coloured chin sitting right beneath it. On the right there is a volume rocker and power on/off button while the left is blank. At the back is a rear camera with dual tone LED flash and company's laser auto-focus system. Under the removable rear panel are two SIM slots and a microSD card slot. At the top sits the 3.5mm audio jack and at the base is the microUSB port. Overall, the phone does gives a premium feel with some resemblance to its flagship companion—ZenFone Zoom.

Moving on to display, the ZenFone Max features a 5.5-inch HD display with a screen resolution of 1280x720 pixels. The smartphone can be considered as an underdog in this department, as many of competitor like Xiaomi Note 3 and the Lenovo Vibe K5 Plus, give you sharper and more vivid displays.

Upgraded specs and improved performance

Asus has upgraded the processor of the ZenFone Max, adding the power of Qualcomm Snapdragon 615 to its arsenal. The smartphone comes in two variants: one with 2GB of RAM and another one with 3GB of RAM. We got the 2GB variant for the review. The smartphone is backed by a 32GB of internal storage which can be further expanded via microSD card. On the connectivity front the device features dual-SIM, 4G LTE, Wi-Fi, and Bluetooth.

The spec boost seems to have worked as the performance of the device has improved from all perspectives. The smartphone handled routine tasks like streaming, calling, social media and much more, quite effectively and we had no problem while multi-tasking with the phone. On the gaming front, the device handled most of the casual games like Land Sliders, The Sandbox smoothly and even handled high-graphic games like Asphalt 8: Airborne with ease. We did not face any heating issues either.

On the camera front, the ZenFone Max features a 13-megapixel camera with dual-tone flash and company's laser-assisted autofocus. The camera performance came as a mixed bag. Although the rear snapper was quick

to focus on the subject, thanks to the laser autofocus, the photos came out with a slightly yellowish tinge and also were grainy in low light situations. The 5-megapixel front snapper took good selfies.

ZenFone Max comes with the latest Android 6.0.1 Marshmallow with the company's latest ZenUI on top of it. It makes Android more colorful and enjoyable but it does come with a number of additional apps that border on bloatware. Phone calls made with the ZenFone Max are of acceptable quality and we did not notice any odd call drops.

The USP of the phone is of course its battery. Thanks to its massive 5,000mAh battery, the phone is capable of lasting more than two days of normal use. Moreover, the device can also be used as a power bank and you can charge other phone via OTG cable. Impressive indeed!

Conclusion

With some major improvements and the same price tag of Rs 9,999, the ZenFone Max can be considered as a good option for those who want a smartphone with stacks of battery juice. But it still faces stiff competition from the Xiaomi Redmi Note 3 which has a smaller 4000 mAh battery but comes with a better processor and camera at Rs 9999. But yes, if you do not mind the Zen UI and value battery life above anything else a smartphone can offer, then the Asus ZenFone Max is the phone for you. ■

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SAMSUNG GALAXY J7 (2016)

TECH SPECS

Dimensions I 145.7 x 72.3 x 8.1 mm

Weight I 169 grams

OS I Android 6 Marshmallow

Display I 5.5-inch HD

Processor I Exynos 7870 octa-core

RAM I 2 GB

Storage I 16GB, expandable up to 128 GB

Battery I 3300 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. 15,990

VERDICT

Looks Surprisingly compact, plastic-ky looks	08 /10
Features Removable battery, long battery life	09 /10
Performance Swift performance; speaker quality is weak	08 /10
Ease of Use TouchWiz UI has been improved	08 /10
Value For Money Functional device but not meant for geeks.	08 /10
OVERALL	**82%**

PROS
Removable battery, Fast performance

CONS
Poor display, Falls short in audio performance

SAMSUNG GALAXY J7 (2016) Dazzling the mid-segment

Samsung's Galaxy J7 (2016) hopes to dazzle the extremely competitive mid-end segment of the Indian market. It is no Robert De Niro, but offers all-day battery life and balanced performance. At Rs. 15,990, will it get takers?

Familiar design and build

The Galaxy J7 has the design and appearance of his predecessors. Its plastic-ky looks blended with a metal frame are unlikely to cause a design revolution. But if you seek practicality: the design of the Galaxy J7 is well justified. It feels better than than the previous generation handsets under Samsung's J series. The Galaxy J7 is sturdy, the plastic back cover can be removed, and what's more, the rear does not accumulate fingerprints easily. The phone's base features a micro-USB 2.0 port, alongside a regular 3.5mm headphone jack. There's a power button on the right and two separate volume buttons on the left edge. Below the 5.5-inch display is a physical home button but with no fingerprint scanner. The 3,300mAh battery is replaceable, and you also get an option to expand the internal memory of the smartphone with a help of a microSD card. Weighing at 169 grams, the J7 felt solid. Compared to the best 5.5-inch smartphones, the Galaxy J7 is heavier than the Xiaomi Redmi Note 3 (164 grams) but lighter than the YU Yunicorn (172 grams). At 7.8mm, the Galaxy J7 is not the slimmest smartphone we've reviewed but nonetheless feels great in the hand.

The Galaxy J7 offers a 5.5-inch Super AMOLED display with a resolution of 1280 x 720 pixels. It is not the brightest of screens; its outdoor visibility is rather low - we had a hard time reading e-mails on the move. It would have been great if Samsung had used a full HD panel instead, and the lack of an automatic brightness control is a major concern, we think.



Viewing angles were good, though.

Balanced performance, impressive battery life

While its competitors are playing the spec war, it seems Samsung does not want to a part of that rat race. The Galaxy J7 features the

Exynos 7870 octa-core chip, 2 GB RAM, 16 GB of internal memory and microSD card support . Looking at the spec sheet of the Galaxy J7, you might wonder whether it's the smartphone you need. And let us tell you, it's performance is actually decent and isn't all that far behind what competing smartphones offer. The Galaxy J7 was snappy and performed well throughout our testing, without noticeable lag or stutter anywhere. Gaming on the Galaxy J7 was a pleasant experience.

One of the biggest highlights of the Galaxy J7 is the battery life. In our long week of testing, the Samsung Galaxy J7's 3,300mAh battery helped it last two days before running out of juice. The icing on the cake, though, is the fact that the battery can be replaced. Running Android 6.0 Marshmallow with Samsung's TouchWiz overlay, the Galaxy J7 comes with familiar software features. Let us be very honest: the TouchWiz works really well, and the loaded bloatware is all gone.

The call quality on the Galaxy J7 is impressive. We haven't had faced any sort of distortion in voice quality. The 4G LTE smartphone has a single loudspeaker located on the back. The problem is: when you place the handset on its back, the speaker quality gets muted.

Camera impresses

The main 13.0-megapixel camera on the back is capable of some pretty decent shots across varied lighting conditions. We clicked a number of shots of Connaught Place's skyline - and most of them turned out to be impressive. With good lighting, especially, in broad daylight, the Galaxy J7 is bound to perform. In low light conditions, or under artificial light, the images can look a little blurry. The 5.0-megapixel front-facing camera produces fairly detailed selfies. The camera app is relatively simple to operate. The Galaxy J7, though, does not support 4K video recording, although it can certainly record Full HD (1080p) footage at 30fps.

Conclusion

The Galaxy J7 (2016) is a really capable smartphone. However, it stops a few steps short of perfection - Samsung could have used a Full HD display panel, and added an automatic brightness setting, and put in better audio. There is no fingerprint scanner either. And then there is its price; the Galaxy J7 feels overpriced at Rs. 15,990. The Lenovo ZUK Z1 is a better alternative at Rs 13,499 and the Xiaomi Redmi Note 3 comes for just Rs. 11,999. In the end, the choice is all yours. Even the Moto G4 Plus with a full HD display and 16.0-megapixel camera comes at Rs 14,999. ■

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YU YUNICORN

TECH SPECS

Dimensions I 153.3 X7 5.4 X 8.5 mm

Weight I 172 grams

OS I Androis 5.1.1

Display I 5.5-inch FHD

Processor I Mediatek Helio P10

RAM I 4 GB

Storage I 32GB, expandable up to 128 GB

Battery I 4000 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. 12,999

VERDICT

Looks 08 /10
Brushed metal look and comfortable to hold

Features 09 /10
Well-specced for the price and with a new UI and software

Performance 08 /10
Let down by camera, but otherwise quite good

Ease of Use 09 /10
Clean UI and the Around app has improved

Value For Money 08 /10
Excellent proposition, but faces stiff competition

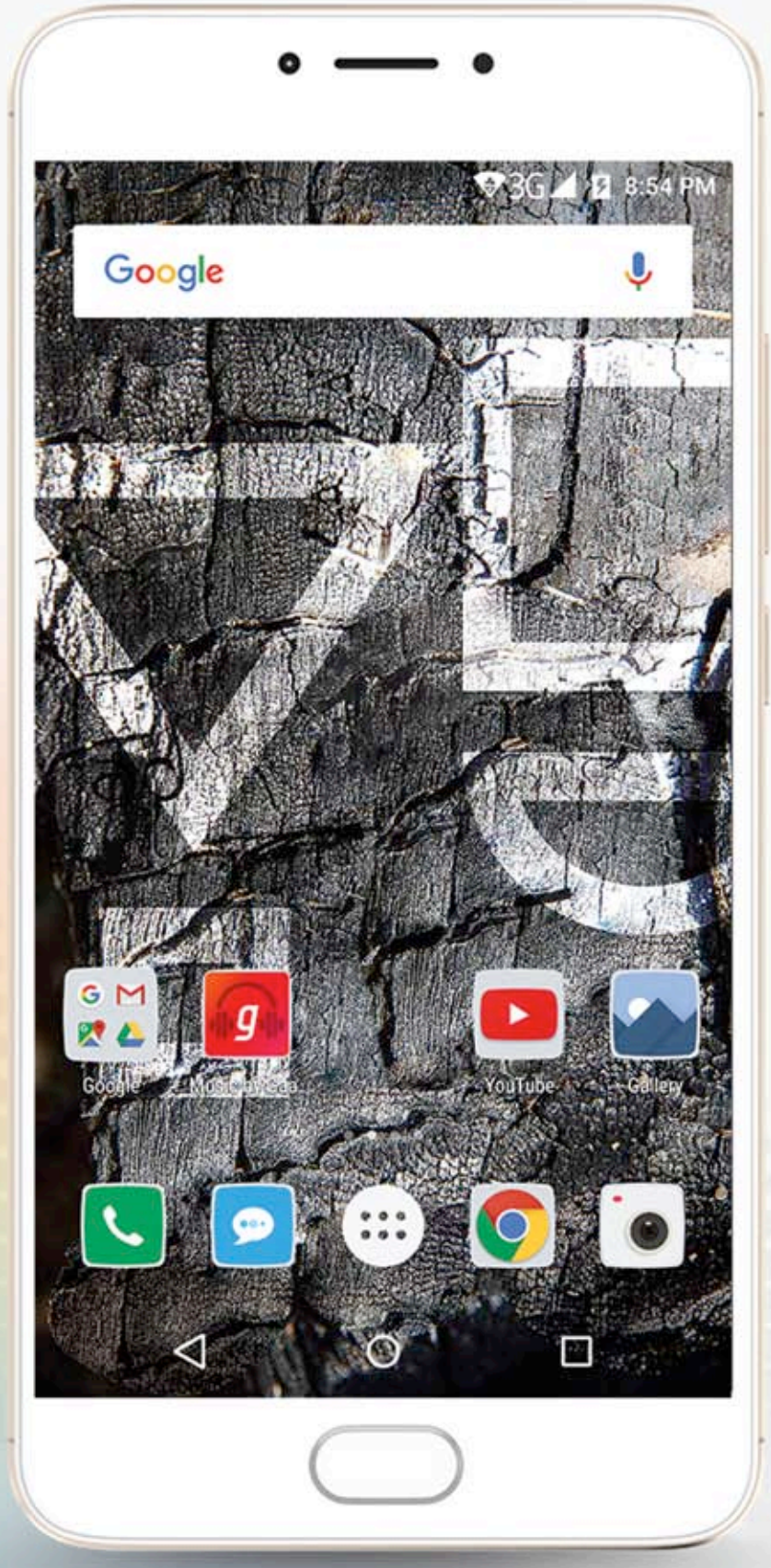
OVERALL **84%**

PROS
Around software, Battery life, Eye catching design

CONS
Mediocre camera, Processor a notch lower than competition

YU YUNICORN

Back with a bang



After a high profile start, Micromax's sister brand YU has been going through a relatively quiet period. That however seems to have ended with the arrival of the Yunicorn, which features a whole new design as well as UI, while sticking to the brand's reputation for offering decent hardware and software at a relatively affordable price.

YU look different!

The Yunicorn is cut from a very different cloth as compared to its predecessors. Whereas most of the devices in the YU series had curved sides and were mostly made of plastic (the Yutopia was a notable exception) and had very prominent circular enclosures for the camera unit on the back, which the company called the "Saturn ring" pattern. However, the Yunicorn is an all metal and glass affair and whereas its predecessors had curved sides, it has relatively straight ones, giving it a slightly 'boxy' look - some might like it while some may not. We actually think it looks rather nice. The front is all about the 5.5 inch display, below which there is an oval shaped key which is both a fingerprint scanner as well as a home button. There are no other buttons on the front of the device, either touch or hardware. Right above the display is the ear piece flanked by a 5.0-megapixel camera and what seems to be an ambient light sensor. The phone comes with metallic buttons, with those for volume and power/display being on the right, and the SIM card slot being on the left. The base has the micro USB port with speaker grilles on either side, while right on top is the 3.5 mm audio jack. The most striking part of the phone, however, is its back which is metal and has a brushed metal finish which YU claims will actually shine more with every use and is resistant to scratches and smudges. Near the top is the circular camera lens below which is a dual LED flash - the Saturn Ring pattern has been ditched for a more normal appearance. The phone is a bit on the heavy side at 172 grammes but is compact enough to fit most hands and actually has a very reassuring feel to it. We would say that apart from the Yutopia, it is perhaps the best designed phone we have seen from YU.

Good hardware, new software

Another change in the Yunicorn is the fact that it runs neither on Cyanogen or stock Android, which had been the OSes of choice. The Yunicorn runs on what YU calls Android on Steroids, and which is basically a version of Android that has been developed for it. It is very close to stock Android in design and appearance and has better integration with YU's Around service, which allows users to access services like cabs, food, and transport around them without having to download separate apps for the same - we had seen the same in the Yutopia but the version on Yunicorn is an improved one. The UI is based on Android 5.1 with an update to 6.0 being on the cards soon.

And this new UI runs on some very competitive hardware. The display is a full HD one and impressively bright, while the processor is a MediaTek Helio P10 bundled with an impressive 4 GB RAM and 32 GB of storage (expandable using memory card). The camera on the rear is a 13.0-megapixel one while that in front is a 5.0-megapixel one. Connectivity wise the phone comes with support for 4G, Bluetooth, Wi-Fi and GPS. And rather impressively, keeping all this running for a while is a massive 4,000 mAh battery, which perhaps explains the weight of the device.

Steady performer

And it is the battery that is perhaps the strongest suite of the Yunicorn. For the phone not only performs smoothly for the most part (lags do creep in but only when you really push it in HD gaming territory) but actually does so for a considerable amount of time - we were easily able to see off almost two days of normal to heavy usage on it. The Around app has improved significantly too, although it still sometimes can be a little erratic, but yes, if you do a lot of ordering food and cabs, this is the app for you. The one area where the phone is a bit of a letdown is in photography - the 13.0-megapixel camera can take some decent shots but mostly takes time to focus and often loses details. The front camera works better though. All said and done, we must confess to being impressed by the new Android UI from YU, although we would have preferred navigation buttons next to the fingerprint sensor instead of being onscreen. The fingerprint sensor is slightly erratic but a huge improvement over the one on the Yutopia.

Conclusion

At Rs 12,999 initially (it will be increased to Rs 13,499 later), the YU Yunicorn is a good option for anyone looking for a smartphone with a good display and excellent battery life. It will however face stiff competition from the Redmi Note 3 and the Zuk Z1 both of which have lesser RAM but come with comparable batteries and much better cameras. It is good to have YU back, that said. ■

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LG G5

TECH SPECS

Dimensions I 149.4 x 73.9 x 7.7 mm

Weight I 159 grams

OS I Android 6 Marshmallow

Display I 5.3-inches, 2560 x 1440 pixels

Processor I Qualcomm Snapdragon 820

RAM I 4 GB

Storage I 32GB, expandable up to 2TB

Battery I 2800 mAh

3G/4G I Yes/Yes

BT/WiFi I Yes/Yes

Rear Camera I 16.0-megapixel, 8.0 -megapixel

Front Camera I 8.0-megapixel

Dual SIM I Yes

Price: Rs. 52,990

VERDICT

Looks 07 /10
Call us cruel, but the G5 does not look premium

Features 09 /10
Everything a high-end flagship should have

Performance 09 /10
Great camera and generally smooth performer

Ease of Use 08 /10
The UI can be a bit complex to understand

Value For Money 07 /10
The competition offers comparable devices at much lower prices

OVERALL 80%

PROS
Great performance, Good camera, Modular options

CONS
Not the best design, Complex UI, Expensive

LG G5

The modular flagship

It is being considered revolutionary by many tech pundits because of its 'modular' design, but does the LG G5 have what it takes to go against its Android flagship rivals?

Plain looking with a modular touch

We have to be brutally honest—we were disappointed by the appearance of the LG G5. No, it is not that it is a bad-looking phone, it's just that LG has raised the bar in terms of design so high in recent times that by their standards, the G5 is a relatively plain looking device. We got the silver model and while the curved glass front looks classy, the 'chin' with the LG logo has a distinctly plasticky look about it, which contrasts with the rest of the phone. The rest of the design is very minimalistic in nature - there are just two hardware buttons to speak of: the volume rocker on the left and the fingerprint scanner which also doubles up as the power/home button on the back. There is a 3.5 mm audio jack on the top flanked by an infra-red port and a USB Type-C port on the base with a speaker grille. The back has dual cameras—a 16.0-megapixel one and an 8.0-megapixel one, with a laser focus module and dual LED flash, all in a separate casing that sticks out just a little from the frame, and below it is a spherical fingerprint scanner. The chin of the phone can be pulled out (you press a tiny button on the lower part of the left side of the phone) to expose the battery and this is where the modularity element comes in - you can replace this part of the phone with different components like speakers and a camera grip to add more to the device. It is compact enough to hold and at 7.7 mm, definitely on the slimmer side (as well as surprisingly lightweight at 159 grammes), but don't expect it to turn too many heads initially.

Heavy metal hardware

But if the looks of the G5 do not dazzle you, its spec sheet certainly will. This is a heavy duty Android flagship in best LG tradition and comes with top notch hardware. The 5.3-inch display is a quad HD one, giving the phone a stunning pixel density of 554 ppi. The phone is powered by a Qualcomm Snapdragon 820 processor with 4 GB RAM and 32 GB of onboard storage. There are dual cameras on the back as mentioned earlier and on the front is a 8.0-megapixel shooter. Connectivity includes 4G, infra-red, GPS, Wi-Fi, Bluetooth and NFC. Running on top of this is Android Marshmallow with LG's Optimus UI overlay and making sure everything runs for a while is a 2800 mAh battery.

Heavy duty performance

And in terms of performance, the LG G5 delivers in spades. Yes, we did find the UI a bit on the complex side (the Settings tabs can be a nightmare) but the phone simply handled everything we threw at it with elan. From games to multi-tasking to video-editing, the G5 performed with amazing smoothness. The cameras deserve special mention with the dual camera set-up allowing for better depth



of field and detail. LG has also thrown in a number of shooting modes, allowing you to do much more with the camera - it is right up there with the best we have seen in terms of detail and performance. Sound quality is a bit of a letdown in volume terms and honestly, we had expected better battery life (you will need a recharge a day to keep going) but all said and done, this is an Android flagship in performance terms.

Conclusion

At Rs 52,900, the LG G5 is one of the more expensive Android flagships out there in the market. And while there is no doubting its ability and potential, it does struggle to justify its price tag in an era where you have the likes of OnePlus 3 and LeEco Le Max 2 offering comparable hardware and spec sheets at prices that are remarkably lower. We suspect that the G5's magic lies in modularity, but as we have not yet experienced it, we cannot really comment about it at the time of writing. What cannot be denied is that the G5 is a formidable Android device, and in keeping with LG's G series flagship tradition, it is a slightly expensive one. ■

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COOLPAD MAX

TECH SPECS

Dimensions I 152 x 75.5 x 7.6 mm

Weight I 170 grams

OS I Android 5.1

Display I 5.5-inches full HD

Processor I Qualcomm Snapdragon 617

RAM I 4 GB

Storage I 64GB, expandable up to 128 GB

Battery I 2800 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. 24,999

VERDICT

Looks Not an innovative design, but very good looking	09 /10
Features Innovative dual space tweak, decent specs	08 /10
Performance Great camera, but struggles with HD games	08 /10
Ease of Use Innovative UI takes some getting used to	08 /10
Value For Money Heavily outgunned in the specs department by competitors	06 /10
OVERALL	**78%**



PROS
Good design and build, Good camera, Dual space innovation



CONS
Battery life, Tends to heat up, Expensive for the specs

COOLPAD MAX

Getting into the high-end zone

It has been making waves with its Note 3 series that delivers some very good hardware at surprisingly affordable prices, but with the Max, Coolpad ventures to go bravely into the higher end of the smartphone segment, going toe-to-toe with the best from the likes of Xiaomi and OnePlus.

Looks premium, if familiar

We are going to be blunt - at first glance, the Coolpad Max will remind you of other devices with its 5.5 inch display and curved metallic body. We got the rose gold edition and there were many who felt that they could see shades of Apple and HTC in the design. But then that is hardly a bad thing, is it? For, all said and done, the Coolpad Max is very easy indeed on the eyes. The front has a 5.5 inch 2.5 D curved glass display, and the sides curve out to meet the back - the phone has a very iPhone-like appearance on the sides, with the power button and SIM card slots on the right, and the volume buttons on the left. The similarity to Apple's phone flagship gets even greater on the base which has the micro USB port flanked by speaker grilles, while the top has the 3.5 mm audio jack. The back is plain, smooth metal with two bands on the top and on the lower part, and on the upper part of the back is the rear camera with dual LED flash, while below it is a round fingerprint sensor. The phone is compact enough and is smooth and comfortable to hold although it is slightly on the heavier side at 170 grammes. Rest assured, it will turn heads with its classy blend of glass and metal although many might mistake it for another phone(s).

Middling specs

But if the design of the Coolpad Max is definitely premium, then its specs are on the middle side. Yes the 4 GB RAM and 64 GB onboard storage (expandable by a memory card) are impressive, but we honestly expected something more powerful than the Qualcomm Snapdragon 617 processor under its hood. The processor is a good performer but does seem a notch below the competition at the device's price point. That said, the Max ticks off most other boxes - the display is full HD and quite good, the camera on the rear is a 13.0-megapixel one and the one on front a 5.0-megapixel affair while the connectivity options include 4G, Bluetooth, Wi-Fi and GPS, and there is a fingerprint sensor on the back. The phone runs on Android 5.1 and keeping all this ticking for a reasonable while is a responsibility entrusted to a 2800 mAh battery.

...and middling performance

For the hardware on board, the Coolpad Max delivers a decent rather than spectacular performance. Yes, it handles routine tasks like social networking and Web browsing with no hitches whatsoever and the display is a very good one for gaming and watching video, but we did see stutters creep in the moment we upped the ante and pushed it into heavy gaming territory with the likes of Asphalt and FIFA. The slim metallic frame also has a penchant for heating up. That said, we loved the dual spaces concept that allowed us to have two different zones in the phone for different sets of information or even social network accounts that can also be used simultaneously - it is the closest thing we have seen to dual booting on a smartphone without two separate OSes at work. The fingerprint scanner also

works well and then there is the matter of the camera, which in our opinion, is easily the best we have seen on a Coolpad device and is good enough to go toe-to-toe against some of the bigger names out there in normal light conditions. Some might find the results slightly oversaturated but on the flip side, you get some very pleasant looking photographs. Sound quality is acceptable but not in the league of HTC and Motorola phones, both on loudspeaker and call. The 2800 mAh battery will, however, struggle to see out a day, so it is good that the phone comes with Qualcomm Quick Charge support.

Conclusion

It has the looks and a very good camera, but at Rs 24,999, there are many who will feel that the Coolpad Max is slightly expensive, especially when you consider the likes of the LeEco Le Max 2, Xiaomi Mi 5 and the OnePlus 3, which offer much better processors (the flagship level Qualcomm Snapdragon 820) and smoother working software. We like the look and feel of the Coolpad Max no doubt, but in performance terms, one cannot help but feel that at its current price point, it is slightly out of its depth. Slightly ironic, when you consider that its Note 3 series of devices have been so competitively priced. ■

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HONOR 5C

TECH SPECS

Dimensions I 147.1 x 73.8 x 8.3 mm

Weight I 156 grams

OS I Android 6 Marshmallow

Display I 5.2-inches full HD

Processor I Kirin 650

RAM I 2 GB

Storage I 16GB, expandable up to 128 GB

Battery I 3000 mAh

3G/4G I Yes/Yes

BT/WiFi I Yes/Yes

Rear Camera I 13.0-megapixel

Front Camera I 8.0-megapixel

Dual SIM I Yes

Price: Rs. 10,999

VERDICT

Looks Gorgeous design looks perfect	09 /10
Features Fingerprint scanner, decent camera	09 /10
Performance Smooth performance, good for gaming	08 /10
Ease of Use EUMI UI works very well	08 /10
Value For Money Good value for money, but the competition is tough	08 /10
OVERALL	**84%**

PROS

Sleek and attractive design, Good fingerprint reader

CONS

Screen is hard to see in bright light, Decent performer but not future proof

HONOR 5C

More than a Honor-able Mention

Huawei's e-brand Honor does not seem ready to dive into the great spec war which of late has become a tactic for all smartphone brands to reach their sales goals. Its latest smartphone - the Honor 5C - may pack an unfamiliar Kirin 650 octa-core processor (coming from Huawei's own stable) and 2GB RAM, but you won't find the performance compromises the Microsoft Lumia 650 and Samsung Galaxy J5 (2016) are stuck with. The question we had before reviewing the Honor 5C was whether the spec sheet was capable of delivering a good performance. Read to find out if it did.

