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Xiaomi Mi5, Samsung Galaxy S7, Apple iPhone SE, Lenovo Vibe K5 Plus, Vivo V3 Max, Oppo F1 Plus, Apple iPad Pro, and more...

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iPhone 6s Plus vs Nexus 6P vs Samsung Galaxy S7

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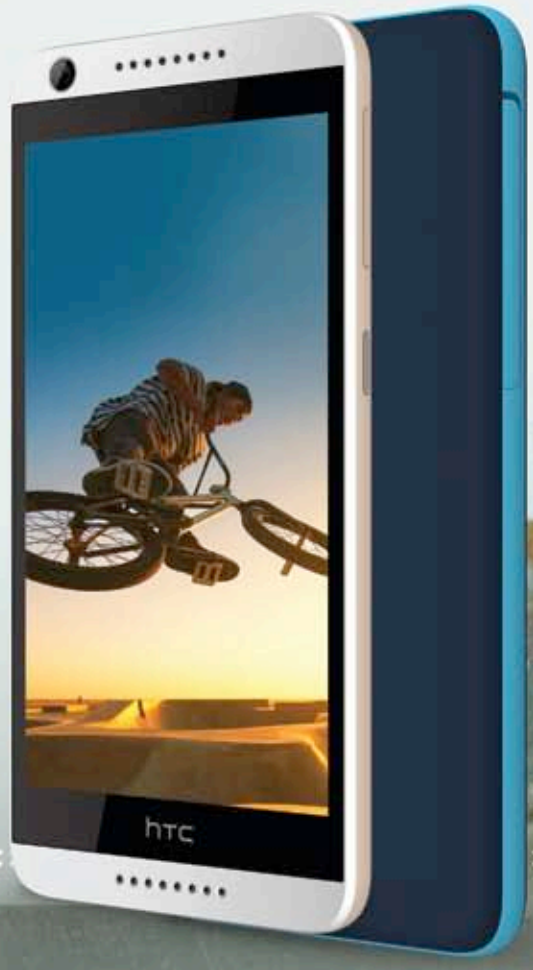
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Editorpage



It is that time of the year when the sun beats down on many parts of the country, schools close and people seek an excuse for staying indoors, as the mercury soars. It is the time when the smartphone graduates from being merely a tool of communication and productivity to an instrument of entertainment. It is, in short, that time of the year when you are as likely to turn to your phone to play a game as to take a call or check mail. Which is why we decided to flood you with options in the world of mobile gaming. Whether you like a simple session of fowl-flinging with Angry Birds, a spot of six hitting with Stick Cricket or solving mysteries in The Room, you are likely to find something that will more than just tickle your gaming fancy - we have cherry-picked a hundred games to choose from.

Stepping out of gaming mode, there's a major concern looming alongside that is affecting millions of smartphones users in India. The call drops debate is widely being discussed these days, especially after the Delhi High Court upheld the TRAI decision on making cellular operators pay for call drops. We take a closer look at where matters stand in that regard. The Government also recently allowed 100 per cent foreign direct investment (FDI) in e-commerce, a decision which could change the e-commerce landscape of the country. We discuss the implications of this decision in the pages that follow. And if you are one of those wondering whether the time is ripe for you to move to 4G, do read our article first to find out the pros and cons of such a decision in the current scenario. Even as all this is happening, Micromax, one of the country's leading phone manufacturers has unveiled a new brand strategy. Needless to say, we bring you up to speed with its plans. As we do with those of Apple and Microsoft, who also announced products and strategies.

Of course, no issue of My Mobile would be complete without interactions with key members of the industry and our detailed reviews of the latest and best in the mobile world. So read on to find out what Sudhin Mathur, director-smartphones, Lenovo India, is planning for the coming months, and also for reviews of the likes of the Xiaomi Mi 5, Samsung Galaxy S7, Apple iPad Pro, LG K10, and even the first phone from CREO, the Mark 1. And of course, there are responses to your queries, app reviews and profiles of stars in the tech world.

Happy reading, and keep your feedback coming - we love to hear your views and thoughts about our magazine. They inspire us as nothing else does. ■



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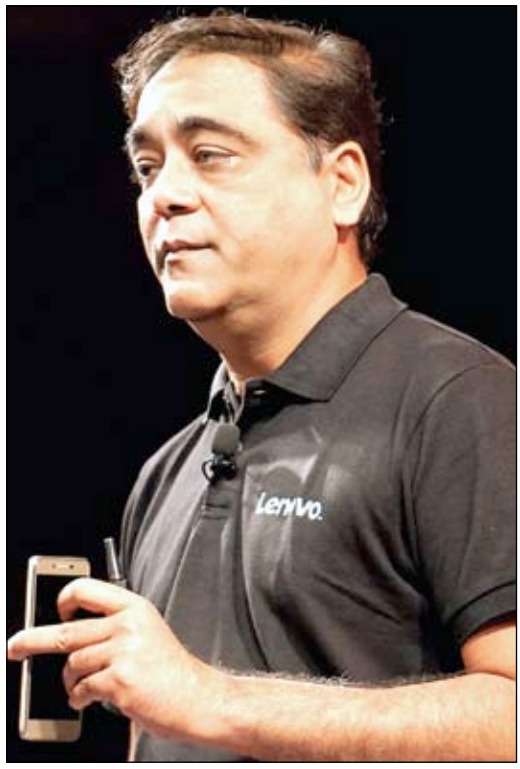
21MP Rear
4MP Front

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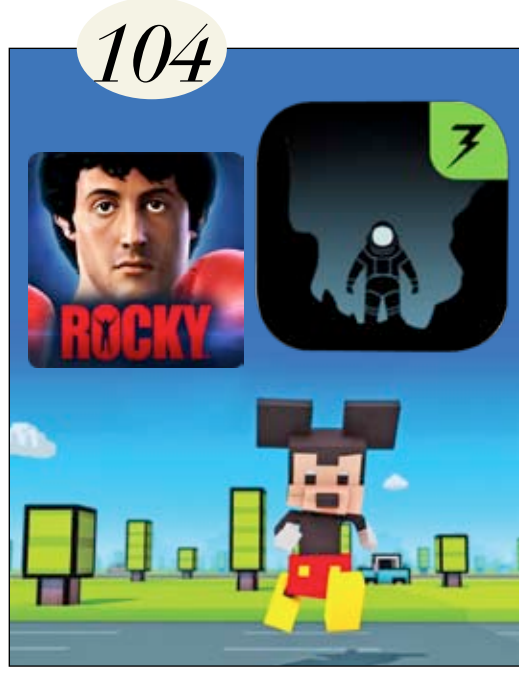
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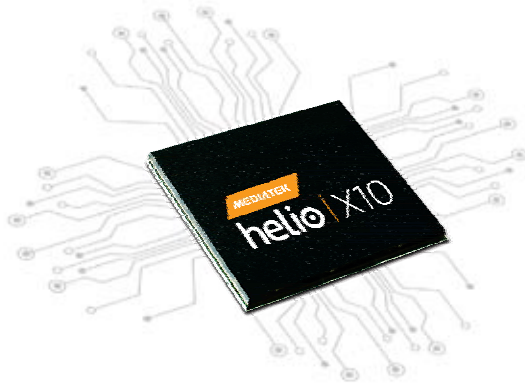


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I have been reading My Mobile for three years now. I love the reviews of mobiles you people write and have even bought some gadgets for myself after referring to your magazine. Your work is incredible and I love every section of it. My favourite section is Etcetera.

- **Rakhi Sabarwal, Nasik**

The most engaging tech magazine I have come across is My Mobile. It's been around eight months since I have been following your write-ups and I enjoy reading them. My Guide section has been my favourite for a while now, as it gives me the detailed listing of mobile phones in the market. I carry your magazine when I go to purchase any gadget.

- **Mridul Gupta, Kannauj**

I am a working professional and a gadget freak. And your magazine gives me so much to know about music peripherals and gadgets which exist in the market. I bought a Creative Woof 3 speaker after going through your review in the last issue. The way you describe the pros and cons of every phone is very informative and engaging at the same time. Appreciate your work. Good luck.

- **Kanika Verma, Bikaner**

My Mobile magazine is the most affordable and engaging magazine I have come across when it comes to gadgets and gizmos. Talk about mobile phones, speakers, headphones, laptops and any new technology, and you are there with an elaborative story. My favourite section is the personality section.

- **Rajat Mukherjee, Durgapur**

It's been a year since I have been following your magazine and I am actually in love with it. The last cover story of '100 Gadgets under Rs. 1,000' was so engaging and fun to read, that I actually made my friends go through it as well. We did not have any idea about so many gadgets that exist in the market at such affordable price tags. Besides that, Boredom Busters is the other favourite section which helps me save time from browsing games and to directly download the game after referring your magazine.

- **Prerna D'suza, Chennai**

From low end to high end devices, we get everything related to gizmos in My Mobile and in a very engaging and informative manner. From all the latest happenings and launches to the updated market guide for mobile phones, we get everything and that's the best thing your magazine does. You are doing a great job. Thanks!

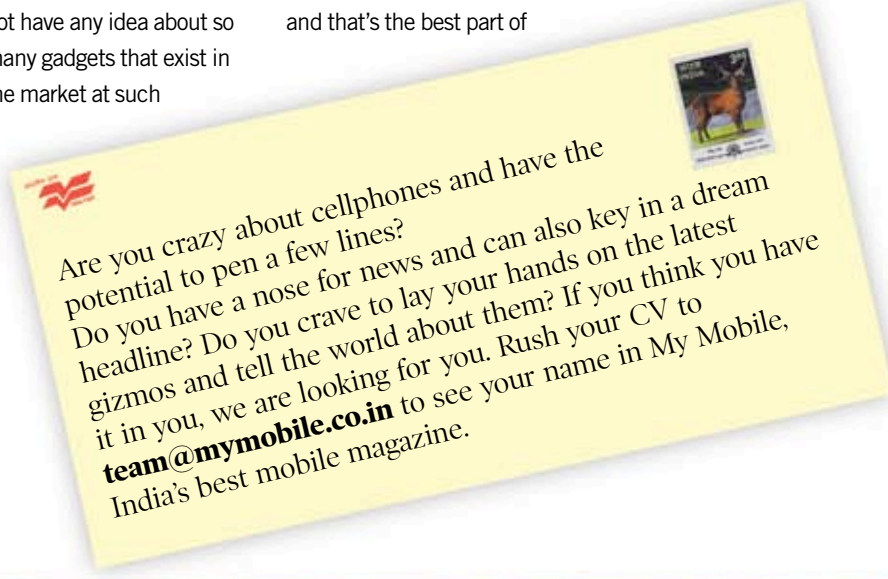
- **Shubhra Khullar, Bhopal**

Phones and headphones are my most favourite gadgets these days, and through My Mobile, I get to know more about them every month. From Apple to Indian brands, you cover everything and that's the best part of your magazine. You are very elaborative and descriptive when it comes to stories like Chinese phones, and even telecom stories. Other than that, you cover most gadgets in the market, and your reviews are well worth reading. Overall, I find it a well-written magazine.

- **Chitranjan Ramagopalan, Vishakhapatnam**

I was planning to buy new phone and then my friend recommended me your magazine. Every phone looks good in your magazine and I feel like buying all of them, but finally got the YU Yutopia after reading its review in your February issue, (it was the 'phone of the month'). So far, my experience with the device is good and I am looking forward to subscribe to your magazine so that I may keep myself up to speed with the latest gadgets in the market.

- **Piyush Sardhna, Rajkot**





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What's Up

Huawei Watch With Android Wear Launched at Rs. 22,999



The Chinese tech giant Huawei has launched its Android Wear device, the Huawei Watch in the Indian market at Rs. 22,999. The wearable was first showcased at Mobile World Congress 2015, and has finally arrived in the Indian market. It is available on Flipkart and via some premium retail stores. The smartwatch bears a 42mm case and is meant for both men and women. It comes with a variety of bands from leather to metal, but the company has specified that the Indian market will feature leather bands for now. The Huawei Watch features a 1.4-inch AMOLED touch screen with 400x400 pixel resolution. Powered by a 1.2GHz quad-core Qualcomm Snapdragon 400 processor, the watch comes with 4GB storage and 512MB RAM. The watch is IP67-certified and packs a 300 mAh battery and a magnetic charger dock. It weighs 61 grams.

FIR filed against Ringing Bells Freedom 251

The Allahabad High Court has provided relief to the makers of smartphone Freedom 251-Ringing Bells. A division bench comprising Justices BK Narayan and RN Mishra ordered that no step be taken against the company's officials and their business till the next hearing on May 18. A few days ago, Kirit Somaiya, a BJP MLA, filed an FIR against Mohit Goel and Ashok Chadha at Noida police station for allegedly tricking customers. The FIR was filed under the section 420 of IPC and it was further stated that the company has misused the tricolour, as it has not registered with the Bureau of Indian Standards (BIS). The court has also allowed petitioners the liberty to move an application for the release of their passports.

Budget Proposal to Tax Spectrum Will Impact Common Man: COAI

The proposal in the union budget 2016-17, to tax spectrum used by the telecom operators will increase the cost of provision of services. This will have a direct impact on the common man and industry stakeholders, stated the Cellular Operators' Association of India (COAI) in a letter to Finance Minister Arun Jaitley. The letter, signed by the association's director-general Rajan S Mathews, says that the proposal to impose 15 per cent service tax on all spectrum allotment by the Government and spectrum transactions between licensees will directly impact the financial health of the industry, national program and affordability of services to the customer.

India's Premium Smartphone Crown in 2015 goes to Samsung: CMR

As per the CyberMedia Research, 96.4 million smartphones were shipped last year in India. The market research firm states that Samsung had 46 per cent of the premium smartphone market in India. The South Korean smartphone manufacturer was closely followed by Apple, which boasts 44 per cent of market share. Sony is the third biggest player under the premium smartphone race, with 3 per cent of shares. Overall, CyberMedia Research stated that it saw 53 per cent growth in the premium segment smartphones in the country and further believes that premium smartphone shipment will likely hit the 5-million mark this year.

Google Search introduces health cards for India with support for 400 diseases



Google India and Apollo Hospitals in partnership, have announced a new feature on Google Search to show disease -related information in a card-like format right on top of regular Search results. The cards will appear on mobile and desktop search and Google has worked with Apollo to curate and create the content. This feature has been live in the US for the past year, and was launched in Brazil later and now has entered the Indian market. Google stated that India content has data for over 400 diseases and the company plans to expand the database. Users can also save the information into a PDF file and email it to family and friends for awareness. The content will be displayed in Hindi or English, depending on the users' settings.

Oppo to Set Up Manufacturing Unit in Noida by August

Oppo, a Chinese smartphone manufacturer plans to set up a local manufacturing unit in India with an investment of Rs. 100 crores for its facility in Noida. The unit is expected to have a capacity of 10 million handsets and is expected to become operational by August this year. Previously, Oppo had started contract manufacturing with Foxconn as a partner in November 2015. The company had said that some of the devices manufactured here would also be exported to overseas markets. Oppo will continue to manufacture phones in partnership with Foxconn once its manufacturing facility goes online.

Vivo V3 and V3Max Launched in India

Vivo has come up with two new smartphones - the V3 and V3Max, priced at Rs. 17,980 and Rs. 23,980 respectively. The Vivo V3 features a 5-inch display with 720x1280 pixel resolution, and is powered by an octa-core Qualcomm Snapdragon 616 processor. Coupled with 3GB RAM, the device comes with 32GB of storage which can be expanded via microSD card (up to 128GB). The device runs on company's Funtouch OS 2.5 based on Android 5.1 Lollipop. For photography, the device comes with a 13-megapixel rear shooter and an 8-megapixel front snapper. The device offers standard connectivity features, including 4G LTE support and is packed with a 2,550 mAh battery. The Vivo V3Max sports a 5.5-inch display with 1080x1920 pixel resolution, runs on an octa-core Qualcomm Snapdragon 652 processor and packs 4GB of RAM. Powered by 3,000mAh battery, its other specifications are identical to those of the Vivo V3.

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Saavn Launches Original Programming with Number of Entertainment Shows

Saavn, the music streaming app has announced the launch of Saavn Original Programming, a new initiative which would increase the collection of content on the app. Now besides music, the app will audiocast a



number of shows. The new shows are a result of recently inked partnerships with podcast network Indus Vox Media, digital media brand Arre, and radio jockey Neelesh Misra. The full slate of Saavn Originals, include- Qisson Ka Kona and Time Machine, hosted by Neelesh Misra; Trial By Error: The Aarushi Files, hosted by Nishita Jha; Made in India, hosted by Mae Thomas; Cyrus Says, hosted by Cyrus Broacha, The Paodcast, hosted by Amit Gurbaxani, Purva Mehra, and Pronoti Datta; Geek Fruit, hosted by Tejas Menon and Jishnu Guha; Eat. Sleep. Joke. Repeat., hosted by Karan Agarwal; TFG Sports Podcast, hosted by Vageesh Bhan, Vivek Krishnan, and Chiranjit Ojha; and All Balls with Ayaz Memon.

WhatsApp encryption rakes up security concerns

WhatsApp, a free messaging app's decision to activate end-to-end encryption for messages has once again raked up privacy and cyber security concerns. The messaging service owned by Facebook has close to a billion users across the globe. According to WhatsApp, the new security feature will encrypt all types of data that can only be read or viewed by the receiver. While some data activists and international civil society organisations have welcomed the move, there is apprehension surrounding the latest move which aims at protecting citizen's privacy. It is still too early to say if this feature is foolproof to protect data being sent across or not.

Apple Exploring Investment Options in India: Ravi Shankar Prasad

Technology giant Apple and some other global players are exploring opportunities to invest in India's electronic segment, which has attracted investments of over Rs. 1,20,000 crores so far, said Telecom Minister Ravi Shankar Prasad. He stated that 111 million mobile phones were manufactured in India last year, which resulted growth rate of 81 per cent in production. However, the minister did not reveal the detailed plans of Apple, and whether the iPhone maker was exploring possibilities in retail segment or in manufacturing.

Telecom Ministry to approach cabinet for reducing spectrum charges

The Telecom Ministry is expected to approach the Cabinet for its nod to reduce spectrum usage charges from existing 5 per cent to 3 per cent of the revenue earned by companies from telecom services.The Telecom Commission has agreed to charge SUC (spectrum usage charges) at 3 per cent level of adjusted gross revenue on spectrum that will be purchased in next round of auction. Spectrum usage charges were earlier linked to quantum of spectrum holding of an operator in range of 3-8 per cent of their adjusted gross revenue. After evaluating the impact on the exchequer, the Government in January 2014 decided to cap SUC at 5 per cent on spectrum that were to be procured in future auction. The SUC collection was at 4.8 per cent at that time. Existing telecom operators were asked to pay the weighted average of their existing SUC (on old rate of 3-8 per cent), and 5 per cent if they acquired new spectrum. The Telecom Regulatory Authority of India has recommended to charge SUC at a uniform rate of 3 per cent across the industry.

Doordarshan Starts Free TV Services for Mobile Phones

Doordarshan has started beaming free TV services to mobile phones in 16 cities, including the four metros. In the recent statement, the broadcaster said Digital

Terrestrial Television services of Doordarshan have started the operations from February 25 in 16 cities- Delhi, Kolkata, Mumbai, Chennai, Patna, Guwahati, Ranchi, Cuttack, Lucknow, Raipur, Jalandhar, Indore, Bhopal, Aurangabad, Bangalore and Ahmedabad, to provide mobile TV to the users. Mobile TV can be received around these cities by using DVB-T2 dongles in OTG enabled smartphones and tablets, Wi-Fi dongles for moving vehicles, besides the TV sets having built-in DVB-T2 tuner which are called Integrated Digital TV (iDTV). The iDTV are available at online stores like Flipkart, Snapdeal eBay and more.

BSNL to launch 4G services in 14 telecom circles

BSNL is gearing up to launch 4G services in 14 telecom circles where it has 20MHz liberalised broadband wireless access (BWA) spectrum. The Government owned company, which has already soft launched 4G services in Chandigarh, is exploring two methods - revenue sharing model and capex model - for the 4G rollout. The company has 20MHz liberalized spectrum in 2,500 MHz band which will enable it to rollout 4G services without any licensing hurdles. A senior official said BSNL will be installing 4G base tower stations (BTS) in the existing GSM sites, which means there will be no additional expenditure on towers setup process.

MTNL Mulls Mobile Services Pact With BSNL on Revenue Sharing Basis

State-run MTNL is working on a plan to operate its mobile services business in Delhi and Mumbai in partnership with BSNL on a revenue sharing basis. N K Yadav, CMD at MTNL stated that as per the latest TRAI report, MTNL had 36.23 lakh mobile customers at the end of January 2016, accounting for 0.36 per cent of total market share. It further reported that MTNL is the third largest player with 13.79 per cent market share in fixed-line connections. ■

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4G LTE

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Q&A



I am using a Samsung Galaxy J1 device for a while and I am tired of its hanging problem. In spite of formatting it several times, it does not perform properly and keeps hanging. What to do?

-Raghu Verma

Please try and get the software updated from the service center, as incase the software is corrupt, a hard reset will not help.

I am a Sony smartphone admirer and wish to have a Sony device. But for a few months, I have heard no positive story about the brand. Kindly suggest whether a Sony device worth buying or not. I can invest Rs. 50,000 for a phone if it is worth buying.

-Manoj K. Singha

I won't suggest high end sony device as of now - there has been no outstanding performer in recent times from Sony. If you interested in investing Rs 50,000, try the Samsung Galaxy S7 or the Galaxy S7 edge.

It's been just six months since I bought my new Oppo Neo 7, but, since the day I tried the 4G plan, the Internet started working very lamely and my battery is getting drained out like water. What should I do to get my phone work smoothly without getting out of power.

- Maaheb Sheikh

This is a software issue. Try to check if updates are available for it. First try from the device itself there's an update software option available in the Settings. Alternatively, check on the Internet if any updates are available since 4G needs lots of tweaks and updates in parameters to be perfect.

My smartphone gets out of battery very soon these days. I have been facing this problem since I started using the social networks. What should be done to maintain the battery at least for a day, as I am always on the move for work?

- Karuna Mishra

This issue is because these apps keep on pinging the internet to keep you updated.

Solution 1. Log out of these apps. This will make it much better .

Solution 2 . Switch off the mobile data when you really do not require it. You may also uninstall apps that you are no longer using as there are many apps that are unused in phones.

I am a Xiaomi fan and am currently using a Redmi Note Prime. But there has been some weird behavior on my device for a couple of weeks. There is some error on the camera, as it does not work sometimes and is very laggy. I have formatted my device twice but nothing much has improved yet. Kindly suggest a cure. The device is just eight months old.

- Namira Sen

These devices are good, but not so good when it comes to long-term performance. You can get it checked from service center as this may be caused by faulty camera hardware ■



I am using feature phone right now and am planning to upgrade to a smartphone. Will going on iPhone will be a good option? Money is not an issue, but all I need is the ease of use and good battery life which can last for at least two days.

- Koohu Prajapati

The iPhone is a good option but not too good on the battery front if you have much browsing, gaming or calling.Once you move from feature to smart phone it would need 1-2 weeks to get friendly with the operations, so maybe you can try Android devices with bigger batteries.

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

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

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Talk in Tech Corners

BlackBerry To Launch Two Android Smartphones

With the BlackBerry Priv receiving mixed response and average ratings from critics, it seems that the Canadian company isn't planning to launch the next-gen smartphone anytime soon. BlackBerry, however, have plans in place to launch two new mid range Android smartphones in the market, if reports are to be believed. Evidently, BlackBerry is keen to bring one of its upcoming smartphones with a physical keyboard. Not just that, there's another smartphone in the pipeline - a full touch screen monster. We still don't know yet much about the company's upcoming lineup, but it is apparent that BlackBerry has lost all hopes of winning over the premium segment with the failure of the Priv, which was initially projected to be its comeback vehicle.

Lenovo ZUK Z1 India Debut Confirmed?

Let's put in this way: Lenovo has strived to maintain its momentum with a series of consecutive hits under its kitty. And now we are hearing that the K4 Note hitmaker is ready to introduce its sub-brand ZUK to the Indian consumer. My Mobile has learned from multiple sources that the India launch of the ZUK Z1 will happen in coming months. We have also heard that Lenovo is considering to sell the ZUK Z1 at a price of Rs. 12,999, meaning the smartphone will be extensively promoted just like Lenovo's other smartphones, though the official selling price was unknown to My Mobile at the time of writing. Given the fact the ZUK Z1 packs a 5.5-inch FHD display, Snapdragon 801 processor and 3GB RAM, we think the smartphone has enough guts to challenge the likes of the Honor 5X, Redmi Note 3 and the Galaxy J3 (2016).

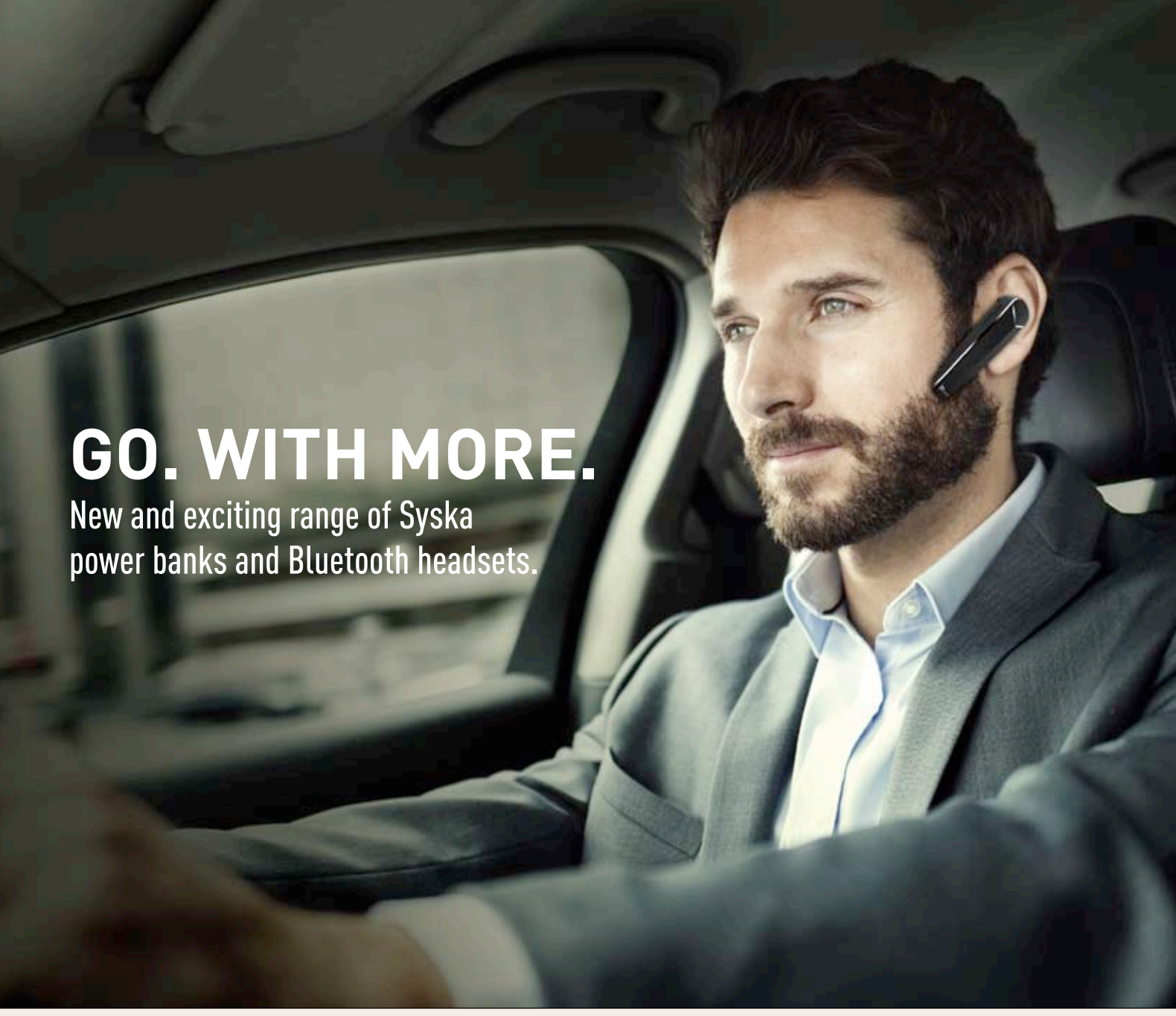
YU Yureka 2 to be released soon?