Brushed metal look, dull display

Honor has always had a flair for design, and the 5C is no different. There is an uncanny resemblance between the Honor 5X and 5C, thanks to the same brushed metal look and construction. However, it's worth noting that the Honor 5C is a better looking device in comparison to the 5X. Thanks to its more compact form factor, the 5C feels better in the hand. Our review unit came in grey color, but you can get the device in gold and silver. Size wise the Honor 5C measures 147.1mm x 73.76 mm x 8.3mm and weighs 156 grams which is thinner than the 8.9 mm-thick ZUK Z1. The Honor 5C is definitely thin and light enough. It's all-metal body and rounded edges are solid and well-made.

The Honor 5C has a 5.2-inch Full HD (1920 x 1080) display on the front. The resolution fits the size, offering 1920 x 1080 pixels to give you a 423ppi density. While its key competitors might be pushing larger displays, we have no complaints about Honor going with a 5.2-inch full HD display.



However, the 5.2-inch screen is noticeably less bright and dull in comparison to the YU Yunicorn's 5.5-inch FHD display, as evidenced by our side-by-side comparison.

Kirin 650 chipset is a powerhouse

Like Samsung, Huawei too produces its own chipsets. The Honor 5C comes equipped with an octa-core Kirin 650 processor, based on a 16nm process technology, which is comparable to Qualcomm's mid-end chipsets, notably the Snapdragon 650 and 616. The Honor 5C is undoubtedly a powerful device, holding its own with the Galaxy J5 (2016), Redmi Note 3 and ZUK Z1. It might be unknown to many, but the Kirin processor delivers a fairly glitch free performance and does not seem lacking in power even with just 2 GB RAM. It hardly overheats and we had no problems playing Asphalt 8: Airborne - the game which taxes most processors ran smoothly. The Honor 5C will be sold in India with 16GB of internal memory. It will offer an expandable storage option up to 128GB.

The 4G LTE-capable smartphone comes with Android 6.0 Marshmallow atop Huawei's EMUI 4.1 (Emotion UI). The interface hardly looked different from EUMI's previous versions but it feels snappy. It doesn't have an app drawer, which simply means that every app or game you install on the phone must be on the homescreen, similar to Apple's iOS. The smartphone has a 3,000mAh battery capacity, which should easily pass a day, or even more as in our case. Thanks to the efficiencies of the chipset and Android 6.0 Marshmallow, we were able to get 11 hours of battery life.

The Honor 5C has an embedded fingerprint scanner on the back, just below the camera, similar to the Redmi Note 3 and other bunch of smartphones. The fingerprint scanner works fast - just tapping on it will unlock the smartphone. There's a single speaker in the bottom, and it is loud enough for a smartphone that's going to cost less than Rs. 15,000. Call quality and reception was decent, thanks to a dual antenna approach being implemented in the Honor 5C.



Impressive back camera

The camera on the Honor 5C is perhaps the best we've seen on a mid-end smartphone after a while. The smartphone has a 13-megapixel shooter with f/2.0 aperture, and it delivers astonishing results in all type of light conditions, especially in low light settings. The camera delivers good details, balanced colors and offers a variety of shooting modes like beauty, slow-motion, time-lapse, HDR and light painting. The camera's software further enhances the photography experience by adding 'pro photo' and 'pro video', giving you a full control over the ISO and shutter speed. The 8.0-megapixel front camera does very well under normal light but fails to click good selfies when shooting in low light.

Conclusion

The Honor 5C appears to be a shrunken version of the Honor 5X. It is a nice idea, it looks stunning, and in day-to-day use it fares well. The Honor 5C is a much better smartphone compared to Microsoft's Lumia 650 and Samsung's Galaxy J5 (2016). If it's a choice between the Honor 5C and ZUK Z1, we are likely to choose the latter option, At Rs. 10,999, the Honor 5C is not expensive, but it does face some very stiff competition from the likes of the Xiaomi Redmi Note 4 and the Lenovo Vibe K4 Note. ■

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GIONEE MARATHON M5 PLUS

Big display meets big battery

The line between a smartphone and a tablet is blurring with the passage of time. We have seen many manufacturers rolling out smartphones with a large screen and Gionee has joined this league with the launch of its Marathon M5 Plus. But where it adds a spin to it is by blending a big screen with a big battery. Is it a potent blend?

A biggie in true sense

First of all, the Marathon M5 Plus is not your type if you are looking for a smartphone which



can easily fit in your pocket. The phone sports a massive display and some may find it a bit uncomfortable to hold simply because we are used to relatively smaller screens. But that said, the phone is sleek and is just 8.4 mm thick, and a metal unibody design gives a premium look to the device. It is a bit heavy though - it weighs 210.8 grams.

On the front, you will find a front shooter coupled with earpiece and sensors while at the base there is a home button which acts as a fingerprint sensor, coupled with recent, menu and back buttons. On the right there are volume controls and a power on/off button coupled with a microSD card slot while on the left you will find a dual SIM slot. At the back you will see the company's shiny logo and right above it is a primary camera with dual-LED flash, while at the base you will see the speaker grille. There is an audio jack and USB Type-C port at the base while the top is left blank. Overall, the phone is high on style quotient but as we said before, it may be a bit difficult to get a good grip on the device. Literally.

On the display front, the device features a 6-inch full-HD AMOLED display with a screen resolution of 1920x1080 pixels. The display has some good viewing angles and watching movies is fun, even though, like most AMOLED displays, it tends to oversaturate colours.

Not so big in performance

Gionee Marathon M5 Plus is powered by an octa-core processor clocked at 1.3GHz. Although the company has not officially stated the chipset but our benchmark testing revealed that the smartphone is powered by a MediaTek MT6753 processor (a processor commonly used in budget-centric smartphones). This is backed by a 3GB of RAM and 64GB of internal storage which can be further expanded up to 256GB via microSD card. The performance came as a mixed bag. Although the device handled daily tasks like social media, WhatsApp, browsing, etc., quite effectively but when we stretched it by running many apps in the background and tried multi-tasking, the result was not satisfactory. On the gaming front, the device handled normal and casual games like Temple Run 2, Subway Surfers, MOP Operation Cleanup smoothly but when it comes to some high-graphic games like Asphalt 8: Airborne, we could see many frame drops and gameplay was quite sluggish.

On the camera front, the M5 Plus sports a 13-megapixel rear camera coupled with dual-LED flash and a 5-megapixel front-facing camera for selfies and video calling. Although it took some good photos in broad daylight, colours came out a trifle oversaturated. In low-lighting conditions, the camera performance was average as we could see noise and graininess kicking in. That said, the camera UI is simple to operate and it comes varieties of modes like Panorama, HDR, Take Anytime, Professional, Magic Focus, Face Beauty, Pic Note, Filter, Night Mode, Ultra Pixel, Smart Scene, Scan, GIF and Mood Photo to choose from.

The device runs on Android 5.1 Lollipop with company's Amigo 3.1 on top of it. The Android version is a bit outdated if you consider the fact that many of the manufacturers are rolling out Marshmallow devices at this price point. That said, the interface is quite simple to use and easy to navigate. We liked the fact that swiping from the base allows you to see the notification center.

The Marathon series has been marked by huge batteries and the M5 Plus is no exception - it comes with a 5020mAh battery. In our testing, the battery lasted up to two and the half days under normal use - quite impressive for a display of this size.

Conclusion

At its price point of Rs 26,999, Gionee Marathon M5 Plus faces a stiff competition with the likes of Xiaomi Mi 5, OnePlus 3 and LeEco Le Max 2 which gives you far better hardware specs and are priced in the same vicinity. However, if you are looking for a large screen smartphone with more storage and a sleek look (and a massive battery) then Marathon M5 Plus is worth your consideration. ■

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GIONEE MARATHON M5 PLUS

TECH SPECS

Dimensions | 160.9x 81.2 x 8.4 mm

Weight | 210.8 grams

OS | Android 5.1

Display | 6.0-inch FHD

Processor | 1.3 GHz octa-core

RAM | 3 GB

Storage | 64 GB, expandable upto 128 GB

Battery | 5020 mAh

3G/4G | Yes/Yes

BT/WiFi | Yes/Yes

Rear Camera | 13.0-megapixel

Front Camera | 5.0-megapixel

Dual SIM | Yes

Price: Rs. 26,999

VERDICT

Looks	Big yet sleek looking phone	08 /10
Features	Display delivers good output	08 /10
Performance	Middling specs, average performance	07 /10
Ease of Use	Amigo 3.1 is pretty much smooth	08 /10
Value For Money	Overpriced phone if you see the price point	07 /10
OVERALL		**76%**



PROS

Impressive battery life, good display, good design



CONS

Sluggish performance, mediocre camera, average specs

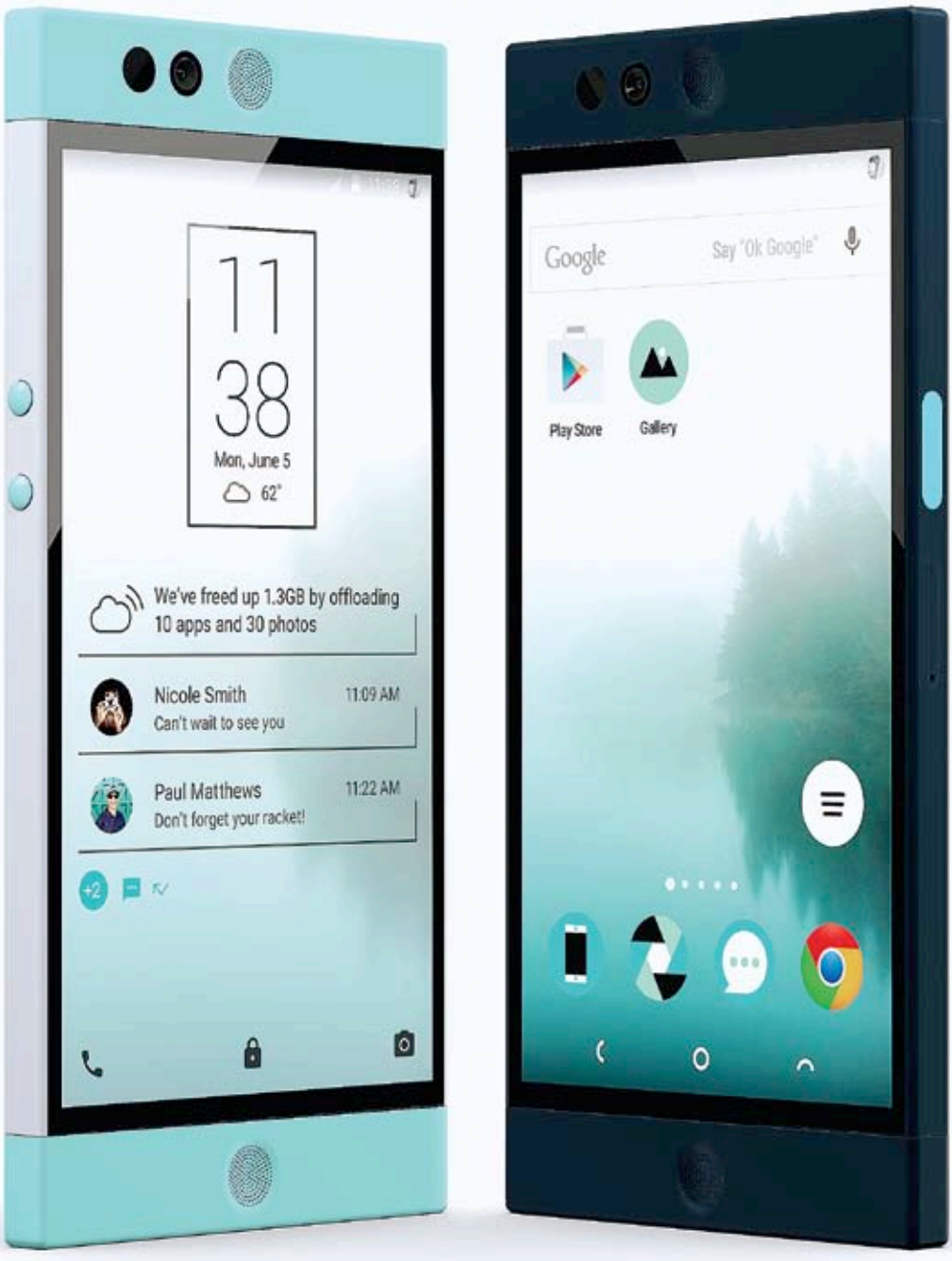
NEXTBIT ROBIN

Living off the Cloud

It is one of the most talked about phones of the year, because of its near seamless integration with cloud storage and a design that is nothing like anything seen on a phone in recent times. But will those two suffice for Nextbit Robin to carve a niche for itself in the very competitive Indian smartphone market?

A breath of fresh air

At a time when most smartphone designers seem to be working off a template of sorts, Nextbit has adopted a very different approach. We got the mint green unit and its very colour made it stand out from the clone army that is the modern smartphone. It might remind some of the Lumia 930 with its slightly slab-like form factor and the use of carbonate rather than metal, but the two mint green panels above and below the 5.2 inch display are what



NEXTBIT ROBIN

TECH SPECS

Dimensions I 149 x 72 x 7 mm

Weight I 150 grams

OS I Android 6 Marshmallow

Display I 5.2-inch FHD

Processor I Qualcomm Snapdragon 808

RAM I 3 GB

Storage I 32 GB, expandable upto 100 GB online

Battery I 2680 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 No

Price: Rs. 19,999

VERDICT

Looks Looks very different and very classy	09 /10
Features Well specced and innovative UI	09 /10
Performance Smooth performer, iffy battery life	08 /10
Ease of Use Close to stock Android and with cloud integration	08 /10
Value For Money Great option for geeks seeking something different	08 /10
OVERALL	**84%**

PROS
Innovative design, Clean UI, Cloud integration

CONS
Bandwidth hungry, Battery life, Sound is not the greatest



make the device stand out at first sight. A closer look reveals another distinguishing feature - slightly recessed curved speakers, again above and below the display. A lot of people are going to mistake the one below for the home button, we suspect, notwithstanding the warning on the packaging, but it is definitely a very distinct look.

There are no buttons on the front of the device at all although there is a rather prominent selfie camera and ambient light sensor right above the display. On the right are the SIM card slot and a fingerprint scanner that also doubles up as a power/display button, while the left has two round volume buttons reminiscent of those seen on the iPhone in the past. The top houses the 3.5 mm audio jack and the base has a Type-C micro USB port. On the back are again the distinct mint green panels on the upper and lower portions of the phone, with a white panel between them, and with the rear camera and dual flash residing on the upper panel. The phone is a trifle on the longer side (due to those front facing speakers, we suspect) but at 149 mm is still compact enough and at a mere 7 mm, very slim indeed. At 150 grammes, it is even lighter than the Samsung Galaxy S7. Yes, we suspect that the back panel might pick up smudges but the phone will pick up glances too, simply because it looks so different, thanks to the colour scheme, speaker placement and volume buttons. And in spite of being a carbonate build, this phone has a very premium feel to it.

Good hardware, good performance

Beneath that very distinct frame is some very good hardware. The display is a full HD one and comes with Corning Gorilla Glass 4, and powering the phone is a Qualcomm Snapdragon 808 processor, aided by 3 GB RAM and 32 GB storage. There is no memory card option here, but the phone comes integrated with 100 GB cloud storage and backs up apps and data there the moment storage on the phone starts running out - the most distinct feature of the device in software terms. The front facing camera is a 5.0-megapixel one and the one on the rear is a 13.0-megapixel one. Connectivity wise, there is 4G, NFC, Bluetooth, Wi-Fi and of course, USB Type-C. Running on top of all this is Nextbit OS, which aids in cloud integration and is very close to stock Android, but has no app drawer.

And all this works very well indeed. The phone can handle games and regular tasks smoothly (there is very slight heating, but nothing alarming) and the UI is simple enough to use too. The cameras are consistent, although we would have liked slightly better audio from the speakers. The cloud integration, can however guzzle data as apps and data get backed up to the cloud. Nextbit minimises data consumption a fair bit so if someone else has backed up a particular app that is also on your phone, the whole app won't be backed up, only a few files will, but at the end of the day, if you are someone that stores stacks of information on your phone, the process can be a little tiring. Also you do end up consuming data when you download the app as the entire app has to be downloaded from scratch. Battery life could have been better - you will struggle to get through a day of heavy use on the 2680 mAh battery.

Conclusion

At Rs 19,999, the Nextbit Robin is competitively priced and comes with good design and hardware. There are some who might find the similarly priced and specced Lenovo Vibe X3 packing a much bigger punch in the audio, battery and camera departments, but in a market that is growing exceedingly predictable at times, the Robin is a breath of fresh air. ■

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LEECO LE MAX 2

Le Style Meets Le Substance



LEECO LE MAX 2

TECH SPECS

Dimensions I 156.8 X 77.6 X 7.99 mm

Weight I 185 grams

OS I Android 6 Marshmallow

Display I 5.7-inch QHD

Processor I Qualcomm Snapdragon 820

RAM I 6 GB

Storage I 64GB

Battery I 3100 mAh

3G/4G I Yes/Yes

BT/WiFi I Yes/Yes

Rear Camera I 21.0-megapixel

Front Camera I 8.0-megapixel

Dual SIM I Yes

Price: Rs. 29,999

VERDICT

Looks More compact and striking than before	09 /10
Features An absolutely loaded spec sheet from all perspectives	09 /10
Performance Slightly disappointing camera, but brilliant otherwise	09 /10
Ease of Use EUI has better content integration and works smoothly	09 /10
Value For Money Staggering value for money	09 /10
OVERALL	**90%**

PROS
Great hardware, Compact design, Fantastic sound

CONS
No 3.5 mm audio port, No expandable memory



The first LeEco Le Max device had packed in some very powerful hardware but had been criticised for being too big and bulky. With the Le Max 2, LeEco has gone right back to the drawing board and packed in specs that are every bit as impressive as its predecessor into a frame that is much more compact.

It has the looks

If the previous Le Max was a trifle overwhelming in terms of sheer size, its successor is a much more compact affair. Of course, part of this is because of the fact that the Le Max 2 has a smaller display—5.7 inches as compared to 6.3 inches on the Le Max. But the designers also deserve credit for giving the device a more curve-y feel., taking a leaf out of the rather dishy LeEco Le 1s. We got the gold version of the device and honestly, it can hold its own against any of the flagships out there in the design department. The front has the 5.7 inch display that seems to extend till the edges (it does not, but the illusion makes it look good), with three touch buttons beneath it, and an earpiece with the front facing camera and sensors above it. The sides are relatively straight but not sharp and are chamfered to make them shine. On the right hand side are the volume rocker and the display/power buttons, while the left side is bare but for the SIM card slot. On the base is the USB Type-C port flanked by speaker grilles while bang on the top is the infra red port. The back features a rather large square shaped camera unit which protrudes slightly from the device, with a dual LED flash next to it and a fingerprint sensor right below it. The back is smooth metal with a slightly matte finish that makes it difficult to smudge. And yes, we know we have not mentioned the 3.5 mm audio jack, simply because the phone does not have one - even the headphones get plugged into the Type-C port. The phone is about 8 mm thin and although a trifle on the heavier side at 185 grammes, is still smaller in length than the iPhone 6s Plus, which actually has a smaller display. All in all, the Le Max 2 is definitely a very handsome phone indeed.

It has the specs

But while the Le Max 2 is more compact than its predecessor, it is every bit as muscular in the spec sheet department. The 5.7 inch display is a quad HD one, giving it a formidable pixel density of 551 ppi. Powering it is the Qualcomm Snapdragon 820 processor which is being seen in most Android flagships this year. The phone is available in two editions in India - one with 4 GB RAM and 32 GB storage and another with 6 GB RAM and 64 GB storage. We got the latter.The camera in front is a 8.0-megapixel shooter while the one on the rear is a 21.0-megapixel one. In terms of connectivity, the phone packs in 4G, W-Fi, infra-red, GPS, and a host of sensors besides. Running on top of it is Android 6.0.1 with LeEco's own EUI interface placed over it. The company is also pushing CDLA (continual digital lossless audio) through the Type-C USB port, which it claims will deliver sound quality that is better than even Hi-Fi. And powering all of this is a 3100 mAh battery.

And the performance too

You would expect a phone with so much hardware muscle up its sleeve to turn in a sterling performance and well, the Le Max 2 does not disappoint. It handled everything from games to multiple tasks to social networks very easily and without heating up alarmingly. The camera was a slight disappointment in the color department although it captured details very well, but the real star was the sound - CDLA over LeEco's headphones was nothing short of outstanding in terms of clarity and detail. The phone also gives you access to a number of TV shows and films and this time they have been baked right into the UI - all you need to do is hit a button for a number of TV screens to pop up on your display. The phone comes with an year's LeEco membership, giving users access to a large amount of content. Battery life is decent if the phone is handled carefully - you should be able to see through a day of use comfortably.

Conclusion

All said and done, the Le Max 2 is one of those rare devices about which there is very little to complain. It ticks all the boxes and for Rs 29,999 for the 6 GB/ 64 GB version delivers very good value for money. Those wishing for alternatives can check the similarly specced OnePlus 3, which has a better camera but only a full HD display and no content alliances. ■

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In focus

Huawei P9: Like a Leica!

1 The Huawei P9 comes with a dual-lens camera, with each sporting 12-megapixel sensors. One takes photos in RGB and one with monochrome. When combined, the result is sharp, detailed shots in both low light and daylight conditions.

2 The phone's camera comes with the iconic Leica co-engineered Picture Quality Algorithm, f/2.2 aperture, 1.25µm pixel size and laser focus. Compelling camera, eh?

3 The phone comes with a unibody design with an aerospace-class aluminum body. The device is certainly sleek and is just 145mm long, 70.9mm wide and 6.95mm thick. It is certainly lightweight a mere 144 grammes.

4 The P9 is powered by a HiSilicon Kirin 955 octa-core processor with four cores clocked at 2.5 GHz and another four at 1.8 GHz. The smartphone comes in two variants: 3GB RAM/ 32GB storage and with 4GB RAM/ 64GB storage.

5 On board are 4G LTE, Wi-Fi 802.11 a/b/g/n/ac, Bluetooth v4.1, Infrared, and USB Type-C. Huawei has come out with a virtual-triple-antenna architecture, for users who need robust connectivity to cellular and Wi-Fi networks.



AFTER FOCUSING ON THE HONOR BRAND IN INDIA, HUAWEI IS NOW ALL SET TO UNLEASH ITS MOST POWERFUL PHONE EVER IN THE INDIAN MARKET. THE HUAWEI P9 BOASTS IMPRESSIVE SPECS BUT WHAT MAKES IT TRULY SPECIAL IS ITS CAMERA MADE BY LEICA—ONE OF THE MOST RESPECTED NAME IN THE PHOTOGRAPHY INDUSTRY. SOME ARE ALREADY HAILING IT AS THE GREATEST CAMERA PHONE IN TOWN. WE TAKE A CLOSER LOOK AT THE PHONE.

By Rohan Pal



6 At the front is an 8-megapixel shooter with an f/2.4 aperture which the company claims to take good selfies even in low light. It would be interesting to see how it performs given the competition.

7 On the display front, the Huawei P9 features a 5.2-inch full HD display with a screen resolution of 1920 x 1080 pixels. It also has near-invisible side bezels only 1.75mm thick, giving the impression of an edge-to-edge display.

8 The phone runs on the latest Android 6.0 Marshmallow with the company's EMUI 4.1on top of it. The device is also powered by a 3000mAh battery with fast charging - 10 minutes of charging time could last up to five hours of use, as per the company.

9 The Huawei P9 comes in many vibrant colours variants including Ceramic White, Haze Gold, Rose Gold, Titanium Grey, Mystic Silver and Prestige Gold. The phone also has a fast fingerprint scanner to safeguard user data.

10 The Huawei P9 is priced at EUR 599 (Rs 45,400 approx) for the 3GB/ 32GB variant while the 4GB/ 64GB variant has been priced at EUR 649 (Rs 49,200 approx). The Indian price? Not known yet.

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Infocus

The Great Overseas Shopping List

GOING ABROAD OR HAVE A FRIEND OR RELATIVE OVERSEAS WHO IS COMING VISITING TO INDIA? GIVEN THE FACT THAT THERE ARE A NUMBER OF DEVICES OUT THERE THAT HAVE NOT BEEN RELEASED IN THE COUNTRY, WE SUGGEST YOU HAND THEM THIS UBER GEEK SHOPPING LIST.

ANUJ BHATIA



Withings Go

Activity trackers are the rage these days. They are perfect for those who seek to measure and track their fitness stats. Even though Withings (the french firm recently acquired by Nokia) has been a premium player in the wearables market, the Go is an exception. The Withings Go is an entry-level device that will track your steps, sleep, swimming, and calorie count, and can double as a watch with its E Ink display. The $80 (or approximately Rs. 4,760) activity tracker is available in black, blue, green, red, and yellow. The Go can be worn on your wrist, clipped on your belt or carried in your pocket. Perhaps the biggest advantage of the Go is its battery life which can last up to eight months.



OtterBox uniVERSE Case

Modular smartphones offer a peek into the future but OtterBox, the phone case maker, is already trying to rewrite the rules with the Universe Case System. OtterBox's Universe Case system is designed for the iPhone 6, 6S, 6 Plus, and the 6S Plus. The system offers a wide range of modules from various manufacturers like SanDisk, Olloclip, Goal Zero, Seek Thermal, Square and Polar Pro. These modules attach to the back of the case, after you slide out a little plastic cover. The case itself costs $50 (or approximately Rs. 3,400), for an iPhone 6/6S, or $60 (Rs. 4,000) for a 6/6S Plus, and modules range from $20 (Rs. 1360) to $250 (Rs. 17,000).

Apple Watch Magnetic charging dock



You can buy a plenty of third-party accessories for the Apple Watch. But unfortunately, we couldn't find the official Apple Watch magnetic charging dock for the Apple Watch in India at the time of writing. The official charging dock comes in white and is shaped in a disc with the magnetic charging puck in the center. The Watch can charge on the dock when lying flat. It connects to a Lightning cable which can be plugged into any USB port or a USB power adapter to charge. This is the first official charging dock for the Apple Watch to come from Apple. Yes it might appear a little pricey but then it does come from Apple.

Bose Quiet Comfort 35

Bose is often called the Apple of the audio world. Its audio products, be it the acclaimed Wave Soundtouch music system, or noise cancellation headphones. And many of you would agree with us that it set the benchmark for active noise-cancelling. If you've been waiting for Bose headphones that combine the noise cancellation tech with wireless connectivity, the QuietComfort 35 is one to watch for. Priced at $349 (or approximately Rs. 23,732), the QuietComfort 35 shares a similar design as its predecessor, and is offered in black and silver color variants.



Marshall London

Marshall is known for amplifiers and headphones but it has also launched a smartphone, the London. The Marshall London smartphone is built for music lovers, DJs, and musicians. The Android-powered smartphone features a faux leather finish, reminiscent of their famous amps, and a physical volume wheel and an "M" button which takes you straight to your music library. There's also two headphone jacks, and the front of the smartphone features dual speakers. Inside, the phone carries a Wolfson DSP (digital signal processor) for better audio processing. Its specs are average, though. The Marshall London is priced at $600 (or approximately Rs. 40,800).



Microsoft Surface Book

When Microsoft introduced the Surface Book alongside the Surface Pro 4 in late last year, the first impressions were largely positive. Microsoft positioned the Surface Book as "the ultimate laptop", but unfortunately the company never bring the high-end machine to India. It features a 13.5-inch PixelSense display with 6 million pixels, a premium keyboard with backlit keys, and a glass trackpad. Other specs include an NVIDIA GeForce GPU, high-speed GDDR5 memory and a 12-hour battery. All in metal magnesium unibody design with a unique hinge design. The entry-level model starts upwards of $1499 (Rs. 101,932 approx) and goes up to $3,199 (Rs. 217,352 approx) ■



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Profile

Ten Facts You May Not Know About

Pete Lau, CEO, OnePlus

1. He likes to pay attention to little details of his products. A person met him at the bar and recognized him solely because of the cable in their products.

2. The thought to provide doorstep services to users in India came to Pete Lau when he was driving from work to a service centre and got stuck in traffic for an hour.

3. When he was heading Oppo's blu-ray division, he once smashed a blu-ray player's logic board as he didn't like the circuitry design!

4. The idea to start his own company began at a coffee shop during a discussion with his friends. The result was OnePlus.

5. He doesn't have a corner office but sits on a desk and likes to be addressed by his first name or brother Hu.

6. He has a cool office with table-top soccer, billiards, gymnasium and also a company dog named Una.

7. Pete Lau shares his place of birth, a village in Hubei with Xiaomi founder and CEO Lei Jun who was also an engineer.

8. His Chinese nickname means 'tiger brother.' By a coincidence, Xiaomi's Hugo Barra has the same nickname.

9. He was the first one to complete the ice bucket challenge in China ,challenging three more people- 360 CEO Zhou Hongyi, Smartizan CEO Luo Yonghao and Huawei VP Liu Jiangfeng.

10. Pete Lau went to Zhejiang University and has volunteered for causes like art and culture and health.

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



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KEY SPEAKERS



Shri A. Robert Jerad Ravi
Advisor (Quality of Service)
Telecom Regulatory Authority of India



Shri Amit Malviya
National Head - Informational Technology & Digital Communication
Bharatiya Janata Party



Ms. Gunjan Soni
CMO & Head – International Brands Business, Myntra



Mr. Milind Pathak
Chief Operating Officer
Madhouse



Mr. Arvind Bali
CEO - Mobile Services,
Videocon Telecom



Mr. Prabhjeet Singh
Chief Strategy Officer
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Exclusive

The Great OnePlus 3 FAQ



IT IS THE MOST TALKED ABOUT PHONE IN TECH TOWN. BUT WHAT EXACTLY MAKES THE ONEPLUS 3 SPECIAL? WE TRY TO FIND OUT THROUGH A QUESTION AND ANSWER SESSION BASED ON OUR EXPERIENCES AND QUERIES FROM OUR READERS.

By Nimish Dubey

What is so special about OnePlus anyway? Well, OnePlus is a Chinese smartphone manufacturer that came into existence in 2013 and has since forged a formidable reputation for itself as a manufacturer of high quality products, particularly smartphones, that are very well designed and come with excellent hardware and are yet surprisingly affordable. Unlike many other manufacturers, OnePlus focuses on releasing just a single flagship device a year - so it was the OnePlus One in 2014 and the OnePlus 2 in 2015. Predictably, 2016 has seen the arrival of the OnePlus 3.

So how different is the OnePlus 3 from the OnePlus 2 and OnePlus One? In a word: extremely. Unlike the OnePlus One and the OnePlus 2 which came with sandstone finished backs which had become almost a hallmark of OnePlus devices, the OnePlus 3 actually comes with a more conventional metal back. Some might say that this makes it look a bit like an HTC device, but then we do not think that is really a bad thing, given how well that company designs phones. The display is still a 5.5 inch one but at 7.35 mm, the OnePlus 3 is impressively slim, and has metal buttons - the notifier button and volume rocker are on the left and the display/power button is on the right. The back has a 16.0-megapixel camera that juts out slightly, but all in all, this is a smart looking phone.

Is it as distinct from the crowd as the OnePlus One and OnePlus 2 were?

Unfortunately not. The sandstone finish marked out those two as very different. The OnePlus 3 looks good, but does not look too different from other Android flagships.

What about hardware? There is some serious hardware muscle inside the OnePlus 3. The 5.5 inch display is a full HD one and sees optic AMOLED being used by the company for the first time. It results in very good viewing angles and great colour reproduction without the levels of saturation we see in some other AMOLED displays. The device is powered by the processor found in the likes of the LG G5 - the Qualcomm Snapdragon 820, and comes with 6 GB RAM and 64 GB storage. The camera on the rear is 16 megapixels and comes with optical image stabilisation while the one in front is an 8.0-megapixel one. The battery is 3000 mAh and the phone supports Dash Charge which lets you charge the entire phone in slightly more than an hour. Connectivity wise, you have 4G, Bluetooth, Wi-Fi, NFC and GPS.

What about the OS? The OnePlus 3 runs on Oxygen OS, a variation of Android designed by OnePlus after its collaboration with Cyanogen broke down. It is based on Android 6.0.

How well does it perform? Does the 6 GB RAM make any difference? Well, we don't know whether it is the RAM or the processor or a combination of both but the fact is that the OnePus 3 is one of the smoothest performing phones we have come across. The display is great for viewing videos and playing games and the phone was able to handle high definition content with no problems whatsoever. Small wonder it has registered some of the highest benchmark scores around.

Did it have any heating problems? No, it did not. It heats slightly from time to time, while charging and while gaming but nothing to alarm you.

How does the camera perform? In normal light, it is as good as any camera out there including that on the Samsung Galaxy S7 and the iPhone 6s Plus. However, the company's decision to leave out laser focus at times leads to lags in focusing especially in low light conditions. It is not a great snapper in low light conditions although it takes some good pictures indoors in well-lit locations.

Enough praise. What do you think are its flaws? Well, we really would have liked better audio and battery life. Volumes are slightly on the lower side and if you really push all that great hardware, you will struggle to get through a day of use. That said, the phone charges swiftly enough.

How much does the OnePlus 3 cost? The OnePlus 3 is priced at Rs. 27,999 and it is available online from Amazon India. There



is however no need to get an invite from the company to be able to purchase a device, as was the case in the past. The device is available for open sale.

The big question: should I consider investing in the OnePlus 3? If you are looking for a high performance phone at a relatively affordable price, then our answer has to be an unequivocal yes. For, there are not too many devices that can compete with the OnePlus 3 in terms of sheer performance and hardware. In fact of all the devices in the Indian market at the time of writing, only the LeEco Le Max 2 can be considered to rival the OnePlus 3 in hardware terms. It costs slightly more (Rs 29,999) but on the flip side, it offers the same processor and RAM combination and has a quad HD display and a 21.0-megapixel camera as well. That said, what makes the OnePlus 3 stand out is its combination of hardware and software - and Oxygen 3 is better than ever before. Yes, some might want more preloaded apps and features a la the flagship phones from other brands, but if all that you are seeking is clean interface and a great flagship experience at a price that is almost half of most flagships, then the OnePlus 3 should be your device of choice. ■

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Clash of the 6 GB RAM Titans

IN TERMS OF SHEER HARDWARE, THEY ARE PERHAPS THE BEST SPECCED PHONES AVAILABLE IN THE MARKET AT THE TIME OF WRITING. AND RATHER REMARKABLY NEITHER COSTS A BOMB. BUT IF YOU ARE ON THE LOOKOUT FOR A SUPER PHONE AND DO NOT WANT TO GO BEYOND RS 30,000, SHOULD YOU OPT FOR THE ONEPLUS 3 OR THE LEECO LE MAX 2?

By Nimish Dubey



They both pack in specs that would do any high-end flagship proud: terrific displays, cutting edge processors, terrific cameras and stacks of RAM. And both of them taken together cost only slightly more than a single high-end phone from some of the better-known brands. Yes, if you are in town for a super phone with a super affordable price tag then you would be hard pressed to do better than the LeEco Le Max 2 and the OnePlus 3, the first phones in the Indian market to sport 6 GB RAM. But what if the choice was between this awesome duo?

Looks and appearance

Both phones are rather handsome to look at with their blend of glass fronts and metal backs. And they are impressively sleek and slim as well - the OnePlus 3 is a bare 7.4 mm thin and the LeEco Le Max 2 a very trim 8 mm. The OnePlus 3 is the more compact of the two devices, we suspect because of its slightly smaller screen, but in terms of sheer appearance and impact, we think the Le Max 2 wins this battle simply because it looks more distinct than the OnePlus 3, which all said and done, does have something of an HTC device in its appearance - not a bad thing, but it does detract from the design aura that OnePlus' devices had built around them, especially with the sandstone finish backs. The Le Max 2 is bigger and heavier but has a more distinct look to it, which wins it this round.

Winner: *LeEco Le Max 2*

Hardware

This is where it gets really interesting, for both phones are hardware behemoths. Both have Snapdragon

820 processors, 6 GB RAM and 64 GB storage and all the connectivity options you would like to have on a phone. The Le Max 2 however boasts a quad HD 5.7 inch display while the OnePlus 3 has an optic AMOLED 5.5 inch full HD one. In the camera department too, the Le Max 2 has a 21.0-megapixel shooter as compared to the 16.0-megapixel one on the OnePlus 3. We are scoring this as another win for the LeEco device although honestly that casts no aspersion on the OnePlus 3, which has actually notched up higher scores in some benchmark tests.

Winner: *LeEco Le Max 2*

Software

Both phones run on Android Marshmallow. While LeEco uses the EMUI overlay, OnePlus 3 uses Oxygen OS. Both are relatively clean and uncluttered, but while Oxygen OS focuses on trying to deliver an experience similar to stock Android, EMUI tries to bake in LeEco's content into its OS, giving users easy access to films and TV shows. Of the two, we like Oxygen OS better.

Winner: *OnePlus 3*



Camera

The Le Max 2 might have a 21.0-megapixel camera as compared to the 16.0-megapixel shooter on the OnePlus 3, but it is the latter that scores, capturing better detail and colours in normal light conditions. The camera on the Le Max 2 is a good one for detail but colours at times seem a trifle washed out. Both have good front facing cameras and shoot very good video, but in our book, this is a win for the OnePlus 3.

Winner: *OnePlus 3*

Multimedia

The Le Max 2 sweeps this one by a mile. Not only does it have a larger display with a higher resolution, but most tellingly, it comes with CDLA audio which allows it to deliver a level of sound on its headphones that is a clear notch above what most handsets can deliver. Yes, it does involve using the USB Type-C port which means you cannot charge your phone and listen to music at the same time but it moves phone audio to another level.

Winner: *LeEco Le Max 2*

General Performance

Both phones are smooth performers. Be it browsing the Web, checking out mail and social networks orlaying high-end games and running multiple apps, you are unlikely to encounter lags at any stage. In terms of battery life too, they are more or less equally matched - they will each see off a day of normal usage. Call quality on both is around the same, although we would lean slightly in favour of the OnePlus 3. Sound quality on loudspeaker mode however is better on the LeMax 2. If we had to choose between the two, we would opt for the OnePlus 3 simply because it is the more compact and seems marginally smoother to use. But this is a very close and very tight call.

Winner: *OnePlus 3*

Value for money

The OnePlus 3 is available for Rs 27,999, while the Le Max 2's 6 GB RAM and 64 GB storage edition is available for Rs 29,999. Yes, the Le Max 2 has a marginally better spec sheet, but we are notching this one for the OnePlus 3, considering what it offers at that price!

Winner: *OnePlus 3*

Conclusion

So which one should you go for? Well, honestly, whichever you opt for, you are guaranteed a superlative performance. However, we think that the geek brigade will prefer the more clean UI of the OnePlus 3 while mainstream users who love multimedia and great sound will flock to the Le Max 2. Camera lovers will however prefer the OnePlus 3, while anyone wanting to see lots of films would be tempted by the LeEco membership that comes with the Le Max2...it is one heck of a choice. And depends on what you need. The good part? No matter what you choose, you are unlikely to regret your decision. ■

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The Battery Blockbusters



As smartphones get more powerful and sleek, their battery lives tend to get worse - batteries often being the casualty of weight and thickness cutting drives. Fortunately, manufacturers are now tackling the issue by packing in larger batteries into compact frames, ensuring you are seldom short of power. And these seven phones are experts when it comes to batteries that go on and on...

By Rohan Pal



Price: Rs. 9,999

Asus ZenFone Max

Asus ZenFone Max's recently released version is perhaps the best big battery phone in the sub Rs 10,000 segment. Powered by a 5000mAh battery, the phone can last up to two to three days of normal usage and comes with a Qualcomm Snapdragon 615 processor coupled with 2GB of RAM and 32GB of ROM, as well as Android 6.0 Marshmallow, enabling you to play heavy graphic games and do multi-tasking all day long.

Gionee Marathon M5



With a massive 6020mAh battery, Gionee Marathon M5 is simply designed to keep going. It takes some time to get fully charged, but once done, you get a battery backup for at least three to four days under normal usage. The smartphone features a 5.5-inch HD AMOLED display, is powered by a 1.5GHz quad-core MediaTek MT6735 processor coupled with 3GB RAM and 32GB of internal storage. Priced at Rs 17,999, the device also supports reverse charging which means it can also charge devices.

Price: Rs. 17,999



Price: Rs. 15,999

Lenovo Vibe P1

The Vibe P1 from Lenovo offers with a massive 4900mAh battery which is enough to last a day or two and the phone comes with enough hardware muscle to fulfill your daily requirements. Although the smartphone is a bit bulky, but it is built on very solid lines with its metal unibody design and a 5.5-inch Full HD display, with the Qualcomm Snapdragon 615 processor making it a zippy performer.



Price: Rs. 13,499

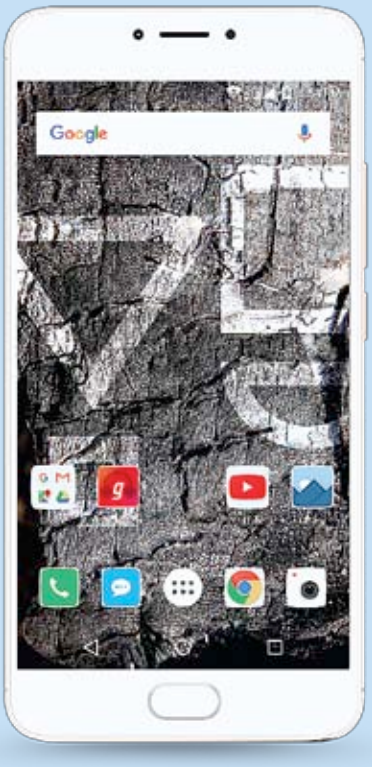
Lenovo Zuk Z1

Lenovo's sub-brand, Zuk, made headlines with the launch of its first phone Zuk Z1 in August last year. Looking at the specs sheet and performance, it is clear that Zuk Z1 is one of the best smartphones available under sub 15K budget. And this is partly due to its massive 4100mAh battery that can stretch up to two days easily. And contributing to its battery and performance is the fact that it runs on Cyanogen OS, which is less power hungry than other UIs.

YU Yunicorn

The newly-launched YU Yunicorn from Micromax's sister brand YuTeleventures comes with an impressive battery. The smartphone is fairly specced with the latest MediTek Helio P10 processor, 4GB RAM and 32GB of internal storage and with the battery backupof 4000mAh, which can last up to two days with normal use. And it is rather good looking as well, making it a very good proposition at that price point.

Price: Rs. 12,999



Xiaomi Redmi Note 3



Price: Rs. 11,999

The Redmi Note series from Xiaomi has always been popular in India, thanks to its bigger screen, decent specs and good camera. And the next-generation Redmi Note 3 has a lot to offer. The smartphone is powered by the Qualcomm Snapdragon 650 processor coupled with 3GB of RAM and 32GB of internal storage. And it can go on and on for a while too - the device comes with a 4050mAh battery which can comfortably give you two days of battery backup under normal usage.

Motorola Moto X Force

Touted as the world's first shatterproof smartphone, the Moto X Force is packed with some serious hardware muscles - a quad-HD display, Qualcomm Snapdragon 810 processor, 21-megapixel rear shooter, and of course that shatterproof display. And it is designed to keep going for a while too, coming as it does with a 3760mAh battery, giving it a battery backup of one and a half days in spite of having a power guzzling quad HD display. Quite the beast this Moto is in all departments! ■

Price: Rs. 34,999

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ADVT.

CommunicAsia2016

SHOWCASING ENTERPRISE AND INNOVATION

Gerd Leonhard, Futurist and Founder and CEO of The Futures Agency, set the stage for CommunicAsia 2016, EnterpriseIT 2016 and BroadcastAsia 2016. The visionary speaker explained to attendees that the coming 20 years will bring more changes to the humanity than the last 300 years did. The event this year provided around 48,000 attendees from over 102 countries a platform to get involved in a meaningful around new and future solutions that governments and businesses can deploy for success in a digitally transformed world.

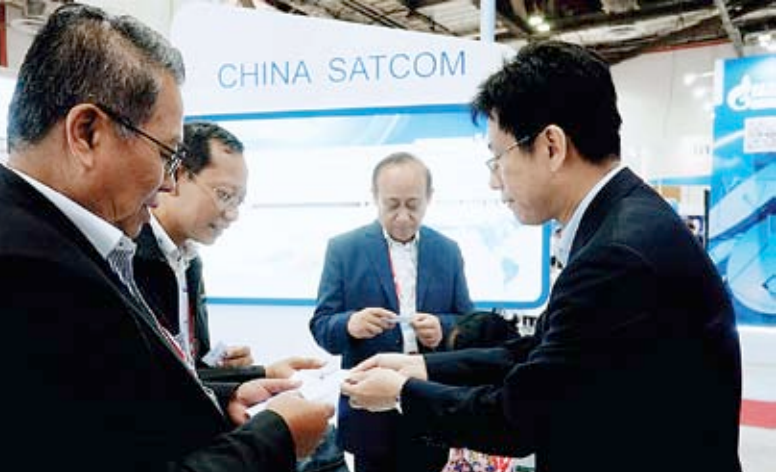
Lindy Wee, Chief Executive of event organizer, Singapore Exhibition Services said "In addition to the Singapore government's recent announcement of new technology initiatives, we also saw numerous products and solutions launched at our event over the last four days. These innovative solutions ranged from data analytic tools and devices, smart systems, robotics, virtual reality and more. As our lives and businesses become more digitized, we as event organizer are more determined than ever to deliver high quality and relevant events, bringing new launches and the latest insights each year."



Consumer expectations and business consumption of mobility and connectivity have been on the rise in recent times. According to a report by Ericsson Mobility, released during the event, the adoption of 5G subscription was revealed to be faster than 4G with global 5G subscriptions forecast to hit 150 million by the end of 2021.

Latest solutions were provided by the exhibitors at CommunicAsia and BroadcastAsia to address today's issues of hyper-connectivity. New launches at the event included Panasonic Tough book CF-20, the world's first full-rugged detachable notebook, the first VR ready Dell precision workstations for enhanced experiences, MobiQuest's air quality monitoring platform, iSense Air, Imagine Communications' Ultra High Definition production tools and operational management platform, Ideal Systems' new revenue-generating systems for broadcasting industry, and many more besides.

An area of focus was virtual reality (VR), which is growing beyond media and entertainment. Advancement in technology is allowing an optimal virtual reality experience, be it consuming or creating virtual reality content. The event









offered the opportunity to showcase the democratization process for virtual reality for the masses and can be beneficial in the areas like education, advertising, architecture and real estate. "We have had overwhelming response at the booth, and look forward to developing new partnerships in furthering the growth of VR in the APJ region," said Harveenpal Singh, Business Development Lead, Precision Workstation, Client Solutions, and Dell APJ.

Michael Tan, Founder and CEO of Zap Delivery said, "Zap Delivery participated in this year's CommunicAsia to showcase our new e-commerce delivery platform. The main objective is to increase awareness and solicit leads and partnership opportunities. Through the media attention and various tech tours, we were able to secure a few partnership opportunities in markets that we previously had no reach to. The exposure and returns were good; we will definitely be back next year!"

The inaugural Asia ICT Innovation Forum was also organized at CommunicAsia and EnterpriseIT in partnership with Huawei which also served as a knowledge-exchange program. The impact of Digital technology on the Asia Pacific Economy, the value of Big data analytics, were among the topic of discussion between the attendees and regional ministerial representatives, internationally renowned economists and global ICT industry thought leaders.



Commenting on the event, Joe Deng (Zhou Jianjun), Carrier Business President, Huawei Southern Pacific Region said, "We were strongly encouraged by the enthusiasm, meaningful exchanges, and potential collaborations resulting from the inaugural Asia ICT Innovation Forum. We believe our message of accelerating digital transformation through ICT innovation and ecosystem synergies to deliver a better connected world have been well received. We will continue to provide platforms for the meetings of minds and facilitate dialogues to create an open, collaborative, win-win ecosystem to advance the vision of a Better Connected World, which leads to progressive economic development, vertical productivity and efficiency, as well as sustainable and safe living. As a key enabler of the ICT industry, Huawei is committed to helping the telecom and vertical industries digitize their infrastructure, operational systems and business models to realize their business aspirations."

The visitors were drawn towards the post production hub at BroadcastAsia and the booths and presentation. Oscar and Grammy nominated producers, film makers and sound and visual effects experts interacted with the visitors, discussing various technologies and techniques used Hollywood to bring scenes to life.

"The crowd at BroadcastAsia have been most encouraging, with overwhelming interest and support of my presentations and demonstrations at the Avid booth. I'm grateful for the opportunity to travel to Singapore to share my experiences and techniques with fellow sound enthusiasts. I hope the experiences I have shared might help fellow filmmakers and producers enhance the cinema experience for their audience, "said Dave Whitehead, Sound Designer, White Noise Ltd.

CommunicAsia, EnterpriseIT and BroadcastAsia 2017 will be a three-day event held from 23-25 May. BroadcastAsia willmove to Suntec City Convention Centre, while CommunicAsia and EnterpriseIT will stay at Marina Bay Sands. ■

In focus

LeEco Le 2:

Return of the budget warrior

1 There is an infra-red remote control on the top which can control almost all of your home appliances be it TVs or ACs through its pre-installed application. All you need to do is select your brand

2 The Le 2 features an 8-megapixel front-facing camera with f/2.2 aperture and wide angle lens for better selfies. The camera UI comes with a beautification feature that makes your snaps even more compelling.

3 The device is very compact in spite of sporting a 5.5-inch display. It is just 151.1mm long, 74.2mm wide and 7.5mm thick, and is relatively lightweight at 153 grammes.

4 Le 2 features a 5.5-inch full HD display with a screen resolution of 1920x1080 pixels. Just like its predecessor, Le 1s, the Le 2 comes with a bezel-less display giving it a premium look.

5 With Le 2, the company has phased out the 3.2mm audio jack and instead has come up with world's first Type-C CDLA headphones which deliver a better quality of sound output.



LEECO HAS RECENTLY LAUNCHED THE SUCCESSOR OF ITS UBER POPULAR DEVICE, THE LE 1S. CALLED THE LE 2, THE DEVICE ONCE AGAIN COMES WITH GREAT HARDWARE AT A COMPELLING PRICE AS WELL AS A YEAR'S FREE LEECO MEMBERSHIP. WILL IT BE AS SUCCESSUL AS THE LE 1S? WE TAKE A BRIEF, QUICK LOOK AT THE LE 2. ***By Rohan Pal***



6 LeEco Le 2 sports a 13-megapixel rear camera with f/2.0 aperture, PDAF, ball-type closed-loop motor, quick focus and dual LED flash. And the device is also capable of 4K recording at 30fps and slow motion recording resolution at 720p at 120 fps.

7 The phone comes with a fingerprint scanner which the company boasts can unlock the device in just 0.15 seconds. Priced at Rs 11,999, the device will be available in gold, silver and gray colour variants.

8 The device runs on the latest Android 6.0 Marshmallow out of the box with company's latest EUI 5.6 on top of it. The device is powered by a 3000mAh battery with Le SuperCharge quick charge technology.