The original Yureka was a blockbuster smartphone in its own right. It met with critical acclaim from critics and consumers alike. And most importantly, it was YU Televentures' (Micromax company) first ever smartphone. The company traditionally updates its smartphone line once a year, but rumours had been building for months suggesting that YU was developing a new device. Although there are plenty of rumors flying about the Yureka 2, but My Mobile has got exclusive information about the device which no other publication has so far reported. Sources within YU claim that the Yureka 2 would come with a Full HD display, Snapdragon 616 processor, 3GB RAM, a 13-megapixel rear and 5-megapixel front camera. Our trusted sources have further told My Mobile that the device will be significantly competitively priced. That means it will be priced somewhere around the Lenovo Vibe K5 Plus, which currently sells at Rs. 8,499.

Motorola Moto X3 Leaked Ahead of Launch

Motorola is allegedly preparing to unravel a new Moto X smartphone to counter the Xiaomi Mi 5. And though there is no detail yet on when it will go on sale, multiple media outlets have reported sighting the forthcoming Moto X3, believed to be the next-generation Moto X smartphone. The device which is yet to be teased officially by its makers will reportedly come with a fingerprint scanner embedded on the home button and a USB Type-C port. While there haven't been many leaks concerning the smartphone, it's believed that the Moto X3 will reportedly come with a 5-inch FHD display, Snapdragon 820 processor, and is likely to come in 32 GB and 64 GB storage options. ■

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Colours:



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First Look

Huawei Watch Gorgeous Indeed

After months of anticipation, Huawei has finally launched its flagship smartwatch in the Indian market. The Huawei Watch was first unveiled at MWC 2015, followed by the commercial availability in September last year. The device, which runs on Google's Android Wear smartwatch operating system, has a circular 1.4-inch 400 x 400 screen (making it the highest resolution seen on a smartwatch in India), a scratch-resistant stainless steel frame, motion sensors, super-strong sapphire glass, 1.2GHz processor, 4GB of storage, 512MB of memory, and packs a heart rate scanner. Huawei claims that the 300mAh battery inside the watch will last you up to two days. Its design takes cues from Swiss-made timepieces, placing the Huawei Watch into a league of luxury devices with metal build and a circular face. The Huawei Watch is one of the most good looking smartwatches we have seen so far; it looks just like an analog watch and is right up there with the likes of the Moto 360 in the looks department. The case is made of stainless steel, and is IP67 certified, which means it can withstand splashes of water. The smartwatch uses the same round shape as the Moto 360 (2nd Gen) but does not suffer from the flat tire syndrome at the base. Although it appears a little chunky, it's comfortable to wear nonetheless. It has a crown for a power button, and will support a variety of straps. As of now, the Huawei Watch will be sold in India with a leather band option for Rs. 22,999. It is undoubtedly a premium looking smartwatch, but Google's Android Wear feels mostly distorted and unpolished, especially in comparison to the Apple Watch. ■



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Micromax Canvas 6 Return of the Canvas Flagship

Micromax hasn't had a hit flagship device in the past few years. To showcase Micromax's expertise and strength, the company recently held an event where it introduced the much-awaited the Canvas 6 and the Canvas 6 Pro, alongside a whole new rebranding exercise, revolving around the theme of 'nuts, guts, glory.' The sequel to the Canvas 5, in particular, had been in the news for a long time so excitement was already there amongst Micromax followers. Their names indicate they come from same lineage, but the Canvas 6 and Canvas 6 Pro are very different in appearance. The Canvas 6 is the first smartphone from Micromax to come with an all-new unibody design and fingerprint scanner. The Canvas 6 Pro, on the other hand, has a removable back cover, and does not have the fingerprint scanner - odd when you consider that 'Pro' editions generally have better specs. They look nearly identical in terms of hardware though. The Canvas 6 comes with a 5.5-inch Full HD display, a powerful MediaTek Helio X10 processor, 3GB of RAM versus 4GB on the Canvas 6 Pro , 32GB of on-board storage (16GB on the Canvas 6 Pro), a 13-megapixel rear camera and an 8-megapixel front shooter (Canvas 6 Pro gets a 5-megapixel front cam), a built-in 3,000mAh battery, microSD support and 4G connectivity. Both the smartphones run Google's Android 5.1 Lollipop with some software tweaks to differentiate from competitor offerings. And in what is certainly the first such case, both the Canvas 6 and the Canvas 6 Pro have the same price tag: Rs. 13,999. They certainly have the specs and pedigree to go against some of the well-specced Chinese devices out there but how well the new Canvas flagships will perform will be revealed only in the days to come. ■



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First Look

Panasonic Eluga Arc

Throwing a 2.5 D curve

While the Indian smartphone is growing at a steady rate, Panasonic has been maintaining a low profile when it comes to launching new devices. That, however, seems set to change with the release of its Eluga Arc smartphone which went on sale earlier this month. The Eluga Arc is priced at Rs. 12,490 and comes with a fingerprint scanner and added security features. Specs-wise, the Eluga Arc is a modest smartphone. The handset comes with a 4.7-inch 1280 x 720p display, a quad-core Snapdragon 410 processor, 2GB of RAM, 16GB of on-board storage, microSD card support, Wi-Fi, 4G LTE, VoLTE and Bluetooth 4.0. Also, the Panasonic Eluga Arc has an 8-megapixel rear facing and a 5-megapixel front shooter. The smartphone supports dual SIM connectivity, alongside an IR blaster for controlling home appliances, such as TVs, ACs and DVD players. The Eluga Arc is Panasonic's first smartphone to come with a 2.5D curved display. The result of this is that, unlike other smartphones in its class, the Eluga Arc looks refreshingly different. What's more, the Eluga Arc fits perfectly in the hand because of its compact form factor. Some might say that the Eluga Arc appears to be a mini version of the Xiaomi Redmi Note 3, but we think it's still very neat looking device. And we suspect that its design is going to play a major role given its relatively modest specs compared to the likes of the Le Eco Le 1s, the Xiaomi Redmi Note 3 and the Honor 5x , which seem to offer better value for money. ■



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YU Yureka Note The YU Phablet

Yu Televentures, a subsidiary of Micromax, has silently launched a new phablet, the Yureka Note, in the Indian market. While the brand might be selling most of its smartphones in exclusive partnerships with e-commerce portals, the Yu Yureka Note will be sold through offline retail channels, making it the first model from the brand to be launched offline first. This is for the first time the company has decided to avoid the online route completely in favour of an offline channel, hinting at a change of strategy (we are trying to find out more, stay tuned). For starters the Yureka Note sports a 6-inch IPS display. Its resolution is Full HD which should be good enough for most users. Under the hood, the Yu Yureka Plus is not the most powerful phone, but it is pretty decent thanks to its Mediatek MT6753T processor. It is also accompanied by 3GB of RAM and 16GB of storage and microSD support. YU claims the Yureka Plus is targeted and designed for "the consumer who is looking for the best multimedia and gaming capability". As for the camera, the phone will feature a 13-megapixel rear-facing camera, while the front shooter stands at 5-megapixels. In addition, the phablet is loaded with a 4,000mAh battery and dual speakers on-board. The phone runs Android 5.1 Lollipop with a stock-like user interface, confimring perhaps the end of the YU-Cyanogen partnership. With tough competition from the likes of Xiaomi, Honor and Lenovo, YU has been under immense pressure to bounce back. Whether the Yureka Note is what the company actually needed to sustain its position in the crowded smartphone market is the big quesition. We will be matching the market for the answers. And so will YU. Pun intended. ■

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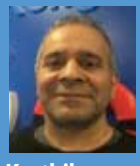
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A few years ago, gaming was supposed to be the preserve of the young, the restless and the uber geeky. People who played games did so on massive, powerful computers and consoles, often in dark rooms, and were labelled anti-social. Today, however, gaming has gone mainstream with a vengeance, and is no longer the preserve of a segment of the population but is the indulgence of just about every person. Whether it is a casual fling (pun intended) with Angry Birds, a spot of classic word making with Hangman, or even something as grim and intense as the wonderfully spectacular Infinity Blade, rare indeed is the place where you will not see someone staring raptly at the display of their mobile device, wondering what move to make next in the game of their choice. For, while they might not have the hardware guts of gaming PCs and consoles, smartphones have made gaming mainstream simply by being accessible - very much in the way they yanked photography out of the terrain of professional photographers. And there is perhaps no better time to go gaming than when the weather keeps you indoors, be it summer (as it is in many parts of the country), rain or winter.

Which is why we have scoured app stores across platforms and nations to come up with a list of games that will keep you entertained even as the sun bakes the land and air outdoors. From the utterly casual Cut The Rope to the testosterone driven Warhammer to the once-console-and-PC classics like RealMyst, there are games here that will appeal to every taste and whim and fancy. Love puzzles? We have Sarabble for you. Love sport? Have a slog at Stick Cricket. Want to do adventuring? Try out travelling in RealMyst. Want some old school RPG? What can be better than Baldur's Gate and Star Wars: Knights of the Old Republic. There is something for everyone here. Just sit back and download. And then lean forward. And play. For, on the phone, every time is game time!

LEAD STORY

PUZZLES

If you are looking to test your little grey cells rather than your razor sharp reflexes, then we suggest you go in for a spot of puzzle gaming. The idea in these titles is not to eliminate someone but solve mysteries and puzzles and form patterns by spotting and putting clues together.



Candy Crush Saga

We don't need to say much about the popularity of this game, as the majority of us have already installed and played it at least once. Be it in a party, or a metro, Candy Crush Saga has become a favourite time pass game. All you need to do is match the same coloured candies to complete the levels. Insanely addictive, so much so that some people complain about it.

Available from: iTunes App Store, Google Play Store.

Price: Free ■

Beneath The Lighthouse

Beneath The Lighthouse, brings lot to the table, be it pixelate design, or soothing light and oceanic music coupled with challenging stages. You have to help the boy to find his grandpa but you will come with all kinds of dangers including spikes, swinging blades, boxes and even naval mines to make it through a level. And yes, all of it is as the name indicates, beneath a lighthouse.

Available from: iTunes App Store, Google Play Store.

Price: Free ■







2048 Number puzzle game

There are many number matching games in the market but 2048 stands out of the crowd with its simple yet challenging gameplay. The game is basically a number matching game where you have to keep moving numbers until there is either no place to move numbers or when you reach the magical figure of 2048.

Available from: iTunes App Store, Google Play Store.

Price: Free ■

Candy Crush Soda Saga

If you are bored with the whole Candy Crush fuss, then it is time to switch to another gem, Candy Crush Soda Saga. The gameplay is similar to Candy Crush, but with minor twist and refresh adjectives. You will eventually start with popping soda bottles by matching them with similarly coloured candies and will end up playing it for hours.

Available from: iTunes App Store, Google Play Store.

Price: Free ■



Cut the Rope 2

When it comes to cute characters, then Cut The Rope's Om Nom is in a league of his own. And this time On Nom is back with its new friends to embark on a journey through lush forests, busy cities, junkyards and underground tunnels, all in pursuit of one goal—Candy. Gameplay is all about working out angles and cutting the right rope at the right time to feed Om Nom.

Available from: iTunes App Store, Google Play Store.

Price: Free ■





CSI: Hidden Crimes



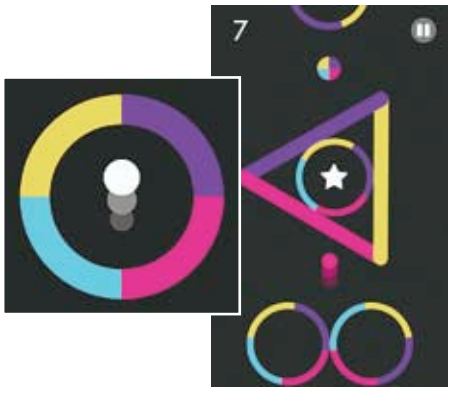
Known as one of the most popular TV crime series in the world, CSI is all about solving crimes. And that is exactly what you have to do in the CSI: Hidden Crimes game. Right from the start, the player has to gather clues, interrogate suspects and find objects on a crime scene. A wonderful game for our wannabe detectives!

Available from: iTunes App Store, Google Play Store.

Price: Free ■

Color Switch

Color Switch is all about tapping. You have tap to keep the ball bouncing in the air and have to pass through all the obstacles in the way while



matching the colour of the ball and the obstacle. Easier said than done. The game is quite challenging as the obstacles are in motion and you must follow the colour pattern on each obstacle to cross it.

Available from iTunes App Store, Google Play Store.