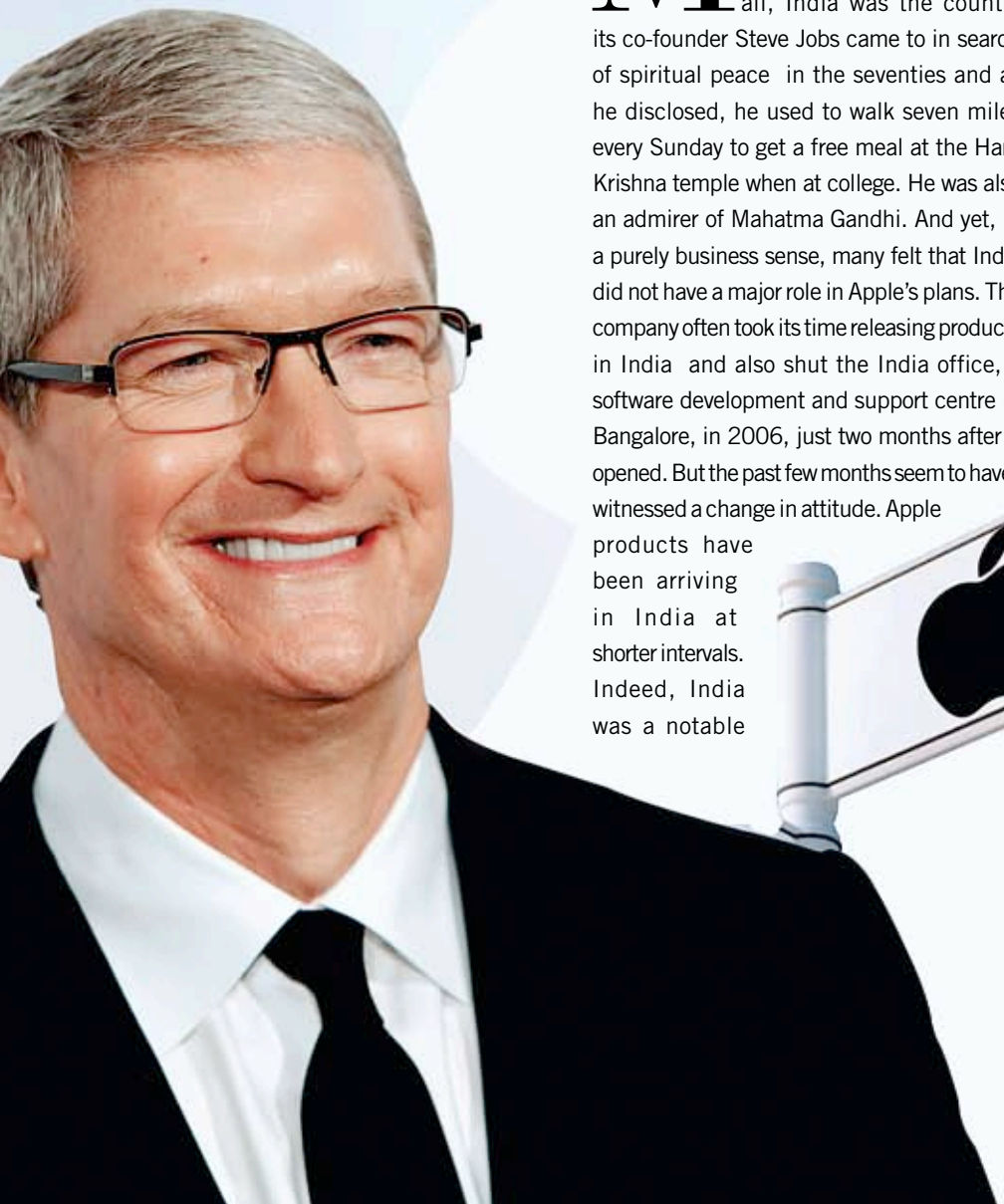
9 In terms of hardware muscle, the Le 2 is powered by a Qualcomm Snapdragon 652 processor clocked at 1.8GHz. The phone is backed by 3 GB of RAM and 32 GB internal storage. This is the same chipset which was seen on the Vivo V3 Max.

10 On the connectivity front, the Le 2 supports 4G LTE, Bluetooth 4.1, WLAN 802.11a/b/g/n/ac, GPS/AGPS, GLONASS and USB Type-C port. ■

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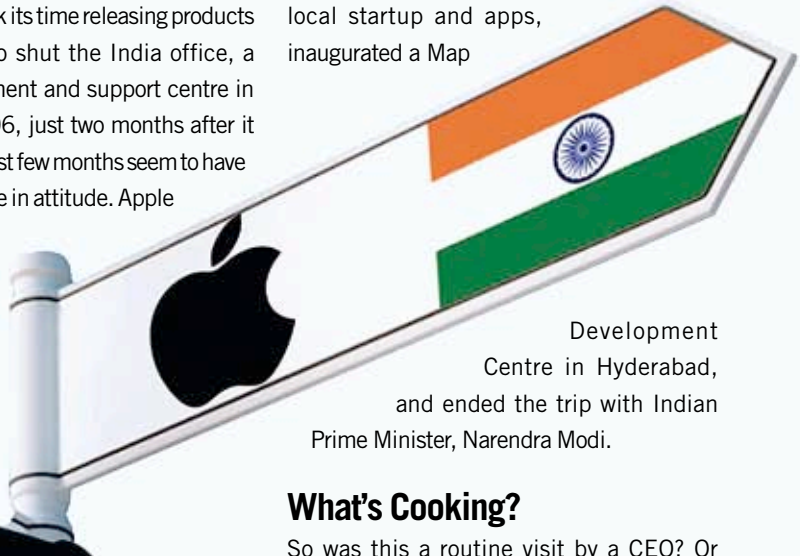
Tim Cook and the Discovery of India

HE CAME, HE SAW, HE TALKED...AND WENT BACK. BUT THEN HE WAS NO RUN-OF-THE-MILL CEO. **TIM COOK**'S RECENT VISIT TO INDIA WAS ONE OF THE MOST HIGH-PROFILE VISITS MADE BY A TECH CEO TO THE COUNTRY. BUT WHAT IMPACT IS IT LIKELY TO HAVE AND DOES IT REPRESENT A NEW PHASE IN THE RELATIONSHIP BETWEEN APPLE AND INDIA? **PRIYANKA DUA** LOOKS AT THE IMPACT OF THE VISIT OF THE APPLE CEO.



Many people might not know it but Apple has had a close relationship with India - after all, India was the country its co-founder Steve Jobs came to in search of spiritual peace in the seventies and as he disclosed, he used to walk seven miles every Sunday to get a free meal at the Hare Krishna temple when at college. He was also an admirer of Mahatma Gandhi. And yet, in a purely business sense, many felt that India did not have a major role in Apple's plans. The company often took its time releasing products in India and also shut the India office, a software development and support centre in Bangalore, in 2006, just two months after it opened. But the past few months seem to have witnessed a change in attitude. Apple products have been arriving in India at shorter intervals. Indeed, India was a notable bright spot in its first quarterly sales decline in 13 years. While global iPhone sales fell for the first time ever, a drop of 16 per cent from the first quarter of 2015, they rose 56 per cent in India in the same quarter.

And even as all this was happening, Apple CEO Tim Cook visited India. He spent four days in the country, visiting Siddhi Vinayak Temple, meeting Bollywood stars and key businesspersons, watched a cricket match in Kanpur, announced an accelerator facility in Bangalore that would focus on local startup and apps, inaugurated a Map Development Centre in Hyderabad, and ended the trip with Indian Prime Minister, Narendra Modi.



What's Cooking?

So was this a routine visit by a CEO? Or something more? According to Jaipal Singh, Market Analyst (Client Devices) IDC India,

"Apple is keenly looking for India as the next growth market. Tim Cook's recent visit to India was a passage to understand the dynamics of the Indian mobile phone market and engaged with mobile ecosystem players. Also, it can inferred that Apple might have discussed on multiple factors that they are exploring for expansion in India with government officials."

Anshul Gupta, research director at Gartner told My Mobile, "He wants to build the market for Apple."

Meanwhile a report by Counterpoint Research said iPhone sales in the January-March period in India hit a record 630,000 units and the market tracker now forecasts they will rise to 3 million in the calendar year, compared with just over 2 million in 2015. "However, most of the growth was driven by the iPhone 5s, which contributed to almost half of the total sales," said Tarun Pathak, senior analyst at Counterpoint Research.

On selling products in India at low prices Counterpoint, Research Analyst Pavel Naiya says, "India is one of the fastest growing smartphone market in the world. But unlike USA and China, India has been a highly price-conscious market with almost 70 per cent of the smartphone sales being below $150. As a result, Apple's higher priced iPhone portfolio has limited ."

He said: "From "Aspirational value" point of view it is an attractive market for Apple but "Affodability" factor also needs to be taken care of."

"However in terms of portfolio we don't think Apple is going to tweak it portfolio strategy for any specific country but can in turn look forward to various strategies like making its earlier flagships affordable, aggressive marketing campaigns and others to bridge the affordability gap. Refurbished product strategy was step in the similar direction before it was rejected." Naiya added.

Jaipal says, "India is definitely in the top list for Apple's next phase of growth. However, Apple's strategy in India will be to dominate the premium segment not necessarily to be in the list of top five the smartphones vendors. Apple would like to leverage its strong aspirational brand value by pushing less costlier older versions for gaining share in mid-tier segment while maintaining the premium pricing of its newer offerings to its loyal fan base."

Agreeing with Jaipal , Anshul told that "I really don't think Apple will get into that space. Apple is a niche player, building premium products and that is their core strategy where they would like to maintain that image."

Making in India?

During his visit, Tim Cook made two announcements: the "design and development accelerator" in Bangalore, and its first development centre in India will be in Hyderabad, where over 150 Apple developers will work on Apple Maps.

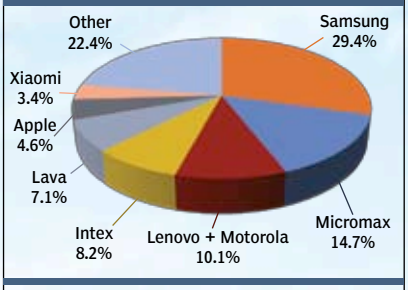
The development centre will focus on improving maps of iPhone, iPad, Mac and Apple Watch and will reportedly create 4,000 jobs.

But nothing concrete was revealed on manufacturing front, in spite of many people talking about a Make in India initiative.

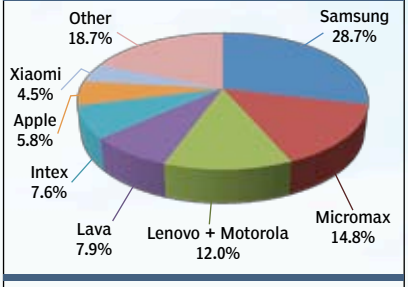
"Duties and taxes on brining the completely build devices in India makes Apple iPhones one of the costliest phones that Apple sells globally. Making Apple phones in India will definitely provide a completive edge. However, Apple needs to explore other avenues while manufacturing in India considering that the base for premium market is very small compare to its growth markets in the other parts of the world," Jaipal said.

Pavel agrees on the relatrively slim chances of Apple manufacturing devices in India."Due to lack of component ecosystem in the country we don't see Apple starting its manufacturing facility in India in short term. However we estimate Foxconn to start with the assembling route in one to two years," he said.

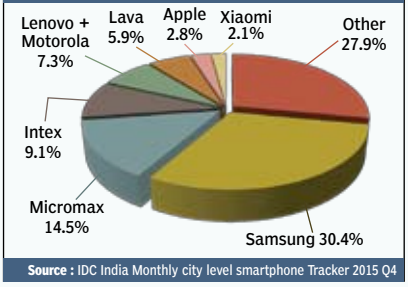
Smartphone Vendor Share
(Leading 30 cities)



Smartphone Vendor Share
(Tier 1 cities)



Smartphone Vendor Share
(Tier 2 & 3 cities)



Source : IDC India Monthly city level smartphone Tracker 2015 Q4

Conclusion

So at the end of the day, what exactly did the Apple CEO's visit to India indicate? Well, it seems that India is quite definitely on the Cupertino giant's map in the coming days. And while the talk of phones being made for India or of super affordable iPhones may be a tad premature, it is safe to assume that India will be seeing more Apple products and in a more timely manner than ever before. There is even talk of an Apple Store being set up in the country, although that has been doing the rounds for a while now. Steve Jobs had come to India seeking spiritual salvation. Tim Cook might have sought a business one. Watch this space.■

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SULTAN: THE GAME *Wrestling, filmy style!*

Nowadays, no movie is complete without a mobile game release, as games create curiosity about upcoming films, helping in its promotion. We have seen many movie makers rolling out a game to coincide with the launch of their films, and the latest to join the club are the makers of the Salman Khan-starrer Sultan. A mixture of kicking, wrestling and boxing, the game is all about fighting and kicking your opponent till one of you hits the dirt. You play as Sultan aka Salman Khan, who has to fight his way through the top. The game has 60 levels, and as you progress further, you encounter fighters who are increasingly difficult to defeat (there is also a title match at every tenth level). In the initial stages, the game walks you through some basic tutorials and once you get familiar with it, and then it is time for action. The controls are pretty much simple—you tap the screen for light attacks, swipe for heavy attacks and hold the screen to block. You need to be quick to make a decision about your moves, as any delay gives your opponent a window to attack. There is also a special move at your disposal but you need to charge it up first and that can take time. The graphics are not as appealing as you may see in other boxing games in the market but if you are a Salman Khan fan and want to play as Sultan then this game is definitely for you. Period.

Available from: Google Play Store

Price: Free ■









NONSTOP KNIGHT *Endless running...and hacking*

What happens when an idle clicker meets an action-packed hack-and-slash RPG game? Oh well, it becomes a battle ground, complete with its knight and knaves. Nonstop Knight is a game designed for those who, not content with running endlessly (a la Temple Run) also want to wave their sabres while sprinting. In the game you control a knight who is roaming in dungeons fighting different types of enemies. And yes, did we mention that there are boss battles as well? Most of the action is automatic - you cannot control your knight's movement and attacks. But you can control various special skills and attacks like cloning yourself to inflict twice as much damage as possible, a leap attack in which you jumps and create a powerful strike on the ground clearing the enemies nearby, and whirlwind slashing, to attack a large number of enemies in the battle. You have to remember to keep upgrading your weapons as the bosses keep getting tougher with each passing level. Doing so is simple - just keep killing and looting them to collect coins, which are then used to upgrade your equipment. The beauty of the game is that in spite of so much being automated, you still feel engrossed and keep coming back for another joust with the enemy. Yes, the action does get repetitive after a while but the simple gameplay and great graphics ensure that you feel tempted for just one more attempt. And another...and another.

Available from: iTunes App Store, Google Play Store

Price: Free ■



Game On

SUPER PHANTOM CAT *Superhero with a miaow!*

What happens when you mix Mario and cats? Well, you get a white cat who wants to be a superhero. No, we are not joking. We are talking about this new game, Super Phantom Cat. The game is, well, about a cat who wants to be a superhero and is on a journey to get all the powers to do so. You are in a world known as Phantom World and you play as a cat named Chemist White. As he is new to this world, there is a guardian known as Flash Eyes who promises to show him how to become a phantom. All you need to do is to find the portal at the end of the level to advance further. And while doing so, you have to collect coins, hidden stars, and dodge some enemies. During the game, Flash Eyes introduces you to new powers (sprites) which is useful as every level needs special type of powers to advance. For example there is a Bullet Sprite which helps you to kill enemies by shooting in the direction you are facing. As you advance further, you will get more power-ups like the ability to drill through bricks, a teleporter and yes, you also get a bomb. The game controls are pretty simple - there is an on-screen gamepad through which you can control your cute little cat. Overall, with some good design and addictive gameplay, Super Phantom Cat is a must download for Mario - and cat -lovers.

Available for: iTunes App Store, Google Play Store.
Price: Rs 10, Free ■







SWIPEROO

Swipe, swipe...and just swipe

Swiperoo might not be making as many waves as some other game titles, but that does not make it any less compellingly addictive. On first glance, the game seems routine, but sooner rather than later, the gameplay sucks you in with its blend of simplicity and speed. At the core, the gameplay is simple - all you need to do is swipe left, right up or down to swivel a cube as it flips through space. And you have to choose the direction correctly to gain points. Time is limited and the clock is ticking away so you have to be swift in making those swipes—one mistake could send you right back to the beginning, which can be frustrating. As you progress further, the cube starts rotating faster and the swiping gets difficult as there are many different signs to confuse you. Basically, Swiperoo challenges your observation powers and reaction times. The design is rather simple yet very colourful, and although you will be plagued with ads right throughout the game, we would advise ignoring them and carrying on. It is simple, it is swift and it is supremely addictive. Still need more reasons to download Swiperoo on your smartphone?

Available for: iTunes App Store, Google Play Store.

Price: Free ■

Game On



VECTOR 2 *Parkouring all the way!*

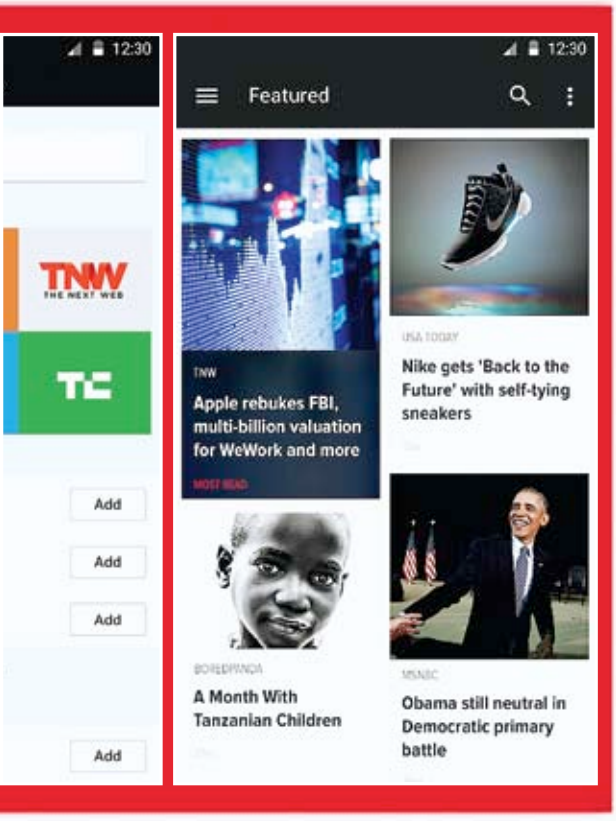
Nekki is one of the few game developers who makes games which are not only visually impressive but also comes with very interesting gameplay. And they also seem to have a penchant for shadowy characters, witness Shadow Fight 2 or Vector. And so it is hardly surprising that the sequel of their addictive 2D endless running game, Vector 2, also has a slightly dark look. The game still follows the same gameplay where you have to run, jump, slide and roll your way through each level. But this time the obstacles are more challenging—you have to make it through lasers, mines and more to reach the exit. And of course, you still can do the parkour stunts which become the USP of the game. The design is simple and minimalist but it's much more refined this time and you can feel that you have teleported to a futuristic world. The developers have added some armour that can be upgraded to give you a better chance to survive - to upgrade and unlock stunts, you need to make a successful run or you can take the easy way out by buying some in-app currency. The controls remain simple: all you need to do is swipe up and down. You need to execute your moves carefully as one mistake can land you on a mine or laser. The background music has also improved and is more "charged." Overall, with some minimalist graphics and addictive gameplay, Vector 2 is a must download for all parkour fans.

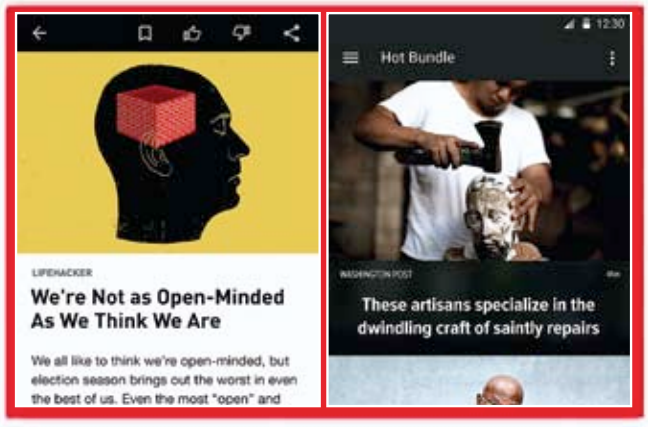
Available for: iTunes App Store, Google Play Store.

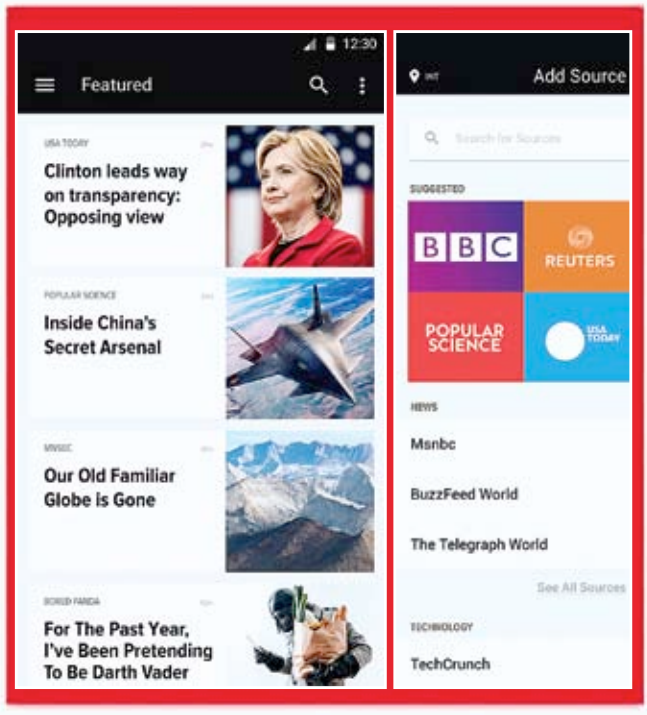
Price: Free ■

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BUNDLE NEWS *A new way to look at news*

News as we all know is an integral part of our lives. Be it politics or sports or entertainment, we all want to get updated with the latest news. But with so many news sources and websites available to us, sometimes it is difficult to access what we really care about. That's where Bundles News kicks in. The app is designed in a way to cater to your favourite genre of news in an organized and clean way. The interface of the app is simple and all you need to do is just add your favourite news categories and voila you are ready with the latest news. What makes it stand out from other news apps is the simple and yet very interactive interface. You choose the stories and they are displayed very smartly indeed - each story contains a headline, a picture and photo from the article. To read the news, you need to tap on it and it will redirect you the site in its in-app browser. Stories can be rated with a thumbs up or down, shared to social media and even saved to read later. And you can also 'bundle' different sites according to your need and can even search for news, if you want information about something in particular. The app also suggests different stories under the hot bundle option, where you see some trending stories. A must-have app if you want to read news from different sites in one place.

Available from: iTunes App Store, Google Play Store

Price: Free. ■

Rating ★★★★☆

Software

TWITTER (ANDROID)

A much needed update



For many people, Twitter is a lifeline. It is a medium to express and raise your voice in 140 characters. If that is the case with you, you need to download Twitter's redesign app for Android from the Google Play store. Twitter recently announced the redesign of its Android app. Basically, v6.0 does not add any new functionality or feature as such, but offers a much simplified and cleaner interface that matches to Google's Material Design philosophy. The redesign now makes it much easier to move between different sections of Twitter's app - there are now tabs for Timeline, Moments, Notifications, and Messages. There is a floating circular button in the bottom right corner that lets you tweet, while at the other end of the toolbar is a search icon. Tapping the profile image located on the left on the app toolbar allows you to access your profile, highlights, your lists, the connect tab, and the app's settings. The changes are designed to make the app easier to use. And it certainly makes it look less like a poor cousin of its iOS counterpart. The Twitterati will certainly like the small but meaningful changes made.

Available from: Google Play Store

Price: Free. ■

Rating ★★★★☆



NOAH CAMERA *The Selfy App*

I, me, my selfie - that is a way of life for many people. Be it an office party, or an adventurous trip, it will not be complete till you take a selfie. Which is why there are so many apps out there dedicated to taking selfies and adding effects to them via different filters, stickers, and much more. But with so many apps around, choosing the right one can be a pain. If you just want a good selfie snapping app, try Noah Camera which comes with some amazing filters coupled with an easy sharing option so that you can quickly click a selfie and upload it on the social media. To start with, the app comes with more than 100 filters to choose from and all of them are real-time, meaning that you can select which mode suits you best. And choosing filters is also simple, all you need to do is either swipe left or right until you find the perfect filter. The app also supports the instasize feature for Instagram so that you can directly upload your posts to Instagram without worrying about cropping. You can also decorate your shutter button from 35 different styles available from the app and there is a collage mode where you can group your different selfies with friends. The app also comes with some good sticker options. What more can an appy selfie maniac need?

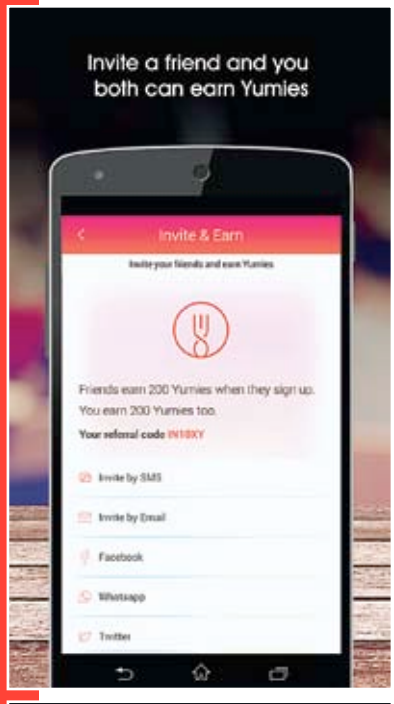
Available from: iTunes App Store, Google Play Store

Price: Free. ■

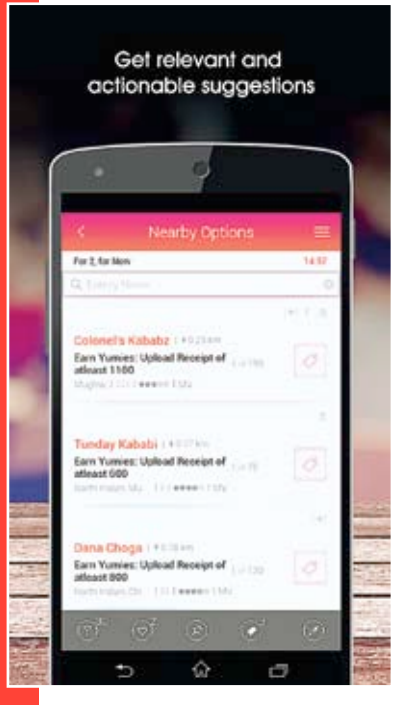
Rating ★★★★☆

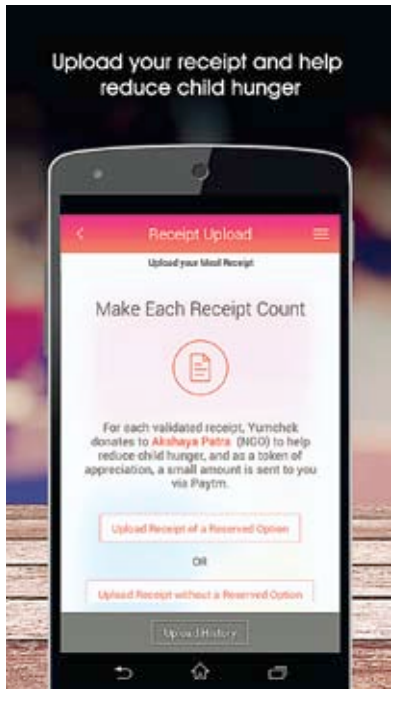


YUMCHEK *The food checker out!*









What should we have for lunch? If you are a foodie, it is a fair chance that all hell breaks loose the moment that question is asked. With so many places and different types of cuisine available around most cities in India, it becomes a massive task to select the best place. And if you want to go out in a group, well, the nightmare of reservation, and the availability of food starts to haunts us. Our advice? Just get Yumchek. This app lets you search options around you for dining. You get options based on the time of day, day of the week, where you are (includes traffic, weather and other conditions), and what you like. The app uses your GPS location and fetches you the results of the restaurants near you. And it shows the direction and phone numbers so that you can directly call the place if you want to. There is also a special column known as 'Yotto', where you can bid on different products available.To bid you need in-app currency, which you have to earn by simply uploading the meal receipt, which will earn you Yotto points. And for every receipt that you upload, Yumchek makes a donation to The Akshaya Patra Foundation, as well as sends you Rs. 5, via Paytm as a token of appreciation. Yummy? You bet.

Available from: iTunes App Store, Google Play Store

Price: Free. ■

Rating ★★★★☆

MOTION STILLS *Putting more life in Live Photos*

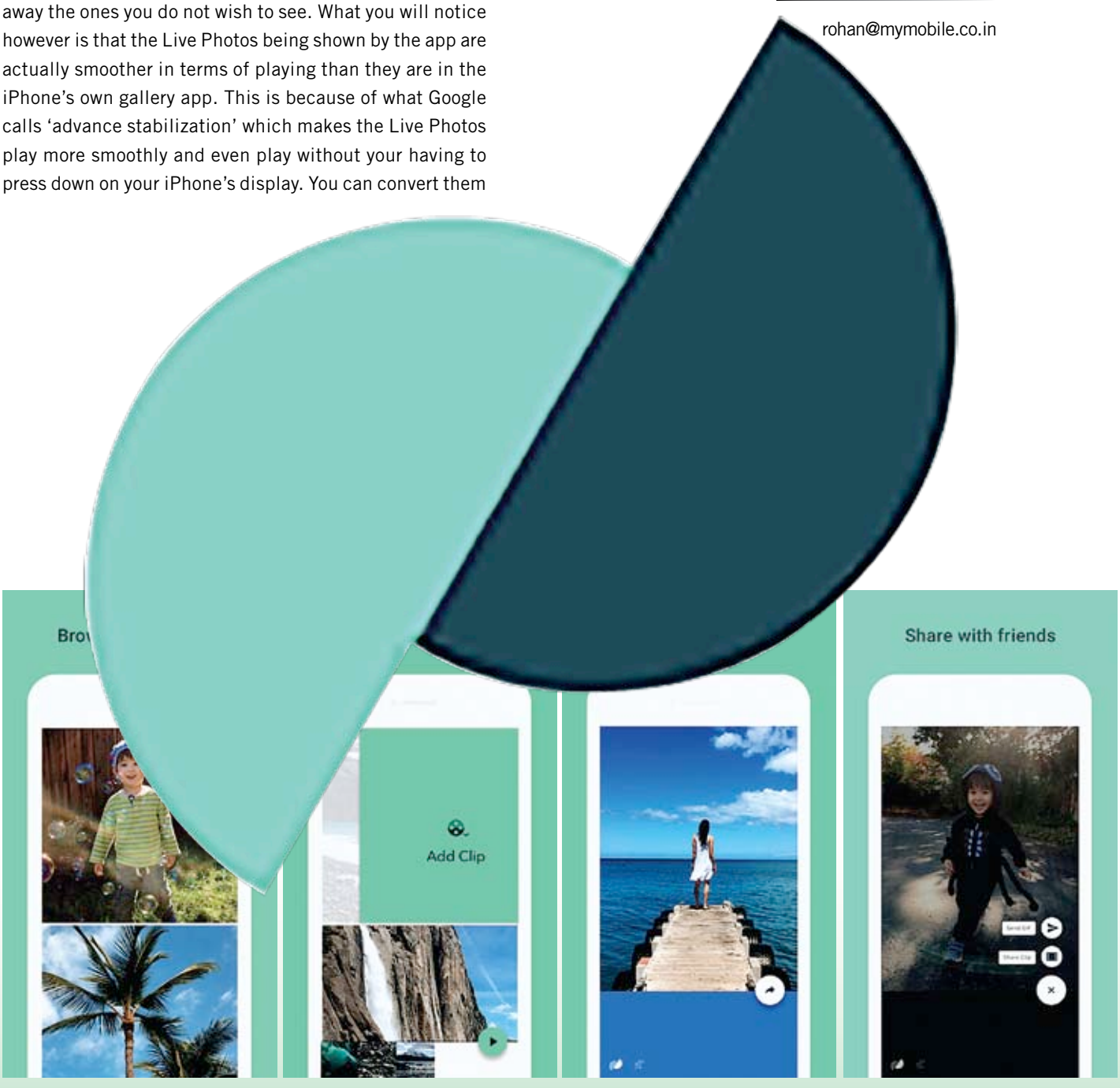
Live Photos, those images that are actually small video clips, have become a rage for iPhone users for the sheer magical effect they evoke - you press down on a photograph to see it seemingly spring into life. And now Google itself has designed an app that will enable you to do more with Live Photos. The app is a free download and once you have got it on your device, it simply opens up all the Live Photos it can detect on your phone and presents them one below the other - you can swipe away the ones you do not wish to see. What you will notice however is that the Live Photos being shown by the app are actually smoother in terms of playing than they are in the iPhone's own gallery app. This is because of what Google calls 'advance stabilization' which makes the Live Photos play more smoothly and even play without your having to press down on your iPhone's display. You can convert them into GIFs, share them as videos or even combine two live photos to make a single video, and all of it with minimum fuss - you just need to tap a few icons and drag and drop a few images into place. It is all incredibly simple and very intuitive. And hey, it is free. Pretty much a must-have for anyone who uses Live Photos.

Available from: iTunes App Store

Price: Free. ■

Rating ★★★½☆

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MY GUIDE

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. Feel free to update us.
(Last updated on June 20, 2016)

Disclaimer:
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- Rs. 6,000 – Rs. 9,999
- Rs.10,000 – Rs. 14,999
- Rs.15,000 – Rs. 19,999
- Rs. 20,000 – Rs. 29,999
- RS. 30,000 and above.
- Tablets
- CDMA

★ Spreadtrum—ST
★ Intel Atom—IA
★ Qualcomm Snapdragon—QS
★ MediaTek—MT
★ MediaTek Helio—MT H

MODELS	MICROSOFT			MICROSOFT			MICROSOFT
							
PARAMETERS	MICROSOFT						
Model	215	Asha 225	Nokia 230	Lumia 535	Lumia 550	Lumia 540	Lumia 640
Display (inches/res)	2.4/240 x 320	2.8/ 320 x 240	2.0/ 320 x 240	5.0/ 960 x 540	4.7/ 720 x 1280	5.0/ 720 x 1280	5.0/ 720 x 1280
Dimension (mm)	116 x 50 x x12.9	124 x 55.5 x 10.4	124.6 x 53.4 x 10.9	140.2 x 72.4 x 8.8	136.1 x 67.8 x 9.9	144 x 73.7 x 8.6	141.3 x 72.2 x 8.8
Weight (grams)	79	101	92	145.3g	142	152	145
Processor/RAM	NA/8MB	Single Core/8MB	NA/16 MB	QS 200/1GB	QS 210/1GB	QS 200/1GB	QS 400/1GB
Operating system	Series 30+	Series 30+	Series 30+	Windows Phone 8.1	Windows 10	Windows Phone 8.1	Windows Phone 8.1
Storage/Expandable	NA/32GB	NA/32GB	NA/ 32GB	8GB/128GB	8GB/200GB	8GB/128GB	8GB/128GB
Rear/Front Camera	0.3MP/NA	2.0MP/NA	2.0MP/2.0MP	5MP/5MP/Yes	5MP/2MP	8MP/5MP	8MP/0.1MP
Battery (mAh)	1100 mAh	1200 mAh	1200 mAh	1905 mAh	2100 mAh	2200 mAh	2500 mAh
2G/3G/4G	NA	Yes/No/No	Yes/No/No	Yes/Yes/No	Yes/Yes/Yes	Yes/Yes/No	Yes/Yes/No
Dual SIM	Yes	Yes	No	Yes	No	Yes	Yes
Music Player/FM	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes
Launch	January, 2015	April, 2014	February, 2016	January, 2015	October, 2015	April, 2015	March, 2015
Price Rs.	**2,199**	**3,200**	**3,900**	**6,590**	**6,750**	**7,500**	**8,999**

MODELS	MICROSOFT			MICROSOFT		UP TO RS. 2,499	
							
PARAMETERS	MICROSOFT					ADCOM	
Model	Lumia 640XL	Lumia 650	Lumia 640 XL LTE	Lumia 950 Dual SIM	Lumia 950 XL	X5	X9 (Nonu)
Display (inches/res)	5.7/ 720 x 1280	5.0/ 720 x 1280	5.7/ 720 x 1280	5.2/ 2560 x 1440	5.7/ 2560 x 1440	1.8/128 x 160	1.8 /128 x 160
Dimension (mm)	157.9 x 81.15 x 9	142 x 70.9 x 6.9	157.9 x 81.5 x 9	145 x 73.2 x 8.2	151.9 x 78.4 x 8.1	120.2 x 40.65 x 20.6	120.2 x 40.65 x 20.6
Weight (grams)	171	122	171	150	165	120gm	120gm
Processor/RAM	QS 400/1GB	QS 212/1 GB	QS 400/1GB	QS 808/3GB	QS 810/3GB	NA/ 32MB	NA/ 32MB
Operating system	Windows Phone 8.1	Windows 10	Windows Phone 8.1	Windows 10	Windows 10	NA	NA
Storage/Expandable	8GB/128GB	16GB/200GB	8GB/128GB	32GB/200GB	32GB/200GB	64MB/8GB	64MB/8GB
Rear/Front Camera	13MP/5MP	8MP/5MP	13MP/5MP	20MP/5MP	20MP/5MP	1.3MP/ 0 MP	1.3MP/ 0 MP
Battery (mAh)	3000 mAh	2,000 mAh	3,000 mAh	3,000 mAh	3,340 mAh	800mAh	750mAh
2G/3G/4G	Yes/Yes/No	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/No/No	Yes/No/No
Dual SIM	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Music Player/FM	Yes/Yes	Yes/Yes	Yes/Yes	Yes/No	Yes/Yes	Yes/Yes	Yes/Yes
Launch	April, 2015	April, 2016	October, 2015	October, 2015	October, 2015	NA	NA
Price Rs.	**10,499**	**14,500**	**14,969**	**29,998**	**34,998**	**999**	**999**

	UP TO RS. 2,499		UP TO RS. 2,499				UP TO RS. 2,499
MODELS							
PARAMETERS	ADCOM					CELKON	HITECH
Model	X20 (Power)	X21(Elegance)	C1 CDMA	ICON A25	T-35 (PDA)	A352E	Yuva Y1
Display (inches/res)	2.4/ 240 x 320	2.4/ 240 x 320	1.8/128 x 160	2.4/ 240 x 320	3.5/ 320 x 480	3.5/320 x 480	1.8/-
Dimension (mm)	140.6 x 50.4 x 25	140.6 x 50.4 x 25	113×47×13.8mm	140.6 x 50.4 x 25	125 x 67.2 x 10	-	111.4 x 46.8 x 11.5
Weight (grams)	220g	210g	82g	210g	108g	-	65
Processor/RAM	NA/ 32MB	NA/ 32MB	NA/ 32MB	NA/ 32MB	NA/ 64MB	RDA 8810M/256MB	ST 6531DA/NA
Operating system	NA	NA	NA	NA	NA	Android 4.2.2	Nucleus
Storage/Expandable	32MB/8GB	32MB/8GB	64MB/8GB	32MB/8GB	64MB/16GB	512 MB/32GB	32+32MB/-
Rear/Front Camera	1.3MP/ 0MP	1.3MP/ 0MP	1.3MP/ 0 MP	1.3MP/ 0MP	1.3MP/ 0MP	2MP/No	0.3 MP/NA
Battery (mAh)	1800 mAh	1200 mAh	1050mAh	1500mAh	1250 mAh	1,400	1500 mAh
2G/3G/4G	Yes/No/No	Yes/No/No	Yes/No/No	Yes/No/No	Yes/No/No	Yes/No/No	Yes/No/No
Dual SIM	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Music Player/FM	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes
Launch	NA	NA	NA	NA	NA	2,014	-
Price Rs.	**1,400**	**1,500**	**1,500**	**1,600**	**1,700**	**2,209**	**699**

	UP TO RS. 2,499		UP TO RS. 2,499				UP TO RS. 2,499
MODELS							
PARAMETERS	HITECH		I-SMART				M-TECH
Model	Yuva Y2	Pride 350	IS-100 Pro	IS-111i Pro	IS-203i Pro	IS-201 Pro	V7
Display (inches/res)	1.8/-	2.8/-	1.8/ 128 x 160	1.8/ 128 x 160	2.4-inch, 240 x 320	2.4-inch, 240 x 320	2.4-inch, 240 x 320
Dimension (mm)	122.6 x 50.7 x 14.3	131 x 58 x 10.2	111.3 x 46.7 x 13.6	112 x 47 x 14.5	122 x 52 x 13	119.6 x 50.0 x 14.2	122.7 x 52 x 14
Weight (grams)	86	82	40	50	58	50	72
Processor/RAM	ST 6531DA/NA	ST 6531DA/NA	NA/No	NA/No	Na/No	Na/No	Single-Core/ No
Operating system	Nucleus	Nucleus	NA	NA	1,000	NA	NA
Storage/Expandable	32+32MB/-	32+32MB/-	NA/8GB	NA/8GB	NA/16GB	NA/16GB	32MB/16GB
Rear/Front Camera	1.3 MP/NA	1.3 MP/NA	Digital camera/No	Digital camera/No	1.3MP/No	Digital camera/No	Yes/No
Battery (mAh)	1500 mAh	1800 mAh	1,000	1,800	1,000	1,500	1,000
2G/3G/4G	Yes/No/No	Yes/No/No	Yes/No/No	Yes/No/No	Yes/No/No	Yes/No/No	Yes/No/No
Dual SIM	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Music Player/FM	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes
Launch	-	-	NA	NA	NA	NA	NA
Price Rs.	**799**	**1,299**	**999**	**1,099**	**1,399**	**1,499**	**1,099**

	UP TO RS. 2,499			UP TO RS. 2,499			UP TO RS. 2,499
MODELS							
PARAMETERS	M-TECH					SAMSUNG	SPICE
Model	L9	M15 Pro	Star ++	G10	Trendy	Guru Music 2	Boss Power
Display (inches/res)	2.4-inch, 240 x 320	2.4-inch, 240 x 320	2.4-inch, 240 x 320	2.8-inch, 240 x 320	2.4-inch, 240 x 320	2.0/128 x 160	1.8/160 x 128
Dimension (mm)	124.7 x 53 x 11	123 x 52.5 x 13.15	114.7 x 50 x 13.9	126 x 52.5 x 12.6	126.7 x 52.7 x 11.1	120 x 78 x 64	-
Weight (grams)	85	100	93	100	100	74.98g	-
Processor/RAM	Single-Core/ No	Single-Core/ No	Single-Core/ No	Single-Core/ No	Single-Core/ No	Single-Core/ No	NA
Operating system	NA	NA	NA	NA	NA	NA	NA
Storage/Expandable	32MB/16GB	32MB/16GB	32MB/16GB	32MB/16GB	32MB/16GB	NA/16GB	NA/8GB
Rear/Front Camera	Yes/No	Yes/No	Yes/No	Yes/No	Yes/Yes	No/No	1.3MP/No
Battery (mAh)	1,000	1,700	1,600	1,700	1,600	800	2,800
2G/3G/4G	Yes/No/No	Yes/No/No	Yes/No/No	Yes/No/No	Yes/No/No	Yes/No/No	Yes/No/No
Dual SIM	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Music Player/FM	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes
Launch	NA	NA	NA	NA	NA	2,014	
Price Rs.	**1,199**	**1,349**	**1,249**	**1,299**	**1,299**	**1,650**	**1,299**

	Rs. 2,500 – Rs. 5,999			Rs. 2,500 – Rs. 5,999			Rs. 2,500 – Rs. 5,999
MODELS							
PARAMETERS	ASUS	HUAWEI	HITECH			IN-FOCUS	
Model	Zenfone Go	Honor Bee	Amaze S9	Air A3i Plus	Air A8	Bingo 10 (M415)	Bingo 21 (M 430)
Display (inches/res)	5.0/720 x 1280	4.5/ 854 x 480	4.5 /-	4.5/ 480 x 854	5.0/ 540 x 960	4.5/ 480 x 854	4.5/ 854 x 480
Dimension (mm)	144.5 x 71 x 10	134.3 x 66.7 X 10	140 x 66.88 x 9.65	140 x 66.90 x 9.64	140.2 x 72.4 x 8.8	135.65 x 67.38 x 10.43	136.8 x 67 x 10.95
Weight (grams)	135	170	150	124	152	140	152
Processor/RAM	MT6580/2GB	ST SC 7732/1GB	ST 7731/512MB	ST 8830/1GB	ST 7731/1GB	MT 6580A/1GB	ST Shark/2GB
Operating system	Android OS, v5.1	Android OS, v4.4	5.1 Lollipop	5.1 Lollipop	5.2 Lollipop	Android OS, 6.0	Android 5.1
Storage/Expandable	8,16GB/64GB	8GB/32GB	4GB/32GB	8GB/32GB	8GB/32GB	8GB/32GB	8GB/32GB
Rear/Front Camera	8MP/2MP	8MP/2MP	5MP/2MP	5MP/2MP	8MP/2MP	5MP/5MP	8MP/5MP
Battery (mAh)	2,070	1730 mAh	1,400 mAh	1,550 mAh	2,000 mAh	2,000 mAh	2,300
2G/3G/4G	Yes/Yes/No	Yes/Yes/No	Yes/Yes/No	Yes/Yes/No	Yes/Yes/No	Yes/Yes/No	Yes/Yes/Yes
Dual SIM	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Music Player/FM	Yes/No	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/No	Yes/No
Launch	August, 2015	May, 2015	-	-	-	April, 2016	March, 2016
Price Rs.	**5,299**	**3,999**	**2,999**	**2,999**	**4,999**	**4,399**	**5,499**

	Rs. 2,500 – Rs. 5,999		Rs. 2,500 – Rs. 5,999			Rs. 2,500 – Rs. 5,999	
MODELS							
PARAMETERS	**INTEX**		**KARBONN**		**LYF**	**MICROMAX**	
Model	Cloud Glory 4G NEW	Cloud String HD NEW	Sparkle V	Mach One Titanium S310	Flame 1	Canvas Juice 3 Q393	Canvas Spark 3
Display (inches/res)	4.5/ 480 x 854	5/ 720 x 1280	4.5/ 480 x 854	4.7/720 x 1280	"4.5/854 x 480"	5.0/720 x 1280	5.5/720x1280
Dimension (mm)	134.2 x 68 x 9	144.5 x 72.5 x 8.7	132 x 67 x 9.2	137 x 68 x 8	132.6 x 66.2 x 9.3	NA	-
Weight (grams)	120	150	138	145	138	NA	-
Processor/RAM	MT 6735M/ 1GB	SC 9832A/ 1GB	MT 6582/1GB	MT6582/1GB	QS 210/1GB	MT6580/2GB	quad-core/1GB
Operating system	Android 6.0	Android 5.1	Android OS, v5.0	Android OS, v4.4.2	Android 5.1	Android OS, v5.1	Android OS, v5.1
Storage/Expandable	8GB/ 32GB	8GB/ 32GB	4GB/32GB	8GB/32GB	8GB/128GB	8GB/32GB	8GB/32GB
Rear/Front Camera	5MP/2MP	8MP/2MP	5MP/2MP	8MP/5MP	5MP/5MP	8MP/2MP	8MP/5MP
Battery (mAh)	1,800	2,200	1,700	1,800	2,000	4,000 mAh	2500 mAh
2G/3G/4G	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/No	Yes/Yes/No	Yes/Yes/Yes	Yes/Yes/No	Yes/Yes/No
Dual SIM	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Music Player/FM	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes
Launch	June, 2016	May, 2016	Speptember, 2014	July, 2014	February, 2015	NA	March, 2016
Price Rs.	**3,999**	**5,599**	**4,599**	**5,395**	**5,499**	**4,171**	**4,999**

	Rs. 2,500 – Rs. 5,999			Rs. 2,500 – Rs. 5,999			Rs. 2,500 – Rs. 5,999
MODELS							
PARAMETERS	**MICROMAX**	**M-TECH**		**PHICOMM**	**SAMSUNG**	**VIDEOCON**	
Model	Canvas Blaze Q400	Turbo L7	Turbo L9	Energy E670	J1	Challenger V40HD	Graphite V45DB
Display (inches/res)	4.5/480 x 854	5.0/ 854 x 480	5.0/ 854 x 480	5.0/ 1280 x 720	4.3/480 x 800	4.0-inch, WVGA	4.5-inch, FWVGA
Dimension (mm)	-	143 x 70.6 x 8.8	145 x 72.25 x 8.5	144 x 70 x 8	129 x 68.2 x 8.9	62 x 118.25 x 10.6	136 X 70.8 X 11.0
Weight (grams)	-	142	150	-	122	-	-
Processor/RAM	QS 210 /1GB	Quad Core /512MB	Quad Core/1GB	Quad Core/2GB	dual core/ 0.5MB	Single Core/256MB	Quad Core/512MB
Operating system	Android OS, v5.1	Android OS, v5.1	Android 5.1	Android 5.1	Android OS, v4.4.4	Android OS 4.4	Android OS 4.4
Storage/Expandable	8GB/32GB	4GB/32GB	8GB/32GB	16GB/64GB	4GB/128GB	512MB/32GB	8GB/32GB
Rear/Front Camera	5MP/2MP	3.2MP/1.3MP	3.2MP/1.3MP	8MP/2MP	5MP/2MP	3.2MP/VGA	5MP/VGA
Battery (mAh)	2,000	2,000	2,000	2,300	1,850	1400 mAh	1600 mAh
2G/3G/4G	Yes/Yes/Yes	Yes/Yes/No	Yes/Yes/No	Yes/Yes/Yes	Yes/Yes/No	Yes/Yes/No	Yes/Yes/No
Dual SIM	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Music Player/FM	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes
Launch	October, 2015	NA	NA	February, 2016	February, 2015	February, 2016	March,2016
Price Rs.	**4,699**	**3,499**	**4,299**	**5,499**	**5,990**	**2,605**	**3,638**

	Rs. 2,500 – Rs. 5,999				RS. 6,000 – RS. 9,999		RS. 6,000 – RS. 9,999
MODELS							
PARAMETERS	VIDEOCON				ASUS		
Model	Challenger V40CF	Graphite V45DD	Graphite V45BD	Krypton V50DA	Zenfone C ZC451CG	Zenfone 2 Laser ZE550KL	Zenfone 5 A501CG
Display (inches/res)	4.0/WVGA	4.5/FWVGA IPS	4.5/FWVGA IPS	5.0/FWVGA IPS	4.5/480 x 854	5.5/720 x 1280	5.0/720 x 1280
Dimension (mm)	124 x 64.5 x 9.0	136 X 70.8 X 11.0	69X134.5X11.5	10.2 X74.5 X 146	136.5 x 67 x 10.9	152.5 x 77.2 x 3.9	148.2 x 72.8 x 10.3
Weight (grams)	-	-	-	-	150	170	145
Processor/RAM	1.2 Quad Core/1GB	1.2 Quad Core/1GB	1.2 Quad Core/1GB	1.3 Quad Core/1GB	IA Z2520/ 1GB	QS 410/2GB	IA Z2560/2GB
Operating system	Android OS 5.0	Android OS 5.0	Android OS 5.0	Android OS 5.0	Android 4.4	Android v5.0	Android 4.3
Storage/Expandable	8GB/32GB	8GB/32GB	8GB/32GB	8GB/32GB	8GB/64GB	16GB/128GB	8GB,16GB/64GB
Rear/Front Camera	5MP/2MP	5MP/2MP	5MP/2MP	5MP/2MP	5MP/0.3MP	13MP/5MP	8MP/2MP
Battery (mAh)	1500 mAh	1600 mAh	2400 mAh	3,000	2,100	3,000	2,110
2G/3G/4G	Yes/Yes/No	Yes/Yes/No	Yes/Yes/No	Yes/Yes/No	Yes/Yes/No	Yes/Yes/Yes	Yes/Yes/Yes
Dual SIM	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Music Player/FM	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/No	Yes/Yes
Launch	March,2016	March,2016	March,2016	April,2016	January, 2015	August, 2015	April, 2014
Price Rs.	**3,692**	**4,237**	**4,505**	**4,922**	**6,299**	**8,999**	**8,979/ 8,990**