Price: Free ■

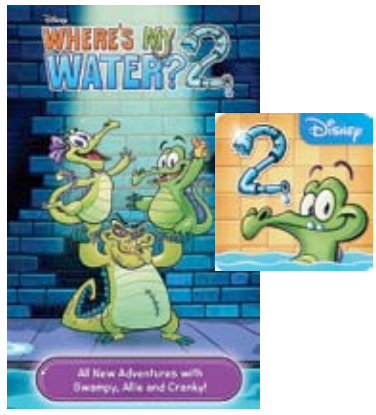
Monument Valley

If you prefer a puzzle game with a good storyline and minimal istic graphics then Monument Valley is for you. Gameplay is mesmerizing and your task is to control a princess who wanders through various buildings and pathways, trying to discover a message. Puzzles keep getting more difficult as you progress.

Available from: iTunes App Store, Google Play Store.

Price: Free ■





Where's My Water? 2

If you love physics games, with an adorable alligator thrown in, look no further than the insanely addictive Where's My Water? 2. Your mission is simple: to clear obstacles and form a path to get water to a hygiene loving alligator. No, it is not as ridiculous as it sounds. It is a bucketload of fun.

Available from: iTunes App Store, Google Play Store.

Price: Free ■

The Room Three

You are in a room and have to find your way out by making sense of clues, generally in a box that you have to open using still other clues and mechanisms. That is the essence of The Room, complete with haunting music and some very difficult to spothints. The perfect puzzle game, we think.

Available from: iTunes App Store, Google Play Store.

Price: Rs 300 ■



LEAD STORY

RACING

In case you are the type that loves to sit behind the wheel of a vehicle and satisfy your need for speed, well, there are a stack of games out there that are designed for speed demons. All you need to do is keep your hands steady and watch out for your rivals.



Need for Speed Most Wanted

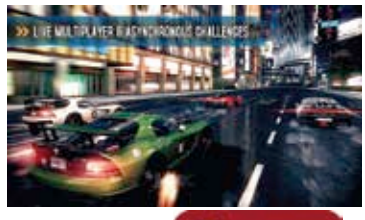
Need for Speed needs no introduction in the world of racing games. Although it was previously only available for PCs and consoles but with the launch of the Most Wanted, the developer has also brought the game to the small screen. The game has some amazing graphics and music, simple controls and lots of cars to choose from. It is a paid game but is worth the money.



Available from: iTunes App Store, Google Play Store.

Price: Rs 300■

Asphalt 8: Airborne



It is safe to say that the Asphalt 8: Airborne has set a standard for mobile racing games. The latest edition from Gameloft gives you a fast-paced, high-flying racing experience coupled with high-end graphics and some incredible background music that gives the feel of real street racing. A must-have game to satisfy your racing passion.



Available from: iTunes App Store, Google Play Store.

Price: Free ■





Motobike GP

If you are a Moto GP fan, then this game is for you. In the game, you will feel the near-real sensation of controlling a Moto GP bike. With over 12 bikes, 5 tracks, and 3 camera views from behind, cockpit and full screen to choose from, there is plenty in this game for the biker crowd.

Available from: iTunes App Store, Google Play Store.

Price: Free ■

Real Racing 3

Real Racing 3 can be considered as the best racing game to hit the mobile screen. With surreal graphics coupled with easy controls and amazing background music, this racing game always ignites the racer within you. And plus, you are getting a 22-car grid, and over 100 meticulously detailed cars from manufacturers like Ferrari, Porsche, Chevrolet, Lamborghini, Mercedes-Benz and Bugatti, which tempts to play forever.

Available from: iTunes App Store, Google Play Store.

Price: Free ■







Fast & Furious: Legacy

The Fast and Furious movie series is one of the most popular in Hollywood. And well, if you love the films, you will love the game based on it as well. Fast & Furious: Legacy is all about racing and drag-racing. The music is suitably high-energy and pumping, graphics are good and gameplay is simple. A game for Fast and Furious fans!

Available from: iTunes App Store, Google Play Store.

Price: Free ■



Turbo Fast

We always believed that snails are slowest creatures on earth, but this game proved us wrong. Turbo Fast is all about, snails racing but they are not as slow as you think. These snails have a jet-pack on their shells which makes them as fast as NASCAR cars. And all you need to do to win is to beat these jet-pack toting snails to the finish line. Racing was never quite like this.

Available from: iTunes App Store, Google Play Store.

Price: Free ■

Sonic Racing Transformed



Sonic the Hedgehog is back with his legendary All-Stars to race across land, sea and air in a high velocity battle to the finish line. Unlike other racing games, Sonic Racing Transformed gives you an amazing transformable vehicle which changes from car to plane to boat during racing. A must for Sonic and crazy racing fans.



Available from: iTunes App Store, Google Play Store.

Price: Free ■



Angry Birds Go



Angry Birds is considered by many to be the title that spurred the casual gaming rage on smartphones and tablets. And Angry Birds Go sees the colourful birds move away from slingshots and step into the world of kart racing. The game controls are dead simple, characters are cute as ever and racing is fun.

Available from: iTunes App Store, Google Play Store.

Price: Free ■

Stick Stunt Biker 2

Stick Stunt Biker 2 is a sequel of the very popular Stick Stunt Biker and it has all the right ingredients to be in this list. With its beautiful atmospheric locations and unique bikes coupled with tricky tracks, amazing stunts, challenging obstacles (including see-saw, carnivorous plants, traps, oil barrels, destructible glass, elevators and wheelies), this is easily one of the most fun stunt biking games around.

Available from: iTunes App Store, Google Play Store.



Price: Free ■





Motocross Meltdown

For those who love stunts on a dirt bike, but can't actually do them in real life, Motocross Meltdown can give an adrenaline rush. You can do backflips, front flips and many more stunts to finish the race and become the undisputed champion. Better do these on a phone than on the road. The rush is guaranteed.

Available from: iTunes App Store, Google Play Store.

Price: Free ■

LEAD STORY

FIGHTING

India might be the land of non-violence and peace but many of its residents are not averse to a spot of fisticuffs and battle when it comes to the world of gaming. Whether it involves simple fisticuffs or assorted weaponry and stealth, there are people in the gaming world looking for a fight. These games let you give them just that.



Assassin's Creed: Identity

Assassin's Creed can be considered as one of the most famous console games in the world. But what if we say that you can get this console-like game on your iOS devices? Yes, that is true, the game Assassin's Creed console-like experience has come to your mobile screen. A perfect storyline, mesmerizing graphics, and lethal weapons, this is a game you should not miss.

Available from: iTunes App Store, Google Play Store.

Price: Rs 300 ■

WWE Immortals

What happens when WWE staff opens a portal to another dimension, well then all the WWE wrestlers becomes immortals? Well that's the story of the game WWE Immortals. The gameplay is just like Mortal Kombat X or Injustice, where you have to use touch mechanics like swipe and tap to perform combos and pull off special attacks. One for WWE fans.

Available from: iTunes App Store, Google Play Store.

Price: Free ■



Blood & Glory: Legend



Blood and Glory has always being famous for its gladiator-like fighting scenarios where you have to fight in an arena to knot just defeat your rival, but also please a blood-thirsty crowd. And Blood & Glory: Legend does full justice to the series. The game offers improved graphics, impressive combatants and new characters and bosses you have to fight all the way to become a Legend.



Available from: iTunes App Store, Google Play Store.

Price: Free ■

Batman Arkham origins



Batman has always been one of the most popular superheroes around so it is only fair that one of the best action games in the app world revovles around the man we know as the Dark Knight. You don the cape and cowl of the Caped Crusader and take on every villain Batman has ever encountered for the sake of returning order to Gotham City. Insanely spectacular.

Available from: iTunes App Store, Google Play Store.

Price: Free ■

Infinity Blade 3



Not too many are certain about what the Infinity Blade series is about in terms of storyline, but in terms of sheer graphic presentation, the game has no equal.Many consider it to be the most spectacular mobile game every built. Yes, it is iOS only, and yes, it comes with a price tag but the sword fights and the environment bring a level of presentation that is seen only on consoles.



Available from: iTunes App Store.

Price: Rs 420 ■



Injustice: Gods Among Us

We all have grown upreading about or watching Batman, Superman and all other DC Comics characters. And we all want to become one of those superheroes. And this part-card part three-on-three fighting game lets you fulfil your dreams and fight as your favorite DC Comics icon. Lots to choose from - both to fight and fight as.



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

Real Steel World Robot Boxing

Were you among those who wished they could control a robot of their own and take on the mighty Zeus in the Hugh Jackman starrer Real Steel? Well,



this game lets you start as the underdog Atom and beat rival after rival and you will get a chance to fight the Zeus if you have mastered your skills.

Available from: iTunes App Store, Google Play Store.
Price: Free ■

Shadow Fight 2

Shadow Fight 2 is the perfect blend of classical and RPG fighting games. What makes the game stand out is its silhouette-style characters with beautiful backdrops. The controls are simple, fighting is tough and the gameplay is smooth. Fighting never looked THIS classy. A must-have game if you seek battle with a hint of Zen.



Available from: iTunes App Store, Google Play Store.
Price: Free ■





Eternity Warriors 2

If you want to fight demons for eternity, then this is the game for you. The storyline continues from where its predecessor left off—you have to finish all the demons in the underworld to win the war. And as you progress in the game, you will find more and more horrendous monsters and dreadful bosses to beat. A game you should have if you do indeed long to battle evil.

Available from: iTunes App Store, Google Play Store.
Price: Free ■

Mortal Kombat X

Mortal Kombat X is the latest edition of the epic Mortal Kombat series, which requires no introduction. The gameplay is simple: you need to tap on the screen to attack and perform special attacks and yes you will get to use Fatalities as well. With new characters to fight with, Mortal Kombat X is a must for violent game lovers.

Available from: iTunes App Store, Google Play Store.
Price: Free ■



LEAD STORY

SPORTS

If cricket is religion, and Sachin is God. Or if the sport is football, and Messi is the divinity. Or tennis, and Djokovic the person to be worshipped, then you, sir/madam, are a prime candidate for indulging in a bit of sporting excitement on your handset. And these games deliver just that.



Final Kick



If you want to go through the tension that the players go through while taking penalty shots, then Final Kick is the game for you. It is all about penalty kicks and free kicks and you have to score to make your team and country proud. Pressure? You bet. Dare you step up to the spot? And kick?

Available from: iTunes App Store, Google Play Store.

Price: Free ■

FIFA 15 Ultimate Team



The latest edition of the one most popular football game around, FIFA 15 Ultimate Team has revamped its whole gameplay. Unlike in the previous game, where you were getting many modes to play, FIFA 15 has just one big career mode where you have to start from scratch. With improved graphics and better controls, FIFA 15 is THE game to satisfy your football craziness.



Available from: iTunes App Store, Google Play Store.

Price: Free ■



Real Cricket 16

It is an undeniable fact that cricket is considered as a religion in India. And cricket games are the equivalent of worship for many. Real Cricket 16 from Nautilus Mobile is the right game for cricket lovers as it has different modes, including T20 tournaments, Test matches, and features almost all cricket stars. Just download this game and go Howzat!

Available from: iTunes App Store, Google Play Store.

Price: Free ■

Stick Cricket 2

This is one of the simplest cricket games available in the app market. Stick Cricket 2 has simple controls and all you need to do is hit the button at the right time to hit a lofty six or a splendid four. The game also provides you targets to achieve in a number of mini games. Its sheer simplicity and the presence of real players make it the perfect casual cricket game.

Available from: iTunes App Store, Google Play Store.

Price: Free ■





ICC Pro Cricket 2015

The official game of the ICC World Cup 2015, ICC Pro Cricket 2015 promises console-like graphics and rich gameplay which other cricket games fail to offer. It comes with many modes like Career mode, where you have to build up your own team and take on other teams. A game meant for cricket purists who love a challenge.

Available from: iTunes App Store, Google Play Store.

Price: Free ■



Table Tennis Touch

It is safe to say that Table Tennis Touch is one of the most addictive TT games of all time. The controls are simple and intuitive. Swiping upwards towards an approaching ball will return it, while jerking the paddle left or right after contact adds spin. Overall, a game worth investing in!

Available from: iTunes App Store, Google Play Store.

Price: Rs 190 (iOS), Rs 238.45 (Android) ■

Flick Shoot 2



Who doesn't love kicking the ball in the net, and that too with style? Flick Shoot 2 is the game meant to complete your free kicking thirst with a variety of shots. The gameplay is simple: you try to score by just swiping in the direction you want the ball to take. As you progress, you will encounter challenging levels, making the joy of scoring even more special.



Available from: iTunes App Store, Google Play Store.

Price: Free ■



Super Stickman Golf 2



If you want to play golf but have neither the time nor the golf course for it, then Super Stickman Golf 2 will allow you to use your golfing skills on a smaller display. Controls are simple: you have to select the angle and power to get closer to the hole. There are challenges in between too: from ball portals to ball-vaporizing lasers.

Available from: iTunes App Store, Google Play Store.

Price: Free ■

Stickman Soccer



For those who want to play football on their smart devices but have limited disk space, Stickman Soccer is the game. The controls are simple, gameplay is smooth, players are stickmen and the game is just 24MB in size. So just choose your favourite national team from more than 32 different skilled teams and lead them to glory.



Available from: iTunes App Store, Google Play Store.

Price: Free ■



Virtua Tennis Challenge

Although it has been around for a while, Virtua Tennis Challenge still remains one of the best tennis games on the mobile platform. Featuring console-like graphics and intuitive controls, the game lets you compete in different stadiums around the world. It might look expensive but it is worth every penny.

Available from: iTunes App Store, Google Play Store.

Price: Rs 300 (iOS), Rs 311.95 (Android) ■

LEAD STORY

SHOOTING

If you think you are Robin Hood or William Tell, or maybe even Hawkeye, then you have been designated to wield a weapon that can hit the target, be it a bow, a pistol or a telescopic weapon. It also means that you have plenty to choose from if what you are looking for is an occasion to...draw!