	RS. 6,000 – RS. 9,999		RS. 6,000 – RS. 9,999				RS. 6,000 – RS. 9,999
MODELS							
PARAMETERS	ASUS	CELKON	COOLPAD			GIONEE	HTC
Model	Zenfone Max	Q500	Note 3 Lite	Note 3	Note 3 Plus	F 103	Desire 620 G
Display (inches/res)	5.5/ 720 x 1280	5.0/720 x 1280	5.0/720 x 1280	5.5/720 x 1280	5.5/1080x1920	5.0/ 720 x 1280	5.0/720x1280
Dimension (mm)	156 x 77.5 x 10.55	145.6 x 71.8 x 8	140.8 x 70.4 x 8.9	152 x 77 x 9	151.9 x 77 x 9.3	143 x 70.3 x 7.95	150.10 x 72.70 x 9.6
Weight (grams)	202	149	141	150	168	137	160
Processor/RAM	QS 615/ 2GB, 3GB	Broadcom/2GB	MT6735/3GB	MT6753/3GB	MT6753/3GB	MT6735/3GB	Octa core /1GB
Operating system	Android 6.0	Android Kitkat 4.4.2	Android 5.1	Android 5.1	Android 5.1	Android 5.0	Android 4.4
Storage/Expandable	16GB/32GB, 64GB	16GB/32GB	16GB/32GB	16GB/64GB	16GB/64GB	16GB/32GB	8GB/32GB
Rear/Front Camera	13MP/5MP	8MP/2MP	13MP/5MP	13MP/5MP	13MP/5MP	8MP/5MP	8MP/5MP
Battery (mAh)	5,000	2,500	2,500	3,000	3,000	2,400	2,100
2G/3G/4G	Yes/Yes/Yes	Yes/Yes/No	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/No
Dual SIM	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Music Player/FM	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/-	Yes/Yes	Yes/Yes
Launch	May, 2016	2,014	January, 2016	October, 2015	May, 2016	September, 2015	December, 2014
Price Rs.	**9,999/ 12,999**	**7,499**	**6,999**	**8,499**	**8,999**	**9,600**	**8,800**

	RS. 6,000 – RS. 9,999			RS. 6,000 – RS. 9,999			RS. 6,000 – RS. 9,999
MODELS							
PARAMETERS	HUAWEI			HITECH	IBALL	IN-FOCUS	
Model	Honor 4C	Honor Holly 2 Plus	Honor 4X	Air A9	mSLR Cobalt 4	M 350 (16GB)	M680
Display (inches/res)	5.0/720 x 1280	4.8/720 x 1280	5.5/720 x 1280	5.0-inch, 720 x 1280	5.0/540 x 960	5.0/720 x 1280	5.5/720x1280
Dimension (mm)	143.3 x 71.9 x 8.8	143.1 x 71.8 x 9.7	152.9 x 77.2 x 8.65	140.2 x 72.4 x 8.8	-	151 x 71.5 x 10.6	156 x 76.8 x 7.25
Weight (grams)	162	160	170	152	-	146	158
Processor/RAM	HS Kirin 620 /1GB	MT6735P /2GB	Quad Core/2GB	MT 3735M/2GB	octa-core/1GB	MT6732/2GB	MT 6753/2GB
Operating system	Android 4.4.2	Android 5.1.1	Android 4.4	5.2 Lollipop	Android 4.4	Android KitKat 4.4.2	Android 5.1
Storage/Expandable	8GB/32GB	16GB/128GB	8GB/32GB	16GB/32GB	8GB/32GB	16GB/64GB	16GB/32GB
Rear/Front Camera	13MP/5MP	13MP/5MP	13MP/5MP	13MP/8MP	8MP/3.2MP	8MP/8MP	13MP/13MP
Battery (mAh)	2,550	4,000	3,000	3500 mAh	2,000	2,500	2,600
2G/3G/4G	Yes/Yes/No	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/No	Yes/Yes/Yes	Yes/Yes/Yes
Dual SIM	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Music Player/FM	Yes/No	Yes/-	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes
Launch	April, 2015	February, 2016	October, 2014	-	June, 2015	June, 2015	December, 2015
Price Rs.	**6,999**	**8,499**	**9,999**	**6,999**	**6,299**	**6,999**	**8,999**

	RS. 6,000 – RS. 9,999			RS. 6,000 – RS. 9,999			RS. 6,000 – RS. 9,999
MODELS							
PARAMETERS	IN-FOCUS	INTEX		I-SMART		KULT	LAVA
Model	M810	Aqua Secure NEW	Aqua View NEW	IS-57i	IS-56i HD Mercury V6	Kult 10	Iris X5
Display (inches/res)	5.5/1080x1920	4.5/ 480 x 854	5/ 720 x 1280	5.0/480 x 854	5.0/720 x 1280	5.0/ 720 x 1280	5.0/720 x 1280
Dimension (mm)	153.70 x 76.20 x 6.99	133.5 x 66.5 x 9.4	124 x 64 x 10.3	146.72 x 72.85 x 8.73	143.54 x 71.55 x 8.52	143.00 x 70.30 x 7.60	143.5 x 71.5 x 7.7
Weight (grams)	155	130	146	110	130	128	134
Processor/RAM	QS 801/ 2GB	MTK6735M/ 1GB	MTK6735P/ 1GB	Quad Core/1GB	Quad Core/1GB	quad core/3GB	Quad-core/ 1GB
Operating system	Android 5.0	Android 5.1	Android 5.1	Android 4.4.2 Kitkat	Android 4.4.2 Kitkat	Android 5.1	Android 4.4.2
Storage/Expandable	16GB/64GB	8GB/ 32GB	16GB/ 32GB	8GB/64GB	8GB/64GB	16GB/128GB	8GB/32GB
Rear/Front Camera	13MP/5MP	5MP/ 2MP	8MP/5MP	8.0MP/3.2MP	8.0MP/3.2MP	13MP/5MP	8MP/5MP
Battery (mAh)	2,600	1,900	2,200	2,100	2,500	2,350	2,100
2G/3G/4G	Yes/Yes/Yes	Yes/ Yes/ Yes	Yes/Yes/Yes	Yes/Yes/No	Yes/Yes/No	Yes/Yes/Yes	Yes/Yes/No
Dual SIM	No	Yes	Yes	Yes	Yes	Yes	Yes
Music Player/FM	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes
Launch	July, 2015	May, 2016	June, 2016	2,015	2,015	December, 2015	September, 2014
Price Rs.	**9,999**	**6,499**	**8,999**	**6,499**	**6,999**	**7,499**	**8,100**

	RS. 6,000 – RS. 9,999			RS. 6,000 – RS. 9,999			RS. 6,000 – RS. 9,999
MODELS							
PARAMETERS	LAVA			LEECO	LENOVO		
Model	Pixel V2	Pixel V1	X10	Le 1s (Eco)	A6000 Plus	K5 NEW	Vibe P1m
Display (inches/res)	5.0/ 720 x 1280	5.5/ 720 x 1280	5.0/720 x 1280	5.5/1920 x 1080	5.0/720 x 1280	5/ 720 x 1280	5.0/720 x 1280
Dimension (mm)	141.6 x 70.8 x 7.6	152.08 x 76.31 x 8.5	142 x 70.8 x 7.9	74.2x151.1x7.6	141 x 70 x 8.2	142 x 71 x 7.99	141 x 71.8 x 9.3
Weight (grams)	128	135	133	179	128	142	148
Processor/RAM	Quad Core/ 2GB	Quad core/ 2GB	Quad core /3GB	MT Helio X10/3GB	QS 410/2GB	QS 415/ 2GB	MT6735P /2GB
Operating system	Android 5.1	Android 5.1.1	Android 5.1	Android v5.0.2	Android 4.4.4	Android 5.1	Android 5.1
Storage/Expandable	16GB/32GB	32GB/32GB	16GB/32GB	32GB/32GB	16GB/32GB	16GB/ Yes	16GB/32GB
Rear/Front Camera	13MP/8MP	13MP/8MP	13MP/5MP	13MP/5MP	8MP/2MP	13MP/ 5MP	8MP/5MP
Battery (mAh)	2,500	2,650	2,900	3,000	2,300	2,750	4,000
2G/3G/4G	Yes/Yes/Yes	Yes/Yes/No	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/ Yes/ Yes	Yes/Yes/Yes
Dual SIM	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Music Player/FM	Yes/Yes	Yes/Yes	Yes/Yes	Yes/-	Yes/No	Yes/Yes	Yes/Yes
Launch	September, 2015	July, 2015	November, 2015	May,2016	April, 2015	June, 2016	September, 2015
Price Rs.	**8,499**	**8,649**	**9,999**	**9,999**	**6,999**	**6,999**	**7,499**

	RS. 6,000 – RS. 9,999			RS. 6,000 – RS. 9,999			RS. 6,000 – RS. 9,999
MODELS							
PARAMETERS	LENOVO				LYF		LG
Model	S660	K5 Plus	A7000	K3 Note	Wind 5 NEW	Wind 6	K7 NEW
Display (inches/res)	4.7/540 x 960	5.0/1080 x 1920	5.5/720 x 1280	5.5/1080 x 1920	5/ 720 x 1280	4.5/480x854	5/ 480 x 854
Dimension (mm)	137 x 68.8 x 9.95	142 x 71 x 8.2	152.6 x 76.2 x 7.99	152.6 x 76.2 x 8	144.6 x 72.8 x 8.45	143.50 x 72.00 x 8.7	143.6 x 72.5 x 8.95
Weight (grams)	151	142	140	150	137	156	
Processor/RAM	MT6582/1GB	QS616/2GB	MT6752m /2GB	MT6752 /2GB	MT6735P/ 1GB	QS210/1GB	1.1GHz Quad Core/ 1.5GB
Operating system	Android 4.2	Android OS, v5.1	Android 5.0	Android 5.0	Android 5.1	Android 5.1	Android v5.0
Storage/Expandable	8GB/32GB	16GB/32GB	8GB/32GB	16GB/32GB	8GB/ 32GB	8GB/128GB	8GB/32GB
Rear/Front Camera	8MP/0.3MP	13MP/5MP	8MP/5MP	13MP/5MP	8MP/ 5MP	5MP/5MP	5MP/5MP
Battery (mAh)	3,000	2750 mAh	2,900	2,900	2,000	2,250	2,125
2G/3G/4G	Yes/Yes/No	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/ Yes/ Yes	Yes/Yes/Yes	Yes/Yes/Yes
Dual SIM	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Music Player/FM	Yes/No	Yes/No	Yes/Yes	Yes/No	Yes/Yes	Yes/Yes	Yes/Yes
Launch	Feb, 2014	April, 2016	April, 2015	March, 2015	June, 2016	Februaary, 2016	January, 2016
Price Rs.	**8,450**	**8,499**	**8,390**	**9,999**	**6,599**	**6,599**	**8,690**

	RS. 6,000 – RS. 9,999			RS. 6,000 – RS. 9,999			RS. 6,000 – RS. 9,999
MODELS							
PARAMETERS	MEIZU			MICROMAX			
Model	M2	M2 Note	M3 Note	Canvas Xpress A99	Canvas Xpress 2	Canvas Amaze 2 NEW	Canvas Selfie 3
Display (inches/res)	5.0/1280 x 720	5.5/1080 x 1920	5.5/1080 x 1920	4.5/480 x 854	5.0/720 x 1280	5/ 720 x 1280	4.8/720 x 1280
Dimension (mm)	140.1 x 68.9 x 8.7	150.9 x 75.2 x 8.7	153.6 x 75.5 x 8.2	NA	NA	NA	141 x 68.8 x 7.75
Weight (grams)	131	149	163	NA	NA	NA	109
Processor/RAM	MT6735/2GB	MT6753 /2GB	Helio P10/3GB	MT6582V/X /1GB	MT6592M/1GB	QS415/ 2GB	MT6582 /1GB
Operating system	Android v5.1	Android 5.1	Android 5.1	Android 5.0	Android OS, v5.1	Android 5.0.2	Android 5.0
Storage/Expandable	16GB/128GB	16GB/128GB	32GB/128GB	8GB/32GB	8GB/32GB	8GB/ 32GB	8GB/32GB
Rear/Front Camera	13MP/5MP	13MP/5MP	13MP/5MP	5MP/0.3MP	13MP/2MP	13MP/ 5MP	8MP/8MP
Battery (mAh)	2,500	3,100	4,100	1,950	2,500	2500	2,300
2G/3G/4G	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/No	Yes/Yes/No	Yes/ Yes/ Yes	Yes/Yes/No
Dual SIM	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Music Player/FM	Yes/No	Yes/No	Yes/-	Yes/Yes	Yes/Yes	Yes/Yes	Yes/No
Launch	July, 2015	June, 2015	May, 2016	2014	August, 2015	June, 2016	August, 2015
Price Rs.	**6,999**	**9,999**	**9,999**	**6,000**	**6,199**	**7499**	**7,499**

	RS. 6,000 – RS. 9,999			RS. 6,000 – RS. 9,999			RS. 6,000 – RS. 9,999
MODELS							
PARAMETERS	MICROMAX			MOTOROLA		OPPO	
Model	Canvas XP 4G	Canvas 5	Canvas Sliver 5	Moto G (2nd Gen)	Moto G (3rd Gen)	Neo 5	Neo 7
Display (inches/res)	5.0/720 x 1280	5.2/1080 x 1920	4.8/720 x 1280	5.0/720 x 1280	5.0/720 x 1280	4.5/480 x 854	5.0/540 x 960
Dimension (mm)	-	-	5.1mm thick	141.5 x 70.7 x 10.99	142.1 x 72.4 x 11.6	132 x 65.5 x 8	142.7 x 71.7 x 7.55
Weight (grams)	-	-	97	149	155	135	141
Processor/RAM	MT6735P/3GB	MT6753/3GB	QS 410 /2GB	QS400/1GB	QS 410/1GB, 2GB	MT6582/1GB	QS 410/1GB
Operating system	Android 5.1	Android v5.1	Android v5.0.2	Android 4.4.4	Android 5.1.1	Android 4.4	Android 5.1
Storage/Expandable	16GB/32GB	16GB/64GB	16GB/No	16GB/32GB	8GB,16GB/32GB	16GB/32GB	16GB/32GB
Rear/Front Camera	8MP/2MP	13MP/5MP	8MP/5MP	8MP/2MP	13MP/5MP	8MP/2MP	8MP/5MP
Battery (mAh)	2,000	2,900	2,000	2,070	2,470	2,000	2,420
2G/3G/4G	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/No	Yes/Yes/Yes	Yes/Yes/No	Yes/Yes/Yes
Dual SIM	Yes	Yes	No	Yes	Yes	Yes	Yes
Music Player/FM	Yes/-	Yes/Yes	Yes/Yes	Yes/No	Yes/No	Yes/No	Yes/No
Launch	May, 2016	November, 2015	2,015	October, 2015	July, 2015	June, 2015	October, 2015
Price Rs.	**7,499**	**9,999**	**8,387**	**8,999**	**9,999**	**6,990**	**9,999**

	RS. 6,000 – RS. 9,999		RS. 6,000 – RS. 9,999				RS. 6,000 – RS. 9,999
MODELS							
PARAMETERS	PANASONIC	PHICOMM	SAMSUNG			VIDEOCON	VIVO
Model	Eluga A2 NEW	Passion 660	Galaxy J1 Ace	Galaxy J2 (4G)	Galaxy On5	Krypton V50FG	Y27L
Display (inches/res)	5/720 x 1280	5.0/1080x1920	4.3/480 x 800	4.7/540 x 960	5.0/720 x 1280	5.0-inch, HD IPS	4.7/ 720x1280
Dimension (mm)	143.8x72x8.9	139.50 x 69.00 x 7.40	130.1 x 67.6 x 9.5	136.5 x 69 x 8.4	142.3 x 72.1 x 8.5	144.6 x 71.8 x 8.6	136.90 x 68.10 x 6.99
Weight (grams)	168	110	128	130	149	-	137
Processor/RAM	1GHz Quad Core/ 3GB	QS 615/2GB	Quad-core/512MB	Quad-Core/1GB	Quad-core/1.5GB	1.3 Quad Core/2GB	QS 410/1GB
Operating system	Android v5.1	Android 4.4.4	Android OS, v4.4.4	Android	Android OS, v5.1	Android Lollipop	Android 4.4
Storage/Expandable	16GB/128GB	16GB/64GB	4GB/128GB	8GB/128GB	8GB/128GB	16GB/32GB	16GB/128GB
Rear/Front Camera	8MP/5MP	13MP/5MP	5MP/2MP	5MP/2MP	8MP/5MP	13MP/5MP	8MP/5MP
Battery (mAh)	4,000	2,300	1,900	2,000	2,600	2,200	2,260
2G/3G/4G	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/No	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes
Dual SIM	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Music Player/FM	Yes/Yes	Yes/No	Yes/-	Yes/Yes	Yes/Yes	Yes/No	Yes/Yes
Launch	May, 2016	June, 2015	September, 2015	September, 2015	October, 2015	April, 2016	September, 2015
Price Rs.	**9,490**	**8,999**	**6,250**	**7,590**	**8,190**	**8,559**	**9,999**

	RS. 6,000 – RS. 9,999					RS. 6,000 – RS. 9,999	
MODELS							
PARAMETERS	XIAOMI			YU		ZOPO	
Model	Redmi 2 Prime	Redmi Note Prime	Redmi Note 3	Yunique	Yuphoria	ZP331	ZP353
Display (inches/res)	4.7/720 x 1280	5.5/720 x 1280	5.5/1080 x 1920	4.7/720x1280	5.0/720x1280	4.5/ 854 x 480	5/ 1280 x 720
Dimension (mm)	134.00 x 67.20 x 9.4	154 x 78.7 x 9.45	150 x 76 x 8.65	134.5 x 67.5 x 8.3	142.4 x 73 x 8.2-9.35	133 x 65.7 x 8.5	145.9 x 71.4 x 8.5
Weight (grams)	133	185	164	128	143	113	137
Processor/RAM	QS410/2GB	QS 410/2GB	QS650/2GB,3GB	QS410 / 1GB	Quad core / 2GB	Quad core/1GB	Quad core/1GB
Operating system	Android 4.4	Android 4.4	Android 5.0.2	Android 5.1.	Android 5.1.1	Android 5.1 Lollipop	Android 5.1 Lollipop
Storage/Expandable	16GB/32GB	16GB/32GB	16GB,32GB/32GB	8GB/32GB	16GB/32GB	8 GB/64 GB	8GB/64GB
Rear/Front Camera	8MP/2MP	13MP/5MP	16MP/5MP	8MP/2MP	8MP/5MP	5 MP/2 MP	8MP/2 MP
Battery (mAh)	2,200	3,100	4,000	2,000	2,230	1,700	2,100
2G/3G/4G	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/No	Yes/Yes/No
Dual SIM	Yes	No	Yes	Yes	Yes	Yes	Yes
Music Player/FM	Yes/Yes	Yes/Yes	Yes/-	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes
Launch	August, 2015	December, 2015	March, 2016	September, 2015	May, 2015	-	-
Price Rs.	**6,999**	**7,999**	**9,999/ 11,999**	**6,300**	**6,499**	**7,500**	**8,600**

RS. 10,000 – RS. 14,999 | RS. 10,000 – RS. 14,999 | RS. 10,000 – RS. 14,999

MODELS



PARAMETERS	ASUS			GIONEE	HTC		HUAWEI
Model	Padfone Mini	Zenfone 2 (2GB RAM)	Zenfone Selfie	Marathon M5 Lite	Desire 626 G+	Desire 626	Honor 5X
Display (inches/res)	7.0/1280x800	5.5/ 1080 x 1920	5.5/1080 x 1920	5.0/720 x 1280	5.0/720x1280	5.0/720x1280	5.5/ 1080 x 1920
Dimension (mm)	124.42 x 61.44 x 11.2	152.5 x 77.2 x 10.9	156.5 x 77.2 x 10.8	143 x 69.9 x 8.5	146.9 x 70.9 x 8.1	146.9 x 70.9 x 8.19	151.3 x 76.3 x 8.15
Weight (grams)	260	170	170	181.5g	138	138	158
Processor/RAM	Z2560/1GB	IA Z3560 /2GB	QS615 /2GB,3GB	Quad Core/3GB	Octa-core/1GB	Octa Core/2GB	QS 616 /2GB
Operating system	Android 4.3	Android 5.0	Android 5.0	Android 5.1	Android	Android 4.4.4	Android 5.1.1
Storage/Expandable	8GB/64GB	16GB/128GB	16GB,32GB/128GB	32GB/128GB	8GB/32GB	16GB/32GB	16GB/128GB
Rear/Front Camera	8MP/2 MP	13MP/5MP	13MP/13MP	8MP/5MP	13MP/5MP	13MP/5MP	13MP/5MP
Battery (mAh)	2,100	3,000	3,000	4,000	2,000	2,000	3,000
2G/3G/4G	Yes/Yes/No	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/No	Yes/Yes/No	Yes/Yes/Yes
Dual SIM	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Music Player/FM	Yes/No	Yes/-	Yes/-	Yes/Yes	Yes/Yes	Yes/-	Yes/-
Launch	December, 2014	March, 2015	August, 2015	December, 2015	April, 2015	February, 2015	January, 2016
Price Rs.	**12,999**	**13,999**	**14999/ 16,999**	**13,000**	**10,800**	**13,700**	**12,999**

RS. 10,000 – RS. 14,999 | RS. 10,000 – RS. 14,999 | RS. 10,000 – RS. 14,999

MODELS



PARAMETERS	LEECO		LAVA	LENOVO			
Model	Le 1S	Le 2 NEW	V5	Vibe X 2	Vibe K4 Note	Vibe S1	Phab Plus
Display (inches/res)	5.5/1080x1920	5.5/ 1920 x 1080	5.5/720x1280	5.0/1080x1920	5.5/1080x1920	5.0/1080x1920	6.8/1080 x 1920
Dimension (mm)	151.9 x 74.2 x 7.6	151.1 x 74.2 x 7.7	151.9 x 94.7 x 8.3	140.2 x 68.6 x 7.3	153.67 X 76.45 X 9.14	143.3 x 70.8 x 7.8	186.6 x 96.6 x 7.6
Weight (grams)	169	153	153.2g	120	158	132	229
Processor/RAM	"MT H X10/3GB"	QS 652/ 3GB	Quad core/3GB	MT6595M /2GB	MT 6753/3GB	MT6752/3GB	QS 615 /2GB
Operating system	Android 5.1	Android 6.0	Android 5.1	Android 4.4.1	Android 5.1.	Android 5.0	Android 5.0
Storage/Expandable	32GB/No	32GB/No	16GB/32GB	32GB/128GB	16GB/128GB	32GB/128GB	32GB/64GB
Rear/Front Camera	13MP/5MP	16MP/8MP	13MP/8MP	13MP/5MP	13MP/5MP	13MP/8 MP + 2 MP	13MP/5MP
Battery (mAh)	3,000	3,000	3,000	2,300	3,300	2,420	3,500
2G/3G/4G	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes
Dual SIM	Yes	Yes	Yes/Yes	Yes	Yes/Yes	Yes	Yes
Music Player/FM	Yes/No	Yes/No	Yes	Yes/Yes	Yes	Yes/Yes	Yes/-
Launch	January, 2016	June, 2016	January, 2016	October, 2014	January, 2016	November, 2015	October, 2015
Price Rs.	**10,999**	**11,999**	**11,299**	**10,940**	**11,999**	**12,999**	**14,999**

MODELS	RS. 10,000 – RS. 14,999		RS. 10,000 – RS. 14,999			RS. 10,000 – RS. 14,999	
							
PARAMETERS	LG		LYF			MEIZU	MICROMAX
Model	K 10 NEW	G4 Stylus	Water 7 NEW	Water 2	Water 1	MX 5	Canvas 6
Display (inches/res)	5.3/ 1280 x 720	5.7/ 720 x 1280	5.5/ 1080 x 1920	5.0/720 x 1280	5.0/1080x1920	5.5/1080 x 1920	5.5/1920 x 1080
Dimension (mm)	146.6x74.8x8.8	154.4 x 79.2 x 9.4	155.3 x 77.2 x 8.55	144 x 70.7 x 7.7	142 x 70.5 x 6.8	149.9 x 74.7 x 7.6	-
Weight (grams)	140	163	160	135	122	149	-
Processor/RAM	QS 410/2GB	QS 400 /1GB	QS 615/ 2GB	QS 615/2GB	QS 615 /2GB	Helio X10/3GB	MT6753/3GB
Operating system	Android 5.0	Android 5.0	Android 5.1	Android 5.1	Android 5.1	Android 5.0.1	Android 5.1
Storage/Expandable	16GB/32GB	16GB/32GB	16GB/128GB	16GB/32GB	16GB/128GB	16GB/No	32GB/128GB
Rear/Front Camera	13MP/5MP	13MP/5MP	13MP/5MP	13MP/5MP	13MP/5MP	20.7MP/5MP	13MP/8MP
Battery (mAh)	2,300	3,000	3,000	2,400	2,600	3,150	3,000
2G/3G/4G	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes
Dual SIM	Yes	Yes	Yes	Yes/Yes	Yes	Yes	Yes
Music Player/FM	Yes/Yes	Yes/-	Yes/Yes	Yes	Yes/Yes	Yes/No	Yes/Yes
Launch	January, 2016	May, 2015	June, 2016	2,016	January, 2015	July, 2015	May, 2016
Price Rs.	**12,999**	**13,869**	**12,999**	**13,599**	**14,699**	**14,990**	**13999**