Brothers in Arms 3

Based on World War II, Brothers in Arms 3 takes you to the theatre of the epic war between the American and Nazis. In the gameplay, your role is to shoot, stab and blast your way through huge numbers of Nazis in order to complete the level. With some amazing graphics and smooth gameplay, this is a must-have for anyone who loves a war-style shooting game with a historical background.

Available from: iTunes App Store, Google Play Store.

Price: Free ■

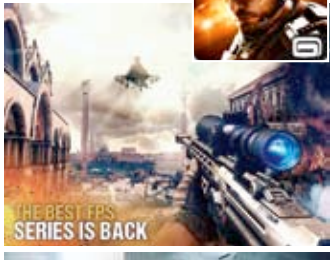
Modern Combat 5: Blackout

If you want to play console-like first person shooters like Battlefield and Call of Duty, then this is the game to for. Modern Combat 5: Blackout, comes with a very strong storyline coupled with intense graphics and multiplayer mode option which makes it one of the most compelling shooters available in the app market.

Available from: iTunes App Store, Google Play Store.

Price: Free ■









Call of Duty: Strike Team

Call of Duty: Strike Team can be considered as the perfect blend of first-person and third-person shooter games. Throughout the game, you have the liberty to dynamically switch from run-and-gun first-person view to reconnaissance and coordinated squad attacks in third-person view. Pure CoD magic!



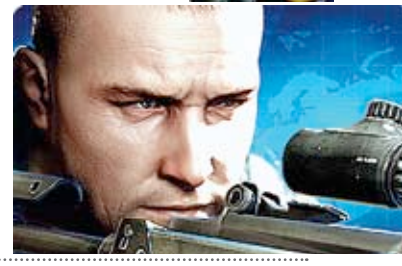
Available from: iTunes App Store, Google Play Store.

Price: Rs 420 (iOS), Rs 463.33 (Android) ■

Contract Killer: Sniper



Contract Killer: Sniper is the latest instalment in Glu's Contract Killer series. The game gives you a variety of options: you might be sniper one moment, throwing knivs at another, and placing bombs at yet another. Of course, the one thread running through it all is that of stealth. And this makes it well worth downloading.



Available from: iTunes App Store, Google Play Store.

Price: Free ■

Hitman: Sniper



Hitman series is all about assassinating the target in the quietest possible way. And the game has now come in something like all its glory to the mobile platform. A good storyline, amazing graphics, easy controls, and Hitman's shooting skills, make sure that this game has all the perfect ingredients to be the best sniper assassin game out there. Well worth the price, we say.



Available from: iTunes App Store, Google Play Store.

Price: Rs 120 (iOS), Rs 141.49 (Android) ■



Sniper Fury



There many sniper shooting games available in the app stores but only a few match Sniper Fury. You join an organisation dedicated to combating terror and have to eliminate villains based on a briefing. Great graphics, plenty of weapons and realistic conditions make this a super sharp shooter.

Available from: iTunes App Store, Google Play Store.

Price: Free ■

Shadowgun: DeadZone

Shadowgun series can be considered as the one of the few games which has blurred the lines between the mobile and console platforms in terms of graphics. Shadowgun: DeadZone occupies



the same fictional universe as its predecessor, but this time around you will be engaging in intense multiplayer firefights rather than moving through a story. Spectacular nevertheless.

Available from: iTunes App Store, Google Play Store.

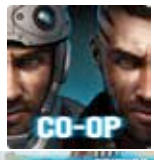
Price: Free ■

Overkill 3

If you are into cover-and-fire shooter games, then you will love Overkill 3. The game gives you a futuristic, war-torn, and rusty environment and the gameplay is simple: you need to kill all the enemies and advance to next level. Good graphics and non-stop action make this a good option for those who love shooting games.

Available from: iTunes App Store, Google Play Store.

Price: Free ■









N.O.V.A. 3 - Near Orbit Vanguard Alliance



N.O.V.A 3 is one of those few first-person shooter games which managed to surprise everyone with its graphics and gameplay. Like all FPS games, you are in a futuristic war zone and as you progress further the difficulty bar is raised simultaneously. A paid one, but it is worth buying. just for its brilliant graphics.

Available from: iTunes App Store, Google Play Store.

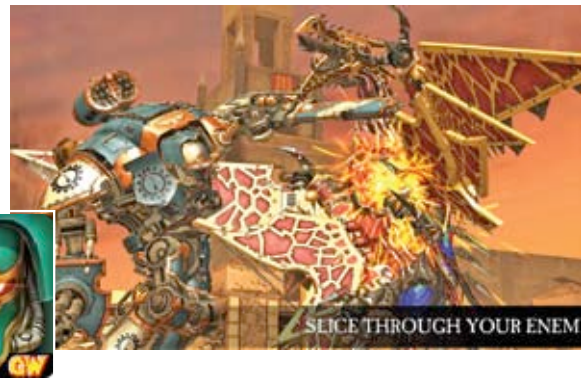
Price: Rs 420 ■

Warhammer 40,000: Freeblade

If you fancy walking around in massive robot suits in a futuristic world, waging war against the machines and enemies, then there are few games that come even close to Warhammer 40,000: Freeblade. The game revolves you treading the path of vengeance and wiping out your enemies, and that involves some massive explosions and jaw dropping graphics. Downright spectacular.

Available from: iTunes App Store, Google Play Store.

Price: Free ■



LEAD STORY

ENDLESS RUNNERS

In this world, sometimes you have no option but to run. Whether it is behind something or from an adversary, sometimes taking to your heels is the best and only course of action. And well, it can be a very entertaining one as well if you are playing a game on your phone. Here then are the games for those who love to run.



Lara Croft: Relic Run

Lara Croft: Relic Run comes from Square Enix for Lara Croft fans. The gameplay simple— you have to run, swing, shoot, drive, and swan dive your way through different environments, uncovering ancient relics to discover the truth and solve a mystery. Loads of Lara = Loads of fun. Good graphics too.

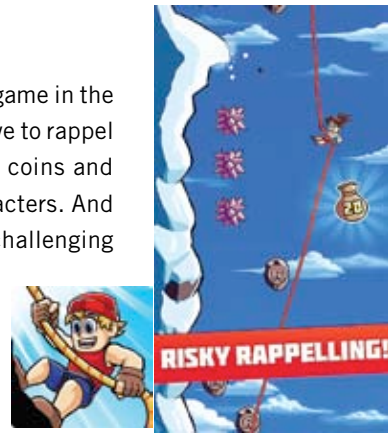


Available from: iTunes App Store, Google Play Store.

Price: Free ■

Radical Rappelling

Radical Rappelling is a ridiculously addictive game in the endless runner category. In the game you have to rappel down the mountain at breakneck speed, collect coins and complete missions to unlock new gears and characters. And as you progress further, you will encounter many challenging obstacles and different environments which add brownie points to the game.



Available from: iTunes App Store, Google Play Store.

Price: Free ■



Spider-Man Unlimited

What happens when you combine superheroes and endless runners? Well, something like this title. Spider-Man Unlimited keeps you on your toes—you have to run as well as crawl walls, hit the goons, dodge obstacles and fight the bosses while you progress further. A game which you will never get tired of playing!



Available from: iTunes App Store, Google Play Store.

Price: Free ■

Sonic Dash 2: Sonic Boom

Sonic and friends are back in their eternal chase against Dr Eggman. You start with Sonic and gradually you will be able to unlock his friends as you progress further and collect rings. The controls are simple—you can switch lanes by swipe left and right, roll and attack to dispose enemies in your path. A game every Sonic fan should play. Must play

Available from: iTunes App Store, Google Play Store.

Price: Free ■





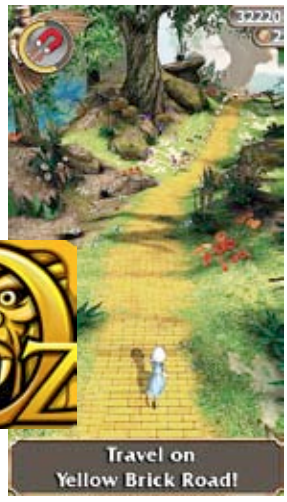
Extreme Road Trip 2

What happens when your car's gas pedal is stuck? Well you go on a stunting spree. Well that's the theme of this popular sequel, Extreme Road Trip 2. All you have to do is rotate your car in a stable position while performing some insane stunts and slamming it all down to unlock the overdrive. This is one game to satisfy your endless runner temptation with a twist of racing.

Available from: iTunes App Store, Google Play Store.

Price: Free ■

Temple Run Oz



Temple Run can be considered as the game that made endless running a rage. And this edition takes you to the magical place of Oz The Great and Powerful. The basic gameplay remains the same - you have to outrun creatures and run for your life - but the locations inspired by the film are breathtaking.

Available from: iTunes App Store, Google Play Store.

Price: 120 (iOS), Rs 124 (Android) ■

Despicable Me: Minion Rush





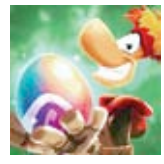
What made the Despicable Me series so famous was one part grumpy Gru and three-part his adorable little yellow creatures—the Minions, both creative and stupid. And the Minions are back chasing bananas in this endless running game. So just feed your Minions as they go riunning, stumbling and tumbling in this wonderfully colourful endless running game.

Available from: iTunes App Store, Google Play Store.

Price: Free ■



Rayman Adventures



If you are seeking an incredibly colourful and vibrant endless runner then grab Rayman Adventures. You play as Rayman and make your way through haunted medieval castles to the mythical worlds of Olympus in search of the Incrediballs' eggs which will breathe new life into the sacred tree. Graphics are incredible, gameplay simple and sound awesome!

Available from: iTunes App Store, Google Play Store.

Price: Free ■

Subway Surfers





Subway Surfers has added more fun and style to endless runners. The game is a perfect example of how much one can do in an endless runner. You skate, run, and even fly while trying to outdistance the inspector and his dog. Gameplay is simple, graphics are colourful and sound is funky, making it an icon in this catregory.

Available from: iTunes App Store, Google Play Store.

Price: Free ■





Vector

Who won't love an endless runner in which one can run and perform amazing Parkour stunts simultaneously? Well Vector is a perfect blend of running and performing stunts. Throughout the game you have to run, vault, slide and climb using extraordinary techniques based on the urban ninja sport of Parkour all the while being chased by "Big Brother" whose sole purpose is to capture you and bring you back. Minimalistic dark graphics and non-stop action make it irrresistible.

Available from: iTunes App Store, Google Play Store.

Price: Rs 60 (iOS), Rs 61.60 (Android) ■

LEAD STORY

STRATEGY

It is not enough to possess a lot of resources or weaponary or even power and treasure. What is important is what you do with them. And that is where the element of strategy comes in—the building, the allocation of resources with alternatives uses, the plotting of battlefields and war. Have the stomach for this? We have games for you!



Boom Beach

Boom Beach is a strategic-based war game where you have to build a base, collect resources and ambush your enemies' base to free the prisoners and be victorious. The gameplay is simplistic and in the beginning, you will get a long but very useful tutorial that teaches you the basics of the game. Overall, its good design and feel coupled with war-like experience makes it well worth downloading.

Available from: iTunes App Store, Google Play Store.

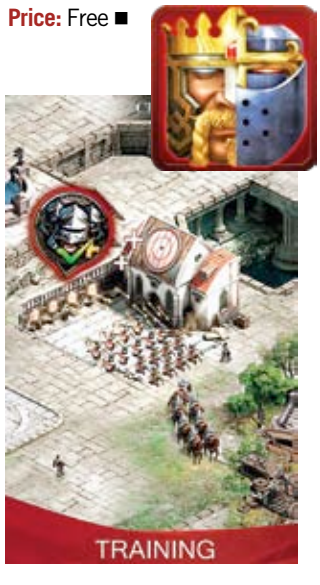
Price: Free ■

Clash of Kings

Clash of Kings can be considered as mobile version of Age of Empires in terms of gameplay. In the game you have to build your ruined city from scratch and make it flourish. You also have to build alliances with other players and train your army to capture and defeat your enemies. A decent war game which makes you go back in time, although you do need to get a hang of the gameplay first.

Available from: iTunes App Store, Google Play Store.

Price: Free ■







Cricket Captain 2015

If you think you know all there is to know about cricket strategy, then this is the game for you. You end up in charge of a cricket team in Cricket Captain 2015. As a captain, you will have to pick a team, micromanage each player's aggression, decide the batting and bowling lineups and make a number of strategic decisions.

Available from: iTunes App Store, Google Play Store.

Price: Rs 550 (iOS), Rs 500 (Android) ■

Civilization Revolution 2

Civilization Revolution 2 is a strategic game in which you play as world leaders such as Abraham Lincoln, Napoleon Bonaparte, Lenin, Sejong the Great and many more. In the game you have to build an empire and help it grow and strive. There are also other civilizations available in the map and you can follow different methods to emerge victorious.

Available from: iTunes App Store, Google Play Store.

Price: Rs 620 ■



PES Club Manager

For those who want to build their dream soccer team, PES Club Manager is the perfect game. You start off managing a club in the lower divisions and work your way up to the top division. There is lots buying, recruiting, formation making, player care and media management. The best management game for the football crazy.

Available from: iTunes App Store, Google Play Store.

Price: Free ■





Clash of Clans



Clash of Clans is one of those few strategic action games which hasn't lost its popularity over time. As the title suggests, the game features different clans including rage-filled Barbarians to pyromaniac wizards. Build your village, raise your army and battle against millions of players. Fun and challenging both!

Available from: iTunes App Store, Google Play Store.

Price: Free ■

The Sims 3

Sims is all about playing god. You create a virtual human, nurture his/her personality, make him look



presentable and so on. And the latest edition of the game, The Sims 3, has moved one step further. Sims 3 lets you visit neighbourhoods, interact with other Sims, make friends and enemies, complete wish lists and more. Play with humans, be God!

Available from: iTunes App Store, Google Play Store.

Price: Rs 420 ■

Hay Day

Farming games is one category that has been very popular (remember Farmville). And Hay Day is the perfect game for those with farming tendencies. You have been left one huge farm and you nurture it so that it can flourish. With its rich, beautiful detailed graphics, Hay Day delivers a lot of farming goodness.

Available from: iTunes App Store, Google Play Store.

Price: Free ■





SimCity BuildIt



Who doesn't want to own or build its own city where you are the sole ruler? Well, in SimCity BuildIt you can actually do that, from building new skylines in the city or opening new waterparks or new roads. The gameplay is mesmerising and very challenging as it is not an easy task to manage a whole city. But then with great power comes great responsibility. And with a great game come both.

Available from: iTunes App Store, Google Play Store.

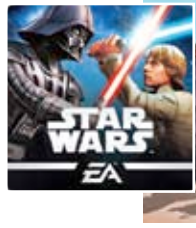
Price: Free ■

Star Wars: Galaxy of Heroes

Star Wars games are always fun and this one is all about collecting and upgrading characters that range from Jawas, Ewoks, and Clones to Chewbacca, Luke, and the Dark Lord himself. You need to plan your battles and as you progress further you will encounter many difficult missions. The Force is absolutely strong with this one.

Available from: iTunes App Store, Google Play Store.

Price: Free ■





LEAD STORY

PC/CONSOLE CLASSICS

In another age - seemingly - these were the games that defined the gaming experience, often on consoles and classics. And well, they have not faded into the background but with improved and more powerful smartphones, have staged a comeback and are as much fun to play as ever. Gaming veterans, it is yesterday once more!



Baldur's Gate 2: Enhanced Edition



Considered by many to be the greatest role playing game (RPG) ever made, Baldur's Gate blends Norse and Viking mythology with magic and battle. Those addicted to tap and shoot action titles might find it slow but for RPG veterans, this is gaming manna on mobiles.

Available from: iTunes App Store, Google Play Store.

Price: Rs 620 (iOS)/Rs 475(Android) ■

Bastion



"The Kid Starts Walking..." and with those famous lines this stunning game gets underway. Basically a mix of adventure, RPG and action, Bastion follows the fortune of the 'Kid' who wakes up to find his world torn apart and steps out for revenge. The game's immersive storyline draws as much inspiration from cowboy westerns as magical fantasy.



Available from: iTunes App Store.

Price: Rs 300 ■





Max Payne Mobile

Max Payne, the third-person shooter classic which was launched in 2001, is just as stunning on smartphones and tablets. The game was a hit back then with its amazing storyline, replete with gritty dialogues and Philip Chandler like narration, as well as action-packed gameplay. And of course, the Matrix-like bullet dodging bullet time stunt.

Available from: iTunes App Store, Google Play Store.

Price: Rs 190 ■

Grand Theft Auto: Vice City and San Andreas

A pair of gems from Rockstar Games, both these titles from the Grand Theft Auto series created a virtual life and world where you can roam around, shoot people and drive all the way through the city and even finish a few missions if you wish. Although both the games are paid ones but then so much freedom to roam seldom comes free. Just download and get addicted!

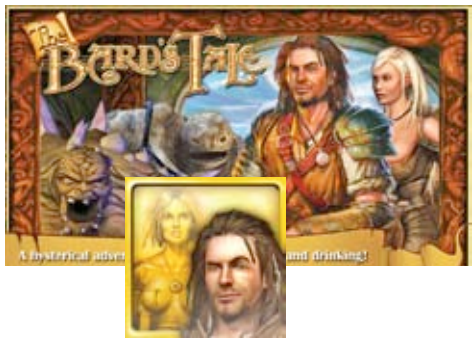
Available from: iTunes App Store, Google Play Store.

Price: Rs 300, Rs 420 ■









The Bard's Tale

When there is talk of action games that involve knights and magic, the mind conjures up imageries of gritty heroism. Well, that is exactly what you will NOT find in this console classic whose hero relies on wit rather than weaponary. The result? Perhaps one of the funniest games ever made, although the humour can sometimes be risque.

Available from: iTunes App Store, Google Play Store.

Price: Rs 190 (iOS), Rs 123 (Android) ■



Pocket Tanks

This artillery game was in the PC domain earlier but it has finally made its debut in the small screen. Pockets Tanks is all about getting the right angle, setting up the right power and firing at your rivals. You have many unique and amazing weapons in your arsenal with each one being dangerous in its own right. Sounds simple? It is. And it is a truck(tank?)load of fun too.

Available from: iTunes App Store, Google Play Store.

Price: Free ■

Tomb Raider I and II





Tom Raider classics are back with a bang on the smartphone and tablets. These games are a perfect blend of action and adventure in the true sense where you embark on a journey to recover ancient artifacts. With all the shooting, pixel-perfect graphics (for that time) these games are part of gaming history and blend a lot of history and mythology, giving them a Dan Brown-ish feel. They mark the debut of Lara Croft as well!



Available from: iTunes App Store, Google Play Store.

Price: Rs 60 ■



Star Wars: Knights of the Old Republic

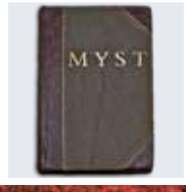


One of the most famous role playing games, it does not make the transition to a smaller screen very smoothly but you still end up roaming around in a Star Wars world, working your way up to be Jedi, taking on evil, wielding light sabres, taking out the Dark Side, and a whole lot more, with choices at different locations, giving it an almost infinite replay value.

Available from: iTunes App Store, Google Play Store.

Price: Rs 620 (iOS)/Rs 637 (Android) ■

RealMyst



The Myst series was the highest selling adventure game of all time on the PC. The story revolves around chasing a villain across different places, which can only be reached through the pages of special books. Touch a book and you will reach the place. There is no one to talk to, just a lot of dazzling landscapes that hold clues to your next destination. Hypnotic.



Available from: iTunes App Store.

Price: Rs 420 ■



Sanitarium

In the late 1990s, Sanitarium terrified people all around the world with its creation of a spooky world into which you wake up. Basically, you play a character who has an accident and then wakes up to find himself, well, in a Sanitarium. Of course, there is something evil underhand and you have to combat it as well as find your way out of the godforsaken place. Extremely creepy

Available from: iTunes App Store, Google Play Store.

Price: Rs 250 (iOS)/ Rs 300 (Android) ■

LEAD STORY

ZOMBIES

In some ways, it would seem that this is the era of the undead. Whether it is films or literature, you scarcely can take a step without encountering a zombie or two. So why should the world of gaming be any different? There are zombies galore out there, and it is up to you to put the undead to a full and final rest.



Dead target: Zombie

Dead target: Zombie, is unique in its own right. The game features a good storyline, with a futuristic perspective. The story revolves around an organization which threatens the outbreak of a zombie menace if their demands are not met. They are not, the virus is released and your role is to stop this outbreak. With some new weapons, difficult bosses to beat and lots of Zombies, the game is a sure hit for undead hunters.

Available from: iTunes App Store, Google Play Store.

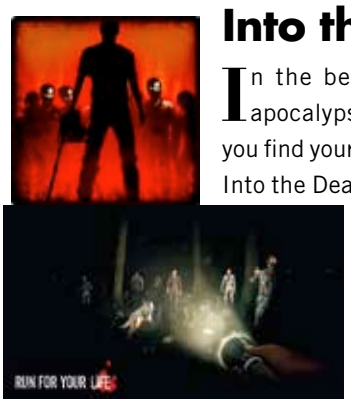
Price: Free ■

Dead Among Us

What makes Dead Among Us special is that unlike other zombies games where you have different weapons, here you will only have a bow and arrow to shoot the zombies. Yes you heard that right! There are different types of challenges, ranking from easy, medium and difficult. All you have to do is shoot the zombies and protect your companions. A must-have game if you love shooting zombies. With a bow.

Available from: iTunes App Store, Google Play Store.

Price: Free ■



Into the Dead

In the beginning, you think you are safe from the zombie apocalypse and flying away home, but your plane crashes and you find yourself in the middle of nowhere. With zombies all around. Into the Dead throws you into this gruesome situation and in order to survive you do what you need to do—run for your life. This endless runner comes with simple gameplay, some good weapons and dark-themed graphics.

Available from: iTunes App Store, Google Play Store.

Price: Free ■

Dead Trigger 2



What happens when a Zombie apocalypse breaks out? Well, you join the Global Resistance and protect yourself and your friends from zombies. That is the storyline of Dead Trigger 2, the sequel of the much-liked Dead Trigger. The game comes with some amazing graphics and intense shooting action which puts you right in the shoes of a zombie killer. Chilling!

Available from: iTunes App Store, Google Play Store.

Price: Free ■



Plants vs Zombies 2



What if zombies are invading your home? Well just need to put plants in the soil in their pathand they will take care of the zombie menace. Plants vs Zombies can be considered as a perfect blend of strategy and, well, zombies. It is all about placing the right plants in the right place to ensure that you end up with a green, clean, free from undead planet. .

Available from: iTunes App Store, Google Play Store.

Price: Free ■



The Walking Dead: Season One

TellTale is famous for rolling out comic-style graphics games which keeps you riveted to the storyline. And this time the developer has brought out a game based on the famous TV series, The Walking Dead. And as the title suggests, you have survive the zombie apocalypse in it. Gameplay is great but get this for the story and graphics.

Available from: iTunes App Store, Google Play Store.

Price: Free ■

Zombie Hunter: Apocalypse

In this game, your goal as a retired veteran is to save humanity from the zombie apocalypse. Annihilate the walking dead before the virus spreads. Zombie Hunter: Apocalypse is basically a sniper-like





shooting game where you kill zombies using professional sniper tools. Use the radar to locate the zombies and explore unique and original missions by helicopter.

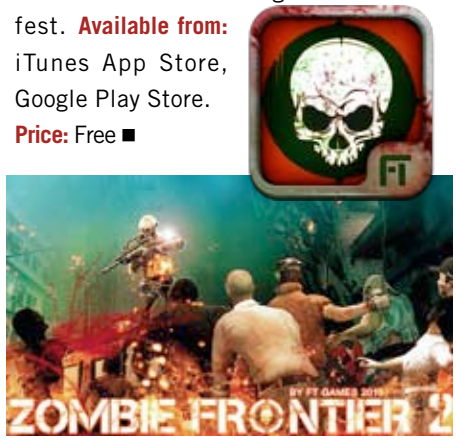
Available from: iTunes App Store, Google Play Store.

Price: Free ■

Zombie Frontier 2: Survive

The game is all about a zombie outbreak and you are given the responsibility to fight it. The game has got a decent storyline and action packed graphics, and the gameplay is simple yet challenging, which is one of the reasons for its incredible popularity. Throughout the game, you have kill as many as zombies possible and as you progress, you will get more challenging battles and there soon comes a stage when it becomes hard to kill zombies. Perfect for those seeking a Zombie kill fest. **Available from:** iTunes App Store, Google Play Store.

Price: Free ■





Zombie Highway 2

Who wouldn't like a game where there is shooting, driving and killing zombies? Zombie Highway 2 is a game which gives thrills in each of these categories. In the game you have to drive through the middle of a zombie outbreak, shooting, smashing and killing zombies in your way. A perfect blend of cars, guns and zombies.

Available from: iTunes App Store, Google Play Store.

Price: Free ■

Unkilled

A good first person zombie shooting game, Unkilled puts you in the shoes of Joe, member of the anti-zombie unit Wolfpack, a private military organization designed to find, track, and eliminate the zombie menace before it becomes global. The game is all about shooting and eliminating zombies with simple controls and some challenging stages to clear. Looks good, plays well. Die, undead.





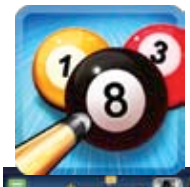
Available from: iTunes App Store, Google Play Store.

Price: Free ■

LEAD STORY

MISCELLANEOUS

It would be a perfect world indeed if we could find categories and classify everything. But alas, there are only so many categories one can make and well, some titles just defy classification. So here then is our final gaming section: dedicated to those games that dared to be militantly different from the others.



8 Ball Pool



Playing Pool can never be as much fun as it is with the latest game from Miniclip. 8 Pool is a multiplayer game based on, well, Pool. In the game you have compete with other players, win matches and earn coins to buy new sticks and to play further matches. Fun to play and addictive.

Available from: iTunes App Store, Google Play Store.

Price: Free ■

Alto's Adventure





Alto's Adventure is one game you will love for not its gameplay but also for its delightful visual effects. In the game, you start as Alto, a young shepherd boy who is trying to get escaped llamas back to a village which is at the top of a mountain. In this quest you have to snowboard down roofs, avoid rocks, perform combos, collect coins and jump over dangerous craters as you continue your journey.

Available from: iTunes App Store, Google Play Store.

Price: Rs 190 (iOS), Free ■





Fruit Ninja

If you want to slice fruits in ninja style then this is the game for you. Slice fruit, don't slice bombs – that is all you need to know! From there, explore the nuances of Classic, Zen and the fan favorite Arcade mode to expand your skills. Slice for a high score, use powerups and special bananas to maximum effect, and go crazy on the multi-slice Pomegranate.

Available from: iTunes App Store, Google Play Store.

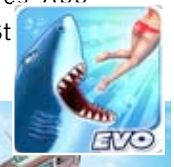
Price: Free ■

Hungry Shark Evolution

This game is unique in its own sense. The basic idea behind Hungry Shark Evolution is simple: swim around the ocean while gulping down huge quantities of fish and unfortunate scuba divers, boats, birds while dodging mines and fighting the dangers of starvation. The controls are simple—either tilt-based or console-based controls. A game worth downloading!