MODELS	RS. 10,000 – RS. 14,999		RS. 10,000 – RS. 14,999			RS. 10,000 – RS. 14,999	
							
PARAMETERS	MICROMAX	MOTOROLA			OBI	ONEPLUS	PANASONIC
Model	Canvas 6 Pro	Moto G Turbo Edition	Moto G4 Plus	Moto X (2nd Gen)	Worldphone SF1	X	Eluga Arc
Display (inches/res)	5.5/1920 x 1080	5.0/720 x 1280	5.5/ 1920X1080	5.2/1080 x 1920	5.0/1080x1920	5/1920X1080	4.7/720x1280
Dimension (mm)	-	142.1 x 72.4 x 11.6	153X76.6X9.8	140.8 x 72.4 x 9.9	146 x 74 x 8	140x69x6.9	139 x 67 x 8.10
Weight (grams)	-	155	155	144	147	138	130
Processor/RAM	Helio x10/4GB	QS 615 /2GB	QS 617/2GB,3GB	QS801 /2GB	QS615/2GB	QS 801/3GB	QS 410/2GB
Operating system	Android 5.1	Android 5.1.1	Android 6.1	Android 4.4.4	Android 5.0.2	Android 5.1	Android 5.1
Storage/Expandable	Yes/Yes	16GB/32GB	16GB, 32GB/128GB	16GB, 32GB/64GB	16GB/64GB	16GB/128GB	16GB/32GB
Rear/Front Camera	13MP/5MP	13MP/5MP	16MP/5MP	13MP/2MP	13MP/5MP	13MP/8MP	8MP/5MP
Battery (mAh)	3,000	2,470	3000	2,300	3,000	2,525	1,800
2G/3G/4G	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	yes/yes/yes	Yes/Yes/Yes
Dual SIM	Yes	Yes	Yes	No	Yes	Yes	Yes
Music Player/FM	Yes/Yes	Yes/No	Yes	Yes/No	Yes/Yes	Yes/Yes	Yes/Yes
Launch	May, 2016	2,015	May,2016	2,015	2,015	October,2015	April,2016
Price Rs.	**13,999**	**12,499**	**13,499/ 14,999**	**16999/ 17,999**	**11,999**	**14,999**	**12,490**

	RS. 10,000 – RS. 14,999			RS. 10,000 – RS. 14,999			
MODELS							
PARAMETERS	SAMSUNG				XIAOMI		YU
Model	Galaxy On7	Galaxy J5	Galaxy J5 (2016)	Galaxy J7	Mi 4i	Mi 4	Yureka Plus (YU5510A,YU5510)
Display (inches/res)	5.5/1280 x 720	5.0/1280 x 720	5.2/1280x720	5.5/720 x 1280	5.0/1080 x 1920	5.0/1080 x 1920	5.5/1080x1920
Dimension (mm)	77.5x151.8x8.2	142.1 x 71.8 x 7.9	145.7 x 72.3 x 8.1	152.2 x 78.6 x 7.5	138.1 x 69.6 x 7.8	139.2 x 68.5 x 8.9	155 x 78 x 9
Weight (grams)	171	146	158	171	130	149	154
Processor/RAM	Quad-core/1.5GB	Quad-core/1.5GB	QS 410/2GB	Octa Core/1.5GB	QS 615/2GB	QS 801/3GB	QS 615/2GB
Operating system	Android 5.1	Android 5.1	Android 6.0	Android 5.1	Android 5.0	Android KitKat 4.4	Android 4.4.4/ Cyanogen OS 12
Storage/Expandable	8GB/128GB	8GB/128GB	16GB/128GB	16GB/128GB	16GB,32GB/No	16GB, 64GB/No	16GB/32GB
Rear/Front Camera	13MP/5MP	13MP/5MP	13MP/5MP	13MP/5MP	13MP/5MP	13MP/8MP	13MP/5MP
Battery (mAh)	3,000	2,600	3,100	3,000	3,120	3,080	2,500
2G/3G/4G	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/No	Yes/Yes/Yes
Dual SIM	Yes	Yes	Yes	Yes	Yes	No	Yes
Music Player/FM	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes
Launch	October, 2015	June, 2015	May, 2016	2,015	April, 2015	August, 2014	July, 2015
Price Rs.	**10,990**	**11,390**	**13,990**	**14,250**	**11,999/ 14,999**	**14,999/ 17,999**	**8,999**

	RS. 10,000 – RS. 14,999		RS. 10,000 – RS. 14,999				RS.15,000–RS.19,999
MODELS							
PARAMETERS	YU		ZOPO			ZUK	ASUS
Model	Yunicorn NEW	Yureka Note	ZP350	ZP370	Hero 1	Z1	Zenfone 6
Display (inches/res)	5.5/(1080X1920)	6.0/1080 x 1920	5.0 / 1280 x 720	5.5/ 1280 x 720	5.0/1280 x 720	5.5/1920 x 1080	6.0/720 x 1280
Dimension (mm)	153.3X75.4X8.5	-	145.9 x 71.4 x 8.5	153.8 x 77.1 x 9	146.1 x 70.6 x 8.65	155.7 x 77.3 x 8.9	166.9 x 84.3 x 9.9
Weight (grams)	172	-	137	167	136	175	196
Processor/RAM	MT Helio P10/4GB	MTK6753T/3GB	Quad-core/1GB	Ouad-core/1GB	Quad-core/2GB	QS 801/3GB	IA Z2580/2GB
Operating system	Androis 5.1.1	Android 5.1.1	Android 5.1	Android 5.1	Android 5.1	Android 5.1.1	Android 5.0
Storage/Expandable	32GB/128GB	16GB/Yes	8GB/64GB	8GB/64GB	16 GB/64 GB	64GB/No	16GB/128GB
Rear/Front Camera	13MP/5MP	13MP/8MP	8.0MP/2.0MP	8.0MP/2.0MP	13.2 MP/5.0MP	13MP/8MP	13MP/2MP
Battery (mAh)	4000	4,000	2,100	3,000	2,500	4,100	3,300
2G/3G/4G	yes/yes/yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes
Dual SIM	yes	Yes	Yes	Yes	Yes	Yes	Yes
Music Player/FM	yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/-	Yes/Yes
Launch	May,2016	April, 2016	NA	NA	NA	May, 2016	May, 2014
Price Rs.	**12,999**	**13,499**	**10,000**	**11,000**	**14,500**	**13,499**	**14,990**

	RS. 15,000 – RS. 19,999		RS. 15,000 – RS. 19,999			RS. 15,000 – RS. 19,999	
MODELS							
PARAMETERS	ASUS		CREO	GIONEE			HTC
Model	ZENFONE 2 LASER ZE601KL	Zenfone 2 (4GB RAM)	Mark 1	Marathon M5	Elife E6	S6	Desire 728 LTE
Display (inches/res)	6.0/ 1080 x 1920	5.5/ 1080 x 1920	5.5/ 1440x2560	5.5/ 720 x 1280	5.0/1080 x 1920	5.5/ 720 x 1280	5.5/ 720 x 1280
Dimension (mm)	164.6 x 84 x 10.6	152.5 x 77.2 x 10.9	155.4 x 76.1 x 8.7	152 x 76 x 8.6	142.5 x 69.4 x 7.9	151.9 x 74.6 x 6.9	157.9 x 77.8 x 7.8
Weight (grams)	190	170	190	211	-	147	153
Processor/RAM	QS 616/3GB	IA Z3580/4GB	Helio X10 /3GB	MT6735/3GB	Quad-core/2GB	MT6753T /3GB	MT6753/2GB
Operating system	Android 5.0	Android 5.0	Android 5.1.1	Android v5.1	Android 4.2	Android 5.1.1	Android 5.1.1
Storage/Expandable	32GB/128GB	32GB/128GB	32GB/-	32GB/128GB	32GB/No	32GB/128GB	16GB/200GB
Rear/Front Camera	13MP/5MP	13MP/5MP	21MP/8MP	13MP/5MP	13MP/5MP	13MP/5MP	13MP/5MP
Battery (mAh)	3,000	3,000	3,100	6,020	2,000	3,150	2,800
2G/3G/4G	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes
Dual SIM	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Music Player/FM	Yes/No	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes
Launch	December, 2015	June, 2015	April,2016	November,2015	2,013	November, 2015	November, 2015
Price Rs.	**16,499**	**18,999**	**19,999**	**17,500**	**18,999**	**19,999**	**15,500**

	RS. 15,000 – RS. 19,999		RS. 15,000 – RS. 19,999			RS. 15,000 – RS. 19,999	
MODELS							
PARAMETERS	HTC			LENOVO			LYF
Model	Desire 728G	Desire 828	One E9S	Vibe P1	Vibe Shot	Vibe X3	Earth 1
Display (inches/res)	5.5/ 720 x 1280	5.5/720 x 1280	5.5/720 x 1280	5.5/1080x1920	5.0/1080 x 1920	5.5/1080x1920	5.5/1080x1920
Dimension (mm)	157.9 x 77.8 x 7.87	157.9 x 77.8 x 7.89	157.7 x 79.7 x 7.6	152.9 x 75.6 x 9.9	142.7 x 70 x 7.6	154 x 76.5 x 9.3	154 x 76.6 x 7.25
Weight (grams)	153	148	165	187	145	175	162.5.
Processor/RAM	MT6753 /1.5GB	MT6753/1.5GB	MT6752M/2GB	QS615 /2GB	QS 615/3GB	QS 808 /3GB	QS 615/3GB
Operating system	Android 5.1.1	Android 5.1	Android 5.0	Android 5.1	Android 5.1	Android 5.1	Android 5.1.1
Storage/Expandable	16GB/2TB	16GB/2TB	16GB/2TB	32GB/128GB	32GB/128GB	32GB/128GB	32GB/32GB
Rear/Front Camera	13MP/5MP	13MP/5MP	13MP/4 UltraPixel	13MP/5MP	16MP/8MP	21MP/8MP	13MP + 2MP/5MP
Battery (mAh)	2,800	2,800	2,600	5,000	3,000	3,500	3,500
2G/3G/4G	Yes/Yes/Yes	Yes/Yes/No	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes
Dual SIM	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Music Player/FM	Yes/-	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/-	Yes/Yes
Launch	November, 2015	November, 2015	October, 2015	October, 2015	June, 2015	December, 2015	January, 2016
Price Rs.	**15,900**	**18,700**	**19,600**	**15,499**	**18,500**	**19,999**	**19,499**

	RS. 15,000 – RS. 19,999		RS. 15,000 – RS. 19,999			RS. 15,000 – RS. 19,999	
MODELS							
PARAMETERS	MOTOROLA	NEXTBIT	OPPO	SAMSUNG		SONY	
Model	Moto X Play	Robin NEW	F1	Galaxy J7 (2016)	Galaxy A5	Xperia T2 Ultra	Xperia C3
Display (inches/res)	5.5/1080 x 1920	5.2/ 1080 x 1920	5.0/720 x 1280	5.5/1280x720	5.5/720 x 1280	6.0/1280 x 720	5.0/720 x 1280
Dimension (mm)	148 x 75 x 10.9	149 x 72 x 7	143.5 x 71 x 7.25	76 x 151 x 7.8	139.3 x 69.7 x 6.7	165.2 x 83.8 x 7.7	156.2 x 78.5 x 7.6
Weight (grams)	169	NA	134	169	123	171.8.	150
Processor/RAM	QS615 /2GB	QS 808/3GB	QS 616 /3GB	Exynos 7870/2GB	Quad Core/2GB	QS400/1GB	QS 400/1GB
Operating system	Android 5.1.1	Android 6.0	Android 5.1	Android 6.0	Android 5.1	Android 5.1	Android 5.0
Storage/Expandable	16GB,32GB/128GB	32GB/ 100GB	16GB/128GB	16GB/128GB	16GB/64GB	8GB/32GB	8GB/32GB
Rear/Front Camera	21MP/5MP	13MP/5MP	13MP/8MP	13MP/5MP	13MP/5MP	13MP/1.1MP	8MP/5MP
Battery (mAh)	3,630	2,680	2,500	3,300	2,300	3,000	2,500
2G/3G/4G	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes
Dual SIM	No	No	Yes	Yes	Yes	No	Yes
Music Player/FM	Yes/No	Yes/No	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes
Launch	Sept, 2015	May, 2016	March, 2016	May, 2016	December, 2014	May, 2014	August, 2014
Price Rs.	**16,999/ 17,999**	**19,999**	**15,786**	**15,990**	**16,500**	**15,990**	**17,125**

	RS. 15,000 – RS. 19,999				RS. 20,000 – RS. 29,999		
MODELS							
PARAMETERS	SONY	VIVO	ZOPO		APPLE	COOLPAD	GIONEE
Model	Xperia M4 Aqua	V3	ZOPO SPEED 7	ZOPO SPEED 7 PLUS	iPhone 5S	Max NEW	M5 Plus
Display (inches/res)	5.0/720 x 1280	5.0/1280×720	5.0/1920 x 1080	5.5/ 1920 x 1080	4.0/640 x 1136	5.5/1920x1080	6.0/1920 x 1080
Dimension (mm)	145.5 x 72.6 x 7.3	143.6 x 71 x 7.5	153.6 x 76.5 x 8.8	153.6 x 76.5 x 8.8	123.8 x 58.6 x 7.6	152x75.5x7.6	-
Weight (grams)	135	138	164	164	112	170	210.8g
Processor/RAM	QS 615/2GB	QS 616/3GB	Octa-core/3GB	Octa-core /3GB	Dual-core/1GB	QS 617/4GB	Octa Core/3GB
Operating system	Android 5.0	Android 5.1	Android 5.1	Android 5.1	iOS 9.2.1	Android 5.1	Android 5.1
Storage/Expandable	16GB/200GB	32GB/128GB	16 GB/64 GB	16 GB/64 GB	16GB,32GB,64GB/No	64GB/128GB	64GB/128GB
Rear/Front Camera	13MP/5MP	13MP/8MP	13 MP/5.0MP	13 MP/5.0MP	8MP/1.2MP	13MP/5MP	13MP/5MP
Battery (mAh)	2,400	2,550	2,500	3,000	1,560	2800	5,020
2G/3G/4G	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	yes/yes/yes	Yes/Yes/Yes
Dual SIM	Yes	Yes	Yes	Yes	No	yes	Yes
Music Player/FM	Yes/Yes	Yes/-	Yes/Yes	Yes/Yes	Yes/No	yes	Yes/Yes
Launch	June, 2015	May, 2016	NA	NA	September, 2013	May,2016	May, 2016
Price Rs.	**19,999**	**17,980**	**15,500**	**17,500**	**23,000 onwards**	**24,999**	**27,000**

	RS. 20,000 – RS. 29,999		RS. 20,000 – RS. 29,999				RS. 20,000 – RS. 29,999
MODELS							
PARAMETERS	HTC	HUAWEI	LEECO	LG			MOTOROLA
Model	X9 NEW	Honor 7	Max 2 NEW	Nexus 5X	G Flex 2	Stylus 2 NEW	Moto X Style
Display (inches/res)	5.5/ 1080 x 1920	5.2/1080 x 1920	5.7/(2560X1440)	5.2/ 1080 x 1920	5.5/1080 x 1920	5.7/1280X720	5.7/ 1440 x 2560
Dimension (mm)	153.9 x 75.9 x 7.99	143.2 x 71.9 x 8.5	156.8 x 77.6 x 7.99	147 x 72.6 x 7.9	149.1 x 75.3 x 8.9	155 x 79.6 x 7.4	153.9 x 76.2 x 11.06
Weight (grams)	170	157	185	136	152	145	179
Processor/RAM	MT H X10/ 3GB	HS Kirin 935/3GB	QS 820/4GB, 6GB	QS 808/2GB	QS 810/2GB	Quad Core /2GB	QS 808/3GB
Operating system	Android 6.0	Android 5.0	Android 6.0	Android 6.0	Android 5.0	Android 6.0	Android 6.0
Storage/Expandable	32GB/2TB	16GB/128GB	32GB, 64GB	16GB,32GB/No	16GB/2TB	16GB/2TB	16GB,32GB/128GB
Rear/Front Camera	13MP/5MP	20MP/8MP	21MP/8MP	12.3MP/5MP	13MP/2.1MP	13MP/8MP	21MP/5MP
Battery (mAh)	3,000	3,100	3,100	2,700	3,000	3000	3,000
2G/3G/4G	Yes/Yes/Yes	Yes/Yes/Yes	yes/yes/yes	Yes/Yes/Yes	Yes/Yes/No	Yes/Yes/Yes	Yes/Yes/Yes
Dual SIM	Yes	Yes	yes	No	No	Yes	No
Music Player/FM	Yes/No	Yes/Yes	yes	Yes/No	Yes/No	Yes	Yes/No
Launch	May, 2016	July, 2015	June,2016	October, 2015	February, 2015	May,2016	September, 2015
Price Rs.	**25,990**	**22,999**	**22,999/ 29,999**	**24,490/30,645**	**26,000**	**20,500**	**26999/ 28,999**

	RS. 20,000 – RS. 29,999		RS. 20,000 – RS. 29,999				RS. 20,000 – RS. 29,999
MODELS							
PARAMETERS	ONEPLUS		OPPO	SAMSUNG			SONY
Model	2 NEW	3 NEW	F1 Plus	Galaxy A7	Galaxy A5 (2016)	Galaxy A7 (2016)	Xperia C4
Display (inches/res)	5.5/1080p	5.5/1920x1080	5.5/ 1080 x 1920	5.5/1080 x 1920	5.2/1080 x 1920	5.5/ 1080 x 1920	5.5/1080 x 1920
Dimension (mm)	151.8x74.9x9.85	152.7X74.7X7.35	151.8 x 74.3 x 6.6	151 x 76.2 x 6.3	144.8 x 71 x 7.3	151.5 x 74.1 x 7.3	150.3 x 77.4 x 7.9
Weight (grams)	175	158	145	141	153	169	147
Processor/RAM	QS 810/3GB&4GB	QS 820/6GB	MT6755/4GB	Octa Core/2GB	Octa Core/2GB	Octa Core/3GB	MT6752/2GB
Operating system	Android 5.1	Android 6.1	Android OS, v5.1	Android 5.0.2	Android 5.1.1	Android 5.1.1	Android 5.0
Storage/Expandable	64GB	64GB	64GB/128GB	16GB/64GB	16GB/128GB	16GB/128GB	16GB/200GB
Rear/Front Camera	13MP/5MP	16MP/8MP	13MP/16MP	13MP/5MP	13MP/5MP	13MP/5MP	13MP/5MP
Battery (mAh)	3,300	3000	2,850	2,600	2,900	3,300	2,600
2G/3G/4G	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes
Dual SIM	Yes	Yes	No	Yes	Yes	Yes	Yes
Music Player/FM	Yes/No	Yes/No	Yes/No	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes
Launch	July, 2015	June, 2016	March, 2016	February, 2015	April, 2016	December, 2015	June, 2015
Price Rs.	**22,999**	**27,999**	**26,990**	**22,900**	**24,900**	**29,900**	**20,800**

	RS. 20,000 – RS. 29,999						RS. 30,000 AND ABOVE
MODELS							
PARAMETERS	SONY			XIAOMI	VIVO		APPLE
Model	Xperia Z3+	Xperia C5 Ultra Dual	Xperia M5 Dual	Mi 5	X5 Pro	V3 Max	iPhone 6
Display (inches/res)	5.2/ 1080 x 1920	6.0/1080 x 1920	5/ 1080 x 1920	5.15/1080 x 1920	5.2/ 1080 x 1920	5.5/1080 x 1920	4.7/750 x 1334
Dimension (mm)	146.3 x 71.9 x 6.9	164.2 x 79.6 x 8.2	145 x 72 x 7.6	144.5 x 69.2 x 7.25	147.9 x 73.5 x 6.4	153.9x77.1x7.58	138.1 x 67 x 6.9
Weight (grams)	144	187	143	129	151	168	129
Processor/RAM	QS 810 /3GB	MTK6752/2GB	MT H X10/3GB	QS 820/3GB	QS 615/2GB	QS 652/4GB	A8,M8/1GB
Operating system	Android 5.0	Android 5.1	Android 5.1	Android OS, v6.0	Android 5.0	Android OS, v5.1	iOS 9
Storage/Expandable	32GB/128GB	16GB/200GB	16GB/200GB	32GB/No	16GB/128GB	32GB/128GB	16GB,64GB/No
Rear/Front Camera	20.7MP/5MP	13MP/13MP	21.5MP/13MP	16MP/4MP	13MP/8MP	13MP/8MP	8MP/1.2MP
Battery (mAh)	2,930	2,930	2,600	3,000	2,450	3,000	1,810
2G/3G/4G	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes
Dual SIM	Yes	Yes	Yes	Yes	Yes	Yes	No
Music Player/FM	Yes/No	Yes/Yes	Yes/No	Yes/Yes	Yes/Yes	Yes/Yes	Yes/No
Launch	June, 2015	August, 2015	September, 2015	April, 2016	June, 2015	April, 2016	September,2014
Price Rs.	**26,990**	**27,799**	**27,990**	**24,999**	**21,400**	**23,980**	**38,000/46,000**

	RS. 30,000 AND ABOVE		RS. 30,000 AND ABOVE			RS. 30,000 AND ABOVE	
MODELS							
PARAMETERS	APPLE				ASUS	BLACKBERRY	
Model	iPhone 6Plus	iPhone SE	iPhone 6S	iPhone 6S Plus	Zenfone Zoom	Passport	Priv
Display (inches/res)	5.5/1080 x 1920	4.0/640 x 1136	4.7/750 x 1334	5.5/1080 x 1920	5.5/1080 x 1920	4.5/1440 x 1440	5.4/1440 x 2560
Dimension (mm)	158.1 x 77.8 x 7.1	123.8 x 58.6 x 7.6	138.3 x 67.1 x 7.1	158.2 x 77.9 x 7.3	158.9 x 78.8 x 11.95	128 x 90.3 x 9.3	147 x 77.2 x 9.4
Weight (grams)	172	113	143	192	185	196	192
Processor/RAM	A8,M8/1GB	A9,M9/2GB	A9,M9/2GB	A9,M9/2GB	IA Z3590/4GB	QS 801/3GB	QS 808/3GB
Operating system	iOS 9	iOS 9.3	iOS 9	iOS 9	Android 5.0	BlackBerry OS 10.3	Android 5.1
Storage/Expandable	16GB,64GB/No	16GB,64GB/No	16GB,64GB,128GB/ No	16GB,64GB,128GB/ No	128GB/ 128GB	32GB/128GB	32GB/2TB
Rear/Front Camera	8MP/1.2MP	12MP/1.2MP	12MP/5MP	12MP/5MP	13MP/5MP	13MP/2MP	18MP/2MP
Battery (mAh)	2,915	1,614	1,715	2,750	3,000	3,450	3,410
2G/3G/4G	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes
Dual SIM	No	No	No	No	Yes	Yes	No
Music Player/FM	Yes/No	Yes/No	Yes/No	Yes/No	Yes/No	Yes/No	Yes/No
Launch	September,2014	March, 2016	September,2015	September,2015	January, 2016	June, 2014	October, 2015
Price Rs.	**49,500/57,000**	**38,000/48,000**	**48,000/ 58,000/ 67,000**	**55,000/68,000/77,000**	**37,999**	**40,000**	**60,000**

	RS. 30,000 AND ABOVE			RS. 30,000 AND ABOVE		RS. 30,000 AND ABOVE	
MODELS							
PARAMETERS	GIONEE	HTC		HUAWEI	LEECO	LG	
Model	Elife E8	One A9	10 NEW	Nexus 6P	Le Max	G4 Dual SIM	G5 NEW
Display (inches/res)	6.0/1440 x 2560	5.0/1080 x 1920	5.2/ 2560X1440	5.7/1440 x 2560	6.33/2560 x 1440	5.5/1440 x 2560	5.3/ 2560x1440
Dimension (mm)	164 x 82.8 x 9.6	145.75 x 70.8 x 7.26	145.9 x 71.9x 9.0	159.3 x 77.8 x 7.3	83.5x167.1x8.95	148.9 x 76.1 x 8.9	149.4x73.9x7.3
Weight (grams)	210	143	161	178	204	155	159
Processor/RAM	MT HX10/3GB	QS 617/3GB	QS 820/4GB	QS810 /3GB	QS 810 /4GB	QS 808 /3GB	QS 820/4GB
Operating system	Android 5.1	Android 6.0	android 6.0	Android 6.0	Android 6.0	Android 5.1	Android 6.0
Storage/Expandable	64GB/128GB	32GB/2TB	32GB/2TB	32GB,64GB/No	64GB,128GB/No	32GB/2TB	32GB/100GB
Rear/Front Camera	24MP/8MP	13MP/4MP	12MP/5MP	12.3MP/8MP	21MP/4UP	16MP/8MP	16MP/8MP
Battery (mAh)	3,500	2,150	3000	3,450	3,400	3,000	2800
2G/3G/4G	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes
Dual SIM	Yes	No	No	No	Yes	Yes	Yes
Music Player/FM	Yes/No	Yes/Yes	Yes/No	Yes/Yes	Yes/No	Yes/No	Yes/No
Launch	June, 2015	December, 2015	May,2016	October, 2015	January, 2016	May, 2015	April,2016
Price Rs.	**34,999**	**31,990**	**52,460**	**34,999/ 39,999**	**32,999/ 36,999**	**34,800**	**52,990**

	RS. 30,000 AND ABOVE			RS. 30,000 AND ABOVE		RS. 30,000 AND ABOVE	
MODELS							
PARAMETERS	MOTOROLA		SAMSUNG				
Model	Moto Turbo (64GB)	Moto X Force	Galaxy S6	Galaxy S6 Edge	Samsung Galaxy Note 5	Galaxy S7	Galaxy S7 Edge
Display (inches/res)	5.0//1440 x 2560	5.4/1440 x 2560	5.1/ 1440 x 2560	5.1/ 1440 x 2560	5.7/1440 x 2560	5.1/2560 X 1440	5.5/2560 X 1440
Dimension (mm)	143.5 x 73.3 x 8.3-11.2	149.8 x 78 x 9.2	143.4 x 70.5 x 6.8	142.1 x 70.1 x 7	153.2 x 76.1 x 7.6	69.6x142.4x7.9	72.6 x 150.9 x 7.7
Weight (grams)	176	169	138	132	171	152	157
Processor/RAM	QS 805 /3GB	QS 810 /3GB	Octa core /3GB	Octa core /3GB	Quad core /4GB	Exynos 8890/4GB	Exynos 8890/4GB
Operating system	Android 5.0.2	Android 5.1.1	Android 5.0.2	Android 5.0.2	Android 5.1.1	Android 6.0	Android 6.0
Storage/Expandable	64GB/No	32GB,64GB/2TB	32GB,/No	32GB/No	32GB/No	32GB/200GB	32GB/200GB
Rear/Front Camera	21MP/2.0MP	21MP/5MP	16MP/5MP	16MP/5MP	16MP/5MP	12MP/5MP	12MP/5MP
Battery (mAh)	3,900	3,760	2,550	2,600	3,000	3,000	3,600
2G/3G/4G	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes
Dual SIM	No	No	No	No	No	Yes	Yes
Music Player/FM	Yes/-	Yes/Yes	Yes/No	Yes/No	Yes/No	Yes/-	Yes/-
Launch	March, 2015	November, 2015	March, 2015	April, 2015	August, 2015	March, 2016	March, 2016
Price Rs.	**31,999**	**34,999/ 37,999**	**33,900**	**40,900**	**42,900/49,900**	**48,900**	**56,900**