Available from: iTunes App Store, Google Play St

Price: Free ■







Hitman Go



Hitman Go is one amazing board-like turn-based puzzle game. The gameplay is simple, you have to take Agent 47 from one point to another without being noticed by the guards or anyone else. If by mistake you end up in line of sight on an adjacent point, they will kill you instantly. But then, if you sneak onto an enemy's spot while they are looking elsewhere, you kill them. The game requires a lot of attention and always keeps you on your toes. A must-have game for those who covet alertness.

Available from: iTunes App Store, Google Play Store.

Price: Rs 120 (iOS), Rs 140.91 (Android) ■



Lara Craft Go

Lara Craft Go can be considered as a perfect blend of puzzle and Lara's epic adventures. In the game your role is to guide Lara Croft through title-by-title series of stony ruins, escaping from dangers like bottomless pits, snakes, traps and enemies. Although the game is a paid one, but the way in which it has been presented will leave you wanting more by the time you are through.

Available from: iTunes App Store, Google Play Store.

Price: Rs 300 (iOS), Rs 378.35 (Android) ■

Scrabble

Electronic Arts has finally brought the nerdy classic crossword board game to the app market. Scrabble allows you to play against friends, a random opponent, or by physically passing your mobile device back and forth between two people. So if you are good with the crossword board game, then make Scrabble your nerdy companion.





Available from: iTunes App Store, Google Play Store.

Price: Rs 60

Free ■



Angry Birds Star Wars II



Angry Birds are back with a bang with a twist of Star Wars. And this time you actually choose the sides—the Jedi or the Dark side. For the first time you can also play from the pork side and even play as the fearsome Darth Maul. With lots of add ons in gameplay, the Force is strong with this one.

Available from: iTunes App Store, Google Play Store.

Price: Free ■

Minecraft: Pocket Edition



Imagine having a digital Lego set to play with. One with which you can not only build place, but even get them into action and indulge in travels and adventures. Well, that is the Pocket Edition of Minecraft for you. Yes, this is a shrunk version of the game that has become a rage on desktops, but there is still a lot to be done here as an explorer, creator and adventurer.



Available from: iTunes App Store, Google Play Store.

Price: Rs 420 (iOS), Rs 479 (Android) ■



Smash Hit



Based on one philosophy—wreck everything—Smash Hit can be considered as a first-person throwing game where you are required to break glasses around you. You contol a ball that you have to keep smashing into glass partitions and objects and the longer you can do so, the longer the game lasts. An endless smasher? Well, it certainly is smashing to play. Go ahead, smash your day!

Available from: iTunes App Store, Google Play Store.

Price: Free ■

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In Conversation

"IT IS A WAR OF EXPERIENCE, NOT SPECS!"

Over the last year Lenovo has progressed dramatically and is now the number one online mobile brand in India. What do you think lead to this? Two things. First one I would say is the consumer trend itself. We are not the ones who rule the online market, it is the consumers that grow the online preference because they want to buy and make choices. And as the smartphone market is maturing, people are getting a lot of information on the choices that they want to make whether in terms of processor, display, screen size and what is available in the Indian market. I think online provides a great learning opportunity for them. Online doesn't mean only online buying portals but people like you who are writing and people who are educating the consumers a lot. So there is a lot of knowledge that exists online. In the earlier days people used to go and visit the retail stores and get half-baked information - you know, the retailer doesn't even know the difference between one processor or another. But since people are writing, so there is a lot of education happening to the younger section of the population and that's the first thing: the consumers are young, they are the ones entering and they are getting knowledge about what to buy, what is coming, what is the latest and they don't need to go to retail stores to get that knowledge and empowerment. So that drove them towards buying online - that I have got the knowledge to buy.

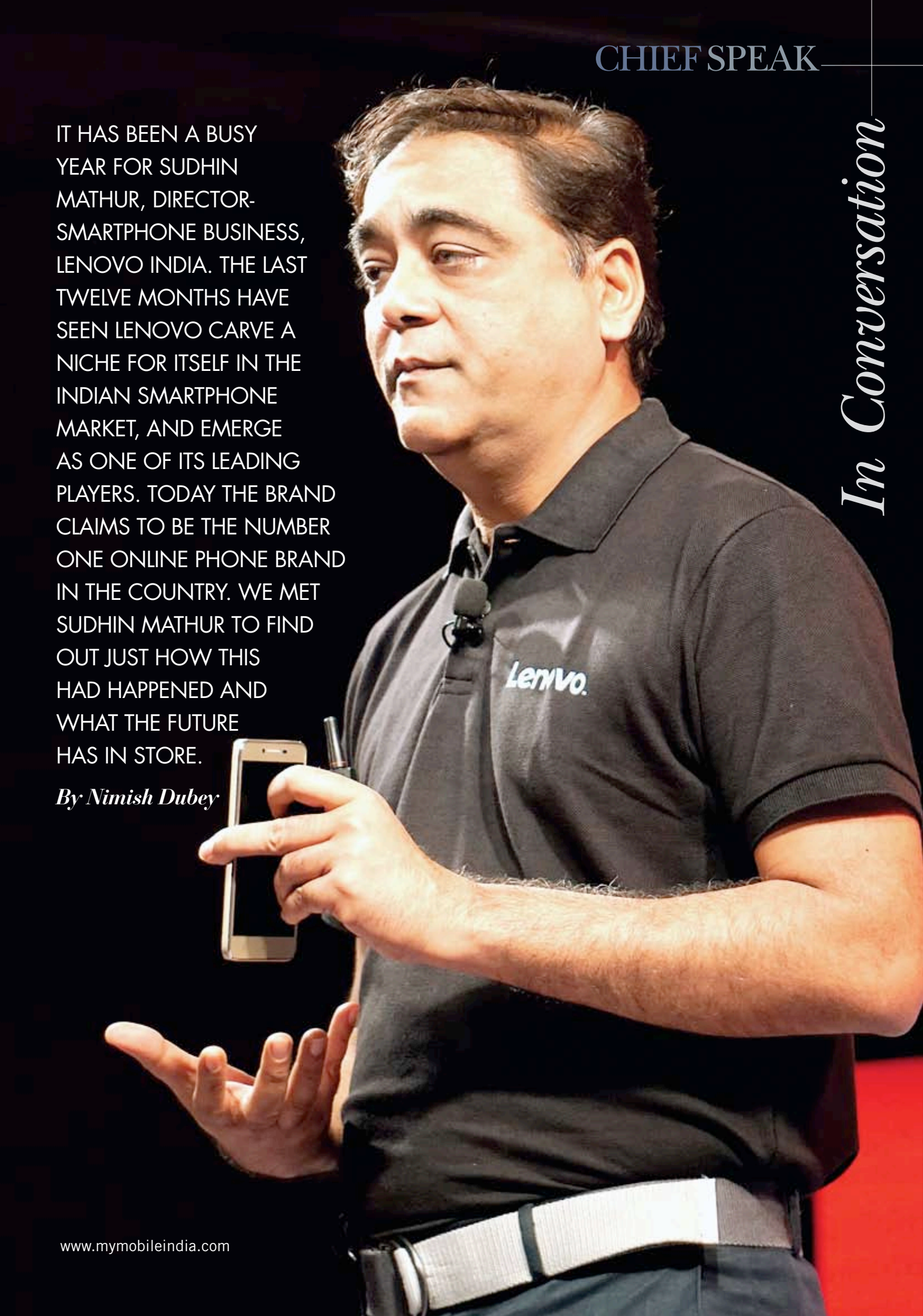
And that's where online players like Amazon or Flipkart platforms came and started talking to them directly - that we have the proposition you want. And when the consumer went online he saw that what he had learned he could easily compare and buy it at his own convenience. Online is all about convenience, I strongly believe that its not about price. Honestly, I buy a lot of things from online not because I get a cheaper price but for the convenience. Think of it, mobile phones are one category - I started to buy my apparel, my groceries, as well. With the advent of smartphones, more and more people are exposed to this world and that what I think has led to the growth of online.

How do you capture this trend depends on brand. So you have to look at consumers, you have to look at the channel and then work out how you are different from anybody else. And keeping bring up the disruptive proposition in the market. We started our online journey much earlier with Moto when nobody else where there. And now it's already 37 per cent where both Lenovo and Moto combined is 27 per cent.

You are one of the few brands that has an online as well as an offline presence. Some of your products are exclusively available online and some are exclusively for offline. You are talking about disrupting the market, so how do you work which one goes online and which one goes offline? So you have to look at which are price brand or which consumer is buying online and which is buying offline. Our belief is that 100 to 250 dollars or around Rs 6-7,000 onwards to Rs 12-13,000 is not a first time smartphone buyer. He or she might be a second-time upgrader, he knows what he wants and therefore he will looking for new technology and for this he would rather prefer online. The sub-Rs 7,000 person is a first-time or second time upgrader from a feature phone to smartphone. He or she would be using a Rs 1200 phone, which is a feature phone. For them, the money is important and he has no access to the Internet. First he doesn't have an access. And second, even if he has an access, he basically relies a lot on his neighbourhood or retailer. So under sub-Rs 7,000, we see a larger portion of people going offline. And over Rs 18,000 is where we see more and more people going offline because those are the guys who are more experienced. For them money is not important, but they want to go and see the touch and the feel of the device.

If I am buying an Apple or I am buying a high-end Moto phone, I want to touch and feel - that's what we clearly see. And I am not saying that those guys don't go online and buy from offline or vice versa, but am referring to the larger portion of people. So anything that is less than Rs 7,000, at least from our portfolio will definitely go offline. Moto so far has been an

In Conversation



IT HAS BEEN A BUSY YEAR FOR SUDHIN MATHUR, DIRECTOR-SMARTPHONE BUSINESS, LENOVO INDIA. THE LAST TWELVE MONTHS HAVE SEEN LENOVO CARVE A NICHE FOR ITSELF IN THE INDIAN SMARTPHONE MARKET, AND EMERGE AS ONE OF ITS LEADING PLAYERS. TODAY THE BRAND CLAIMS TO BE THE NUMBER ONE ONLINE PHONE BRAND IN THE COUNTRY. WE MET SUDHIN MATHUR TO FIND OUT JUST HOW THIS HAD HAPPENED AND WHAT THE FUTURE HAS IN STORE.

By Nimish Dubey

online only player but from Lenovo's point of view, anything which is above Rs 7-8,000 will definitely be mainly online but if it is not disruptive enough, then it will go offline. If it is not like K3 Note or A6000 Plus or a K5 Plus, if it is not disruptive at that point, then it will go to the offline. Moto traditionally has been online, but we have started to go offline. The X Force we launched is available offline and online and that would be our key direction in the coming year.

In the case of the K4 Note and K5 Plus, both of these phones you have said that were launched first in India before any other country. Why did you launch them first in India? Because it is such an important market and it is growing at a rapid pace. If Lenovo needs to grow globally now, India has reached up to a size that it affects global results. Different markets have different scales. We have been very successful here. India is the only market where both Lenovo and Motorola brands have been equally successful. If you see the American market, then Moto is stronger and if you move to China, Lenovo has been stronger. If you look at the Middle East, African or even in other Asian Pacific markets, Vibe and Lenovo have been more successful. India is the only country where both the brands have proven themselves with an equal success rate. So I guess there are big success stories to go back and say why it should be first. Moto G3 was launched in India first and simultaneously across the world. I think that is the strategic importance of India as market because A) the market opportunity is pretty big; B) both brands are doing extremely well in their own right in a true sense of having a dual brand strategy; and C) we are doing pretty good. Better than my friends.

Which brings us to the whole Motorola and Lenovo relationship. There is a bit of confusion among the consumers about where Motorola starts and Lenovo ends and vice a versa. That would be our first clear direction for this year. We acquired Motorola six quarters back and I think the intent was to first break even as an organisation. I think we have broken even. So we are bringing the best of both the worlds. Now the next step is to really differentiate the brands together under the umbrella of Lenovo, that was what was announced during CES 2016 and misunderstood by many people. Motorola Mobility is a different company and Moto as a brand is a different company altogether. So we will run a dual-brand strategy, which is the Moto and the Vibe under the Lenovo umbrella. Directionally I would say that Motorola will be mainstream and premium and Vibe, like I said, would be with mainstream. There could be areas of overlap but that is something we will try to avoid as we streamline the portfolio because we cater to two different sects of consumers. I keep saying that if specs was the only thing, then the Moto G (3rd generation) would have been dead in the second year. It did not. Both of the products were online, both were on the same platform. One at Rs 9,999, and the other at Rs 12,999. The K3 Note was fairly highly specced as compared to the Moto G (3rd generation), but both did equally well. This shows that you can actually segment the consumers out here in the marketplace and target them through communication and product launch and propositions. My personal belief is that first you need to segment them clearly. You will see more of Lenovo coming on the Moto side, in terms of communication so that people can get the umbrella brand and these are two product series and not sub-brands. Moto is a product series and Vibe is a product series, both offering you different choices. So I think that you will see the lines becoming more and more clear as we walk forward.