	RS. 30,000 AND ABOVE		TABLETS			TABLETS	
MODELS							
PARAMETERS	SONY		APPLE				
Model	Xperia Z5 Dual	Xperia Z5 Premium	iPad Mini 2	iPad Mini Wi-Fi With Retina Display	iPad Mini Wi-Fi	iPad Air	iPad Mini 4
Display (inches/res)	5.2/1080 x 1920	5.5/ 2160 x 3840	7.9/1536 x 2048	7.9/1536x2048	7.9/ 768 x 1024	9.7/2048x1536	7.9/1536 x 2048
Dimension (mm)	146 x 72 x 7.3	154.4 x 76 x 7.8	200 x 134.7 x 7.5	200 x 134.7 x 7.52	200 x 134.7 x 7.2	240 x 169.5 x 7.5	203.2 x 134.8 x 6.1
Weight (grams)	156.5g	181	331	341	308	469/478g	298.8/304
Processor/RAM	QS 810/3GB	QS 810/3GB	A7,M7/1GB	dual core/1GB	A5/512MB	A7,M7/1GB	A8,M8/2GB
Operating system	Android 5.1	Android 6.0	iOS 8	iOS 7	iOS 7	iOS 8	iOS 9
Storage/Expandable	32GB/200GB	32GB/200GB	16,32GB/No	16GB/No	16,32,64/No	16GB, 32GB/No	16GB,64GB,128GB/No
Rear/Front Camera	23MP/5MP	23MP/5MP	5MP/1.2MP	5MP/1.2MP	5MP/1.2MP	5MP/1.2MP	8MP/1.2MP
Battery (mAh)	2,900	3,430	23.8w	-	16.3W	32.4W	19.1W
2G/3G/4G	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/No	Yes/Yes/No	-	Yes/Yes/Yes	Yes/Yes/Yes
Dual SIM	Yes	Yes	No	No	No	No	No
Music Player/FM	Yes/-	Yes/Yes	Yes/No	Yes/No	Yes/No	Yes/No	Yes/No
Launch	November, 2015	November, 2015	November, 2015	October, 2012	November, 2012	November, 2013	Spetember, 2015
Price Rs.	**37,000**	**49,799**	**17,949 onwards**	**21,500**	**21,665**	**28000 onwards**	**28,500**

	TABLETS		TABLETS			TABLETS	
MODELS							
PARAMETERS	APPLE						ASUS
Model	iPad Mini Wi-Fi+3G	iPad Air 2 with Wi-Fi	iPad Pro 9.7 WiFi	iPad Pro WiFi 32GB	iPad Pro WiFi 128GB	iPad Pro WiFi + Cellular	ZenPad 8
Display (inches/res)	7.9/768 x 1024	9.7/2048x1536	9.7/1536 x 2048	12.9/2732 x 2048	12.9/2732 x 2048	12.9/2732 x 2048	8.0/1280 x 800
Dimension (mm)	200 x 134.7 x 7.2	240 x 169.5 x 6.1	240 x 169.5 x 6.1	305.7 x 220.6 x 6.9	305.7 x 220.6 x 6.9	305.7 x 220.6 x 6.9	209 x 123 x 8.5
Weight (grams)	312	437	437g/444g	713	713	723	350
Processor/RAM	dual core/512MB	A8X,M8/1GB	A9X,M9/2GB	"A9X,M9 /4GB"	"A9X,M9/4GB"	A9X,M9/4GB	QS MSM8929/2GB
Operating system	iOS 9	iOS 9	iOS 9.3	iOS 9	iOS 9	iOS 9	Android 5.0
Storage/Expandable	16GB,32GB,64GB/No	16GB, 64GB/No	32GB,128GB,256GB/No	32GB/No	128GB/No	128GB, 256GB/No	16GB/-
Rear/Front Camera	5MP/1.2MP	8MP/1.2MP	12MP/5MP	8MP/1.2MP	8MP/1.2MP	8MP/1.2MP	8MP/2MP
Battery (mAh)	4,490	27.3W	27.9 W	38.5W	38.5W	38.5W	4,000
2G/3G/4G	Yes/Yes/No	-	Yes/Yes/Yes	-	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes
Dual SIM	No	No	No	No	No	No	No
Music Player/FM	Yes/No	Yes/No	Yes/No	Yes/No	Yes/No	Yes/No	Yes/No
Launch	November, 2012	October, 2014	March, 2016	November, 2015	November, 2015	November, 2015	July, 2015
Price Rs.	**31,500/39,900**	**38,000**	**49,000/61,000/73,000**	**67,000**	**79,128**	**91,000 onwards**	**12,496**

MODELS	TABLETS		TABLETS				TABLETS
							
PARAMETERS	IBALL	MICROMAX				SAMSUNG	
Model	Slide Brillante 3G	Tabby	Canvas Tab P690	Canvas P666	LapTab	Galaxy Tab 4 231	Galaxy Tab E
Display (inches/res)	7.0/600x1024	7.0/1024x600	8 inch/1280 x 800	8 inch/1280 x 800	10.1/1280X800	7.0/ 800 x 1280	9.6/800 x 1280
Dimension (mm)	-	-	-	-	259.2 x 175.4 x 9.2	186.9 x 107.9 x 9	241.9 x 149.5 x 8.5
Weight (grams)	-	-	-	-	1.1kg	281	495
Processor/RAM	IA x3-C3130/1GB	MT 8312/1GB	quad core/1GB	Intel Atom /1GB	Intel 4 Gen/2GB	Quad Core/1.5GB	Quad Core/1.5GB
Operating system	Android 4.4	Android 4.4	Android 4.4.4	Android 4.4.2	Windows 10	Android 4.4	Android OS
Storage/Expandable	8GB/32GB	8GB/32GB	3.81GB/32GB	8GB/32GB	32GB/64GB	8GB/32GB	8GB/128GB
Rear/Front Camera	2MP/0.3MP	2MP/0.3MP	5MP/2MP	5MP/2MP	2MP/2MP	3MP/1.3MP	5MP/2MP
Battery (mAh)	3,000	3,200	4,000	4,400	7,700	4,000	5,000
2G/3G/4G	Yes/Yes/No	Yes/Yes/No	Yes/Yes/No	Yes/Yes/No	Yes/Yes/Yes	Yes/Yes/No	Yes/Yes/No
Dual SIM	No	Yes	No	No	No	No	No
Music Player/FM	Yes/No	Yes/No	Yes/Yes	Yes/-	Yes/No	Yes/No	Yes/No
Launch	September, 2015	October, 2015	June, 2014	January, 2015	2,015	May, 2014	June,2015
Price Rs.	**3,799**	**6,000**	**8,589**	**8,895**	**10,999**	**11,500**	**16,900**

MODELS	TABLETS			CDMA			CDMA
							
PARAMETERS	SAMSUNG		XIAOMI	CDMA			
Model	Galaxy Tab A	Galaxy Tab S2 9.7	Mi Pad	Micromax GC222	MTS Dute	MTS Dute II	Moto G
Display (inches/res)	8.0/ 768 x 1024	9.7/ 1536 x 2048	7.9/2048x1536	1.80/128x160	3.5/-	4.0/ 320x480	4.5/720 x 1280
Dimension (mm)	208.4 x 137.9 x 7.5	237.3 x 169 x 5.6	202.1 x 135.4 x 8.5	4.20 x 1.77 x 0.61	116.36 x 61.70 x 12.7	116.36 x 61.70 x 12.7	129.9 x 65.9 x 11.6
Weight (grams)	320	392	360	80	-	-	143
Processor/RAM	Quad-core/2GB	Octa core/3GB	Quad-core/2GB	-	QS 7625A /256MB	QS 7625A /256MB	QS 400/1GB
Operating system	Android 5.0	Android 5.0.2	Android 4.4.4	-	Android 2.3	Android 2.3	Android 4.4
Storage/Expandable	16GB/128GB	32GB/128GB	16GB/128GB	5MB/4GB	NA/32GB	120MB/32GB	8GB,16GB/No
Rear/Front Camera	5MP/2MP	8MP/2.1MP	8MP/5MP	0.3MP/No	3.0MP/No	3.2MP/No	5MP/1.3MP
Battery (mAh)	4,200	5,870	6,700	1,000	1,200	1,650	2,070
2G/3G/4G	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/No/No	Yes/No/No	Yes/No/No	Yes/Yes/No
Dual SIM	No	No	No	Yes	Yes	Yes	No
Music Player/FM	Yes/No	Yes/No	Yes/No	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes
Launch	May, 2015	September, 2015	June, 2014	2,013	2,013	2,013	2,013
Price Rs.	**17,900**	**38,500**	**10,999**	**2,289**	**5,199**	**5,648**	**13,490**

Portronics Electropen 3 Just jot it down!



Price: Rs. 5,499

We all know how difficult it is to type what we have jotted down during a meeting or at some important event. But what if we tell you that now you can you can create a digital version of the notes taken by you? No, this is not some sci-fi movie scene but a new product from Portronics. Dubbed the Electropen 3, the device helps you take all the notes you are writing on a pad or notebook and makes a digital copy of them. There is a sensor clip which you can attach on any notepad or clipboard. And there is a pen which looks and writes like a normal pen but has a transmitter that communicates with the sensor. Download the app for your device and the sensor can be paired to your smartphone via Bluetooth. Once configured, it will show a pen sign in the app and you can start writing. The mirroring is not that smooth - you have to often press down on the nib of the pen so that it can register the action. The pen is also on the bulky side, and might feel heavy after using for a while. But overall, with a price tag of Rs 5,499, the device is certainly handy for those fed up of typing in their handwritten notes. . ■

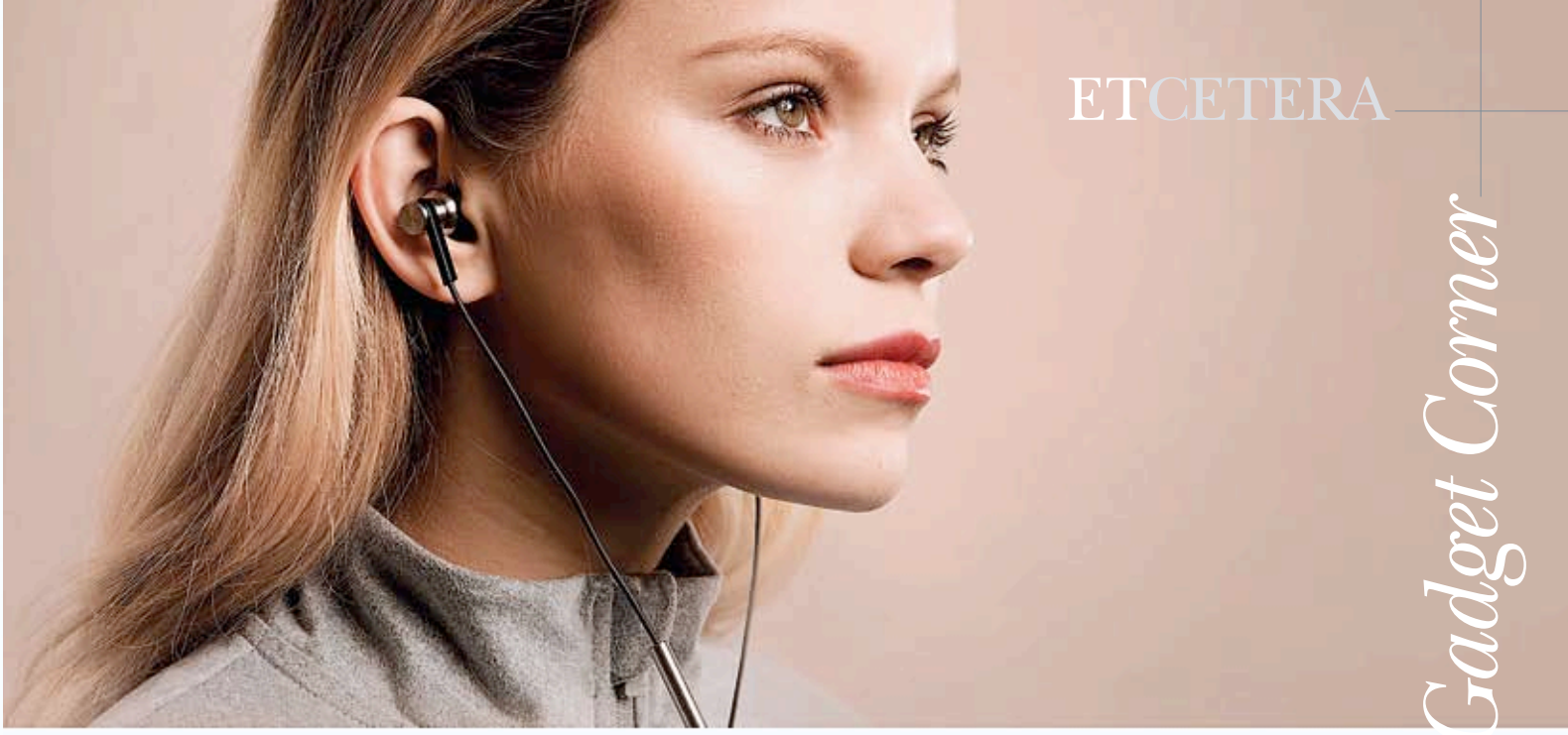


iBall CompBook Excelance Budget Performer



Price: Rs. 9,999

Admit it ... for some people laptops don't even exists anymore, courtesy the smartphone revolution. But the PC is not dead yet. Both Microsoft and Intel along with different OEMs are working out a way to make PCs relevant and the iBall CompBook Excelance reflects their efforts. The notebook turns heads with its matte-blue plastic exteriors, which, thankfully, keep fingerprints away. A mere 1.09 kg, the CompBook can easily fit into a medium-sized backpack. The notebook doesn't feel cheap, despite its affordable price of Rs. 9,999. A series of ports lines each side of the 11.6-inch notebook - power, HDMI and a USB 3.0 port on the right, as well as another USB 3.0 port, a 3.5mm headphone jack and SD card reader on the right. There's no Ethernet port, though. The 11.6-inch display (1366x768) delivered mediocre visuals, but the speakers were loud and punchy. The quad-core Intel Atom Z3735F chip and 2GB RAM offered speedy performance. The laptop can easily handle light games like Angry Birds but we don't recommend you to even try graphics intensive games on the CompBook. We had no issues running multiple apps on it either, and as it uses an SSD (32GB) it booted in less than 8 seconds. Typing is a mixed experience - although the keyboard comes with the evenly spaced keys, we were unable to type as smoothly as we initially thought. The keyboard is not backlit, but that's to be expected at this price. The touchpad below the keyboard is large and supports gestures. And it lets you run full Windows software , including MS Office. The battery is definitely a plus point, we obtained roughly 6 hours on the basis of our testing. There are no alternatives to the iBall CompBook Excelance laptop at its price point - and that sums it up aptly. ■



Xiaomi Mi In-Ear Headphones Pro

Wired for super sound

It might be best known for its smartphones, but Xiaomi isn't actually limited to handsets. In fact, the company has set sights on diverse products, and some of its cool devices have already been launched in India. One of these is the Mi In-Ear Headphones Pro. These are a level up from the company's Mi In-Ear Headphones Basic (available for Rs. 500), and come in at a price of Rs. 1,399. They aren't the best in class, but that doesn't mean you will be compromising on sound quality. Design-wise, these pair of earphones are beautifully designed, primarily constructed out of metal. Compared to our Apple's EarPods which keep falling out with movement, the Mi In-Ear Headphones Pro stay in place for long hours. The wires of each bud are connected by a basic inline remote. The remote is where you will find the mic and three control buttons for answering calls, music playback and volume adjustment. However, some of its features won't work on iOS. Xiaomi claims the cable used is of break-resistant kevlar fiber cable, meaning it won't break easily. Yes, you will find a key difference to your standard headphone cable but don't expect "tangle-free"cabling at least. We tested the Mi In-Ear Headphones Pro while commuting in a metro just to see how it fares in everyday situations. The buds performed really well when we listened to Coldplay's "Hymn for the Weekend", featuring Beyonce. The sound through the buds was natural, clear and punchy, although we did notice some noise in the background. Xiaomi has delivered a solid product with the Mi In-Ear Headphones Pro. For Rs. 1,399, they are a great alternative to your existing in-ear headphones. ■





Price:
Rs. 1,399

Gadget Corner



Wacom Bamboo Spark

Paper meets digital

It's a different world of taking and preserving notes: everybody is looking at a digital environment. Wacom has attempted to put a pen and paper back in the digital age we live in through the Bamboo Spark. It consists of a normal-looking ballpoint pen and a smart folio case with built-in tablet sleeve that also holds a standard A5 pad of paper. The folio case is itself 'smart' as it has a special pad that detects pen movements and pressure sensitivity on the page, transferring the drawings/notes to your connected device, be it an iPhone, iPad or Android device. All you need to write notes on the normal A5 pad of paper (the supplied pad is a part of the package; and yes it does not need a special paper pad unlike others). The Pen feels thicker than a standard-looking ballpoint Pen but works well. You can change the ballpen cartridge anyway. The folio case appears to be well made but feels a bit heavy. It also has a small pocket for holding the pen. The model we tested was meant to hold a tablet with up to a 9.7 inch display. Writing on the pad feels natural and precise. Students, or anyone who likes to write handwritten notes will love it, we bet. Sketching isn't always smooth though. The Bamboo Spark app (we tested the Android one) was a bit loosely designed. For instance, you could only export one page at a time, which is kind of frustrating. Wacom offers cloud storage, and files can be easily shared to Evernote, Dropbox, or as PDFs. Priced at Rs.10,975, the Bamboo Spark is targeted at those people who still love to write handwritten notes on paper but still want a digital copy. They can do so. But the price is definitely high. ■

Price: Rs. 10,975



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Gadget Corner

SanDisk iXpand Drive Adding Gigs to your iOS device

They might have become a rage all over the world, but iOS devices - whether it is the iconic iPhone, iPad or iPod touch - have had an Achilles Heel: that of non-expandable storage. Which has opened the doors for accessory makers to come up with solutions that allow users to store more information and indeed even transfer it to other devices. The iXpand Drive is one of its latest offerings and comes in the form of a flash drive that can be plugged into the lightning port of your iPhone and another end that can be plugged into the USB port of a notebook or a tablet. You can thus use the device to transfer files from a computer to a phone and vice versa. Making the magic happen is an app called iXpand Drive, which can also back up content from your iPhone/iPad automatically the moment you plug in the device. You can even watch videos directly from the drive itself if you so feel like it. The drive is curved so that when you plug it in, the USB port goes right behind the iPhone or iPad - it is not the most elegant solution we have seen in visual terms and seems even a tad awkward. But we have no complaints as far as performance goes - we used the 16 GB version of the device and suddenly found ourselves with more space to spare on our iPhone as we set the iXpand Drive to automatically back up our images from the phone. Yes, at Rs 3990 for 16 GB it is an expensive proposition (it goes up to Rs 9990 for 128 GB) and works only with iOS devices but for sheer reliability, it is a very good proposition. Some might prefer the wireless muscle and cross platform ability of the SanDisk Connect Wireless Stick, though. ■

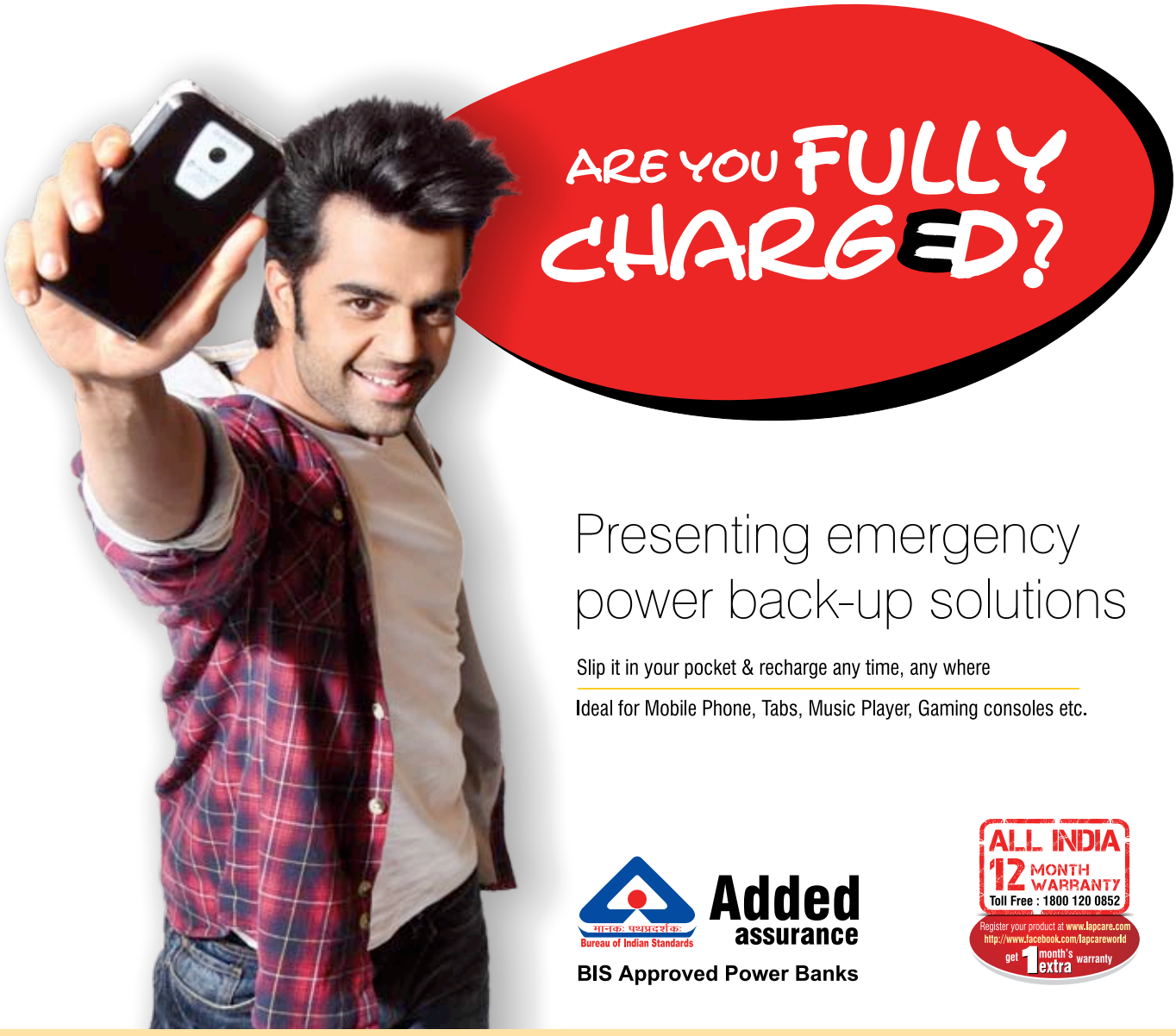
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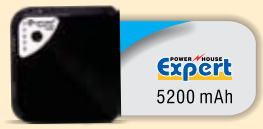
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Exclusive

The evolution, journey and legacy of cameras in phones



Beginning from a VGA feature in a phone, to a necessity in any up market handset, cameras have become a mandate more than a luxury in today's time. Camera phones are universal; however, they really have a background marked by just around fifteen years – they initially showed up in South Korea in 2000.

The primary phone with an implicit camera was fabricated in South Korea in late 2000. Until 2010, brands competed with each other to keep up in style and advancements, however conventional mobile phones were losing ground. Earlier phones were equipped with only VGA Cameras and today the smartphone revolution has done as much for the camera phone as the initial idea to combine the two. The mobile phones we see now didn't look like this earlier, instead they were something totally different, and something you wouldn't even think of having around you or using. The camera has progressed from being only a rear facility initially and slowly evolved to a front camera which has become a major attraction these days. Mobile phones cameras have become a crucial part of our daily life nowadays. Everyone has a personal cell phone of their own and want to capture every minute detail of their lives to share it with their loved ones. Today's photography is all about being social. We all want to take a photo and then be able to share it with our friends and family and on our social media platforms.

Improved technology has definitely helped in transforming the handsets from those big block like mobile phones in the early 90's to the light and sophisticated smartphones we carry with us now. Camera phones are improving in quality when compared to stand-alone computerized cameras. With the enhanced accessibility of processing the raw images,improvement in the splendid touchscreens, today's camera telephones are prepared to capture and discover face-recognition, highly sensitive touch-focus (capacity to concentrate on a specific spot by simply tapping the touch-screen), geotagging (on account of GPS abilities), Image stabilizer, video stabilizer, HD picture resolutions, 4K Video recording and a great deal more.

Camera phones are not just developing sensors and resolutions, they are also improving on the lenses, flashes, focusing capabilities and zooming capabilities too. From just being a device with a VGA rear camera, mobile phones have evolved to the stage of having a 16.0-megapixel front camera which has given birth to selfies, velfies and groupfies, which have made a high power front camera a necessity in any device. With the front camera evolving, a great selfie clicked at the Oscars was shared thousands of times.

So what's the future of camera phones? Already available cameras phones have become a necessity, not an extravagance, and large portions of them are equivalent to the best standalone cameras. As customers today request more productive video-taking capacities, both programming and equipment have a lot of space for development. The devices have advanced a lot in regard to their structure, execution and highlights, and we believe that it will continue to evolve more and more in the future. ■

Sky Li,
VP of OPPO, MD of International Mobile Business and President of OPPO India
(Opinions in this article are those of the author and do not reflect the stance of the magazine)

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