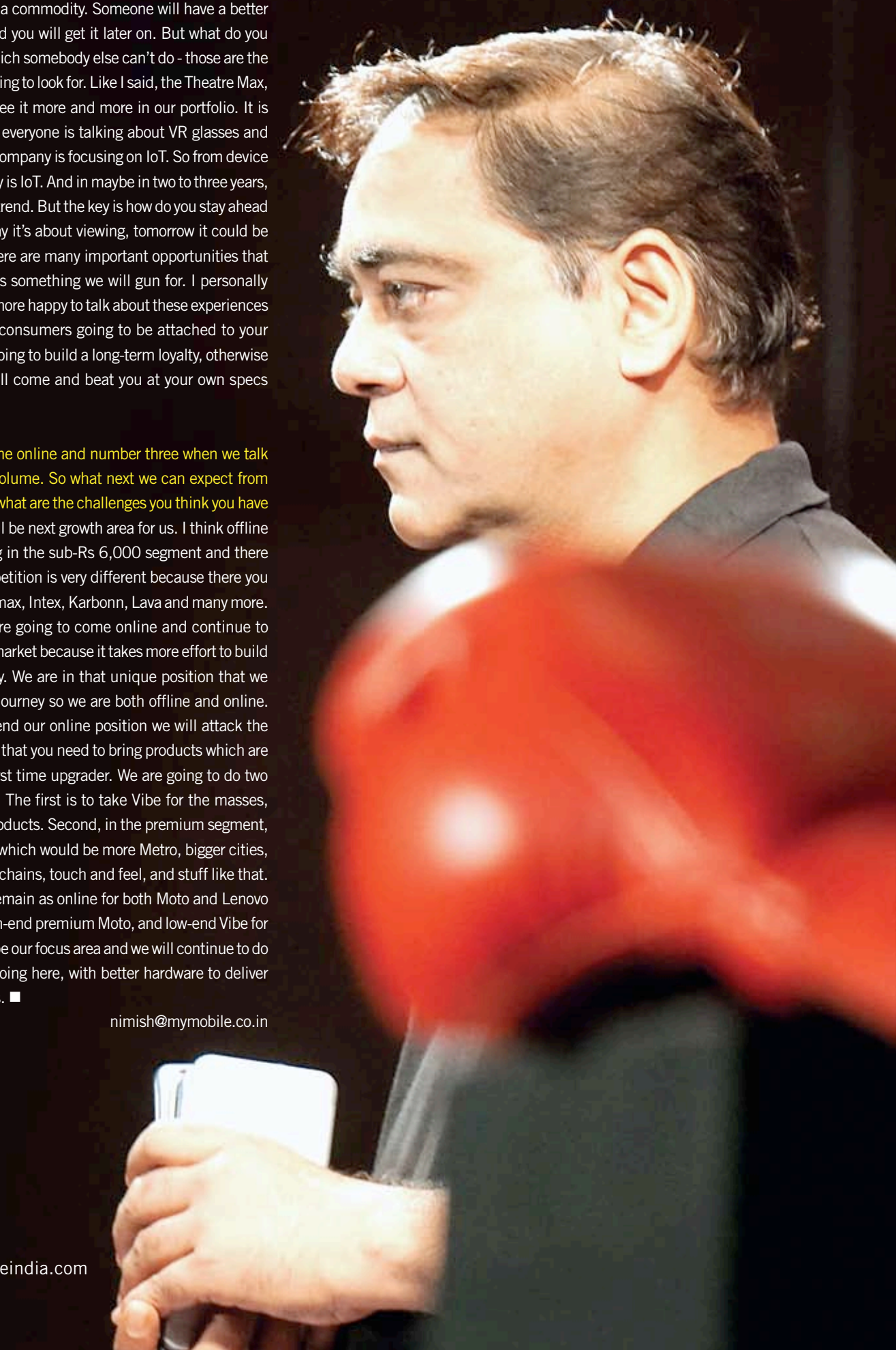
You have been in this industry for such a long time. You have seen the whole market evolve in front of you from different brand perspectives. What it is the most amazing change you have seen till now? This is one industry that changes every three years. In the beginning the technology players like Ericsson, Nokia and Semen were leading the world and then Samsung and LG came in, then there was Apple and now there is talk about the so-called Chinese invasion that is happening. I have seen brands' fortunes go up and down in this industry. Whoever misses that inflection point of change goes down. And what keeps you on your toes is that you have to create your own trend, watch out what's happening and keep doing your things. If you look in the automobile industry or FMCG industry, the trends last over a period of time. But here it is all about consumer preference. Consumer preference is always changing and once you missed that you are gone. India is a still young and that's the good part. Many European markets are stagnating - every market is flattening out. India is growing because it is being driven by younger people and you have to create trends and opportunities for them and they follow and emulate and take that forward. You can't bring a tested product from outside and say that 'I have done this it works for me.' I have worked for Sony Ericsson. In those days. Walkman and Cyber-shot were such fantastic things. Music and camera were equally important at that time as well, but how you experienced it has moved to something you call as Theater Max, which is our virtual reality world. I think those are things that you need to keep doing and keep changing. It no longer is a war of specs, it is the war of experience and in the next two years, in my personal opinion, people will get the same processor, same chipset and same hardware. What else do you think we can change?

Someone asked you about your competition and you said that you can't be defined by your competition. But how exactly you differentiate yourself because you face more competition than ever before? First is not to lose what you are doing well. I am not

saying that the spec war will go away. So do not lose that one, but that's more of a commodity. Someone will have a better processor soon and you will get it later on. But what do you add on the top, which somebody else can't do - those are the answers you are going to look for. Like I said, the Theatre Max, you will going to see it more and more in our portfolio. It is an early stage but everyone is talking about VR glasses and every technology company is focusing on IoT. So from device it is VR, technology is IoT. And in maybe in two to three years, IoT will become a trend. But the key is how do you stay ahead in this game. Today it's about viewing, tomorrow it could be about gaming. There are many important opportunities that open up and that's something we will gun for. I personally believe that I will more happy to talk about these experiences and that's where consumers going to be attached to your brand and that's going to build a long-term loyalty, otherwise somebody else will come and beat you at your own specs game.

You are number one online and number three when we talk about value and volume. So what next we can expect from Lenovo India and what are the challenges you think you have to face? Offline will be next growth area for us. I think offline is actually growing in the sub-Rs 6,000 segment and there the scope of competition is very different because there you are fighting Micromax, Intex, Karbonn, Lava and many more. Chinese brands are going to come online and continue to attack the online market because it takes more effort to build an offline capacity. We are in that unique position that we have walked that journey so we are both offline and online. While we will defend our online position we will attack the offline as well. For that you need to bring products which are catering to that first time upgrader. We are going to do two things for offline. The first is to take Vibe for the masses, and bring more products. Second, in the premium segment, take Moto ahead, which would be more Metro, bigger cities, large format retail chains, touch and feel, and stuff like that. Mainstream will remain as online for both Moto and Lenovo but for offline, high-end premium Moto, and low-end Vibe for masses. This will be our focus area and we will continue to do whatever we are doing here, with better hardware to deliver better experiences. ■

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Call Drops: A Saga of Poor Connectivity

THERE SEEMS TO BE NO END IN SIGHT FOR THE CALL DROP CONTROVERSY. FINGERS ARE BEING POINTED, FINES IMPOSED AND CHALLENGED AND THE COURTS, GOVERNMENT AND TELECOM OPERATORS ARE BEING KEPT BUSY, EVEN AS THE CONSUMER WONDERS IF THEIR NEXT CALL WILL GO THROUGH UNINTERRUPTED. **PRIYANKA DUA** BRINGS US UP TO SPEED WITH THE CALL DROP BLUES ENGULFING THE COUNTRY.



Imagine you are in a mid of serious discussion over the phone and suddenly - for no apparent reason - your call gets disconnected. The feeling is not a pleasant one. Kajal Rawat (name changed), is a businesswoman who works from her home in NOIDA. "Dropped calls affect my discussions with my clients. It frustrates me a lot." Unfortunately, Kajal's predicament is one that millions of Indian cellphone users experience on a daily basis. Cellphone connectivity issues are not restricted to rural areas - in fact service quality in urban areas has been also deteriorating. India might have more than a billion phone subscribers, but the service provided to them has been increasingly coming under the scanner. And these are best represented by the call drop, which is defined as "a voice call, which after being successfully established, is interrupted prior to its normal completion (and) the cause of early termination is within the network of the service provider."

To court and back

The issue has attained such proportions that the Government and Telecom Regulatory Authority of India(TRAI) are trying to resolve it. TRAI has set 2 per cent as the permissible limit for call drops and Telecom Minister Ravi Shankar Prasad has warned operators that they must deliver the services that consumers pay for. TRAI has issued

an amendment in Telecom Consumers Protection Regulations on October 16, 2015 which says that service providers need to compensate their subscribers for calls dropped or automatically disconnected due to technical glitches in their network. The rules mandate telecom operators provide Re 1 compensation for each call dropped, with a compensation cap of Rs 3 per day. The telecom regulator also conducted a drive test of call drops in the December 2015-January 2016 period and found most of the telecom operators, including state-run MTNL, failed random drive tests conducted to check quality of their network and services. As per the TRAI report, none of the telecom operators showed improvement in call drops in Mumbai, Pune and Bhubaneswar.

In this context, the Cellular Operators Association of India (COAI) feels that the regulation proposed by the Telecom Regulatory Authority of India (TRAI) is a wrong solution to a real problem. Commenting on the TRAI decision to compensate consumers, COAI Director General, Rajan S Mathews, said earlier that, "Compensation to the consumers for call drops is not the correct approach and will not resolve the underlying problems which are in the main, beyond the immediate control of the operators. Until and unless adequate infrastructure is allowed to develop, the issue cannot be resolved. Fixing the problem of adequate network infrastructure, mainly cell towers, adequate and affordable spectrum, educating citizens on EMF safety norms to address their fears and opposition to cell towers, removing local government delays and opposition to cell towers, etc., are the effective ways to address the problem."

Not surprisingly, the telecom operators association, the Cellular Operators Association of India (COAI), the Association of Unified Telecom Service Providers of India (AUSPI) and 21 telecom operators, have challenged Trai's October 16, 2015, rule mandating them to pay consumers one rupee per call drop experienced on their networks, and approached the Delhi High Court in this this regard. But the court upheld the decision passed by the TRAI that made cellphone service providers liable to compensate consumers for dropped calls, which has in turn led to the operators taking the matter to the Supreme Court. And on April 17, the Super Court gave some relief to the operators by asking TRAI to review its call drop compensation regulation. The court asked TRAI to consider papers dealing with technical aspects of dropped calls and apprise it of its stand on amending the regulations. Meanwhile, after meeting with TRAI and Department of Telecom (DoT), the Attorney General Mukul Rohatgi informed the Supreme Court that he will defend TRAI's stand of implementing the call drop penalty, as per reports. "The matter cannot be settled," he was quoted as saying.

Who is to blame?

All of which brings us to the question of who really is to blame for call drops. According to Neil Shah, Research Director, Counterpoint, the primary reasons for call drops, lies in network bottlenecks, i.e. network planning techniques from less dynamic cell traffic optimisation, lack of towers in key high traffic areas due to "radiation issues" or "municipal restrictions", poor in-building coverage, spectrum interference and so on. The lack of harmonised contiguous spectrum in contiguous form also makes it a challenge for operators to maintain QoS.

"The market is flooded with low-cost handsets and many times the quality of handsets and lack of optimisation and certification with different carrier networks also leads to call drops. Unlike in markets like US where most handsets are procured by carriers and certified and optimised by OEMs before selling in the market," Shah explains.

Rishi Tejpal, Principal Research Analyst, Gartner told My Mobile that, "there are multiple reason behind call drop like lack of towers, spectrum, coverage gaps and same frequency allocation can also lead to call drop and devices don't play much role in this case."

Agreeing to the same, Romal Shetty, partner and head of telecom in KPMG says, " When you have 12 or 13 operators at the same time and you divide the spectrum between them then you will get very less spectrum. Lack of towers and transitioning between 2G to 3G and to 4G can be the reason for call drop but you can't blame telcos because Government is also not releasing spectrum."

But what of the penalty? Shah feels that it could deal a massive financial blow to operators, if upheld. "If the Supreme Court upholds the decision, it's like slapping a fine to telcos for not adhering to QoS standards. The fine will in total could be as high as Rs 3600 crore based on voice calls consumption based on at least 10 per cent of the call drop average ratios across operators," he explains, having done the math.

Conclusion

As on many important matters mobile, there are no clear answers on the call drops issue. There are several challenges faced by operators in installation and continued operations of mobile infrastructure such as difficulties in getting clearances for installing sites; non-renewal of lease due to reasons such as EMF related misconceptions; power supply issues, and fibre cuts due to other infrastructure projects. These operational challenges coexist in an environment of shortage of spectrum at a time when data traffic growth is surging and is only adding to the woes of the industry. A quick solution is, however, the need of the hour as every call drop tests the patience of the consumer, who is not getting the service they deserve and indeed, pay for. ■

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In focus

HTC 10: A Classic Reinvented?

1 The new HTC 10, the successor to the One M9, is a solid, premium metal smartphone. The phone is carved out of a single block of aluminum, blending classic and modern design.

2 The front panel is now a single piece of glass from top to bottom, incorporating two capacitive buttons at the base that sit on either side of the device's fingerprint scanner.

3 The HTC 10 packs a 5.2 inch Quad HD display with curved-edge Gorilla Glass. Its 2560 x 1440 pixel screen (QHD) should be a stunner.

4 The HTC 10 runs Android 6.0 Marshmallow with HTC's Sense UI overlay, which is now closer to the stock version of Android Marshmallow. So there will be no more bloatware apps, with HTC looking to adopt Google's material design approach.

5 The 3,000 mAh battery should provide decent longevity. The phone comes with a USB-Type C port, with support for Qualcomm's Quick Charge 3.0. The fingerprint scanner is embedded in the home button.



HTC'S LATEST FLAGSHIP SMARTPHONE APPEARS TO BE A MASH UP OF THE ORIGINAL ONE M7 AND THE ONE A9. BUT DOES IT DO ENOUGH TO WIN BACK THOSE WHO HAD BEEN DISAPPOINTED BY ITS PREDCESSORS? WE TAKE A QUICK LOOK.

By Anuj Bhatia



6 The phone has a12-megapixel HTC UltraPixel shooter with laser autofocus, OIS, f/1.8 aperture, which record 4K video. The 5.0-megapixel front facing camera also has OIS.

7 Powering the HTC 10 is a Qualcomm Snapdragon 820 processor, 4GB RAM and 32GB of internal storage (expandable). A less powerful version is also said to be in the works.

8 At 9mm and 161 grammes, the HTC 10 is thicker and heavier than many flagship Android smartphones. It is however lighter than the Apple iPhone 6s Plus, which weighs192 grams.

9 The phone comes with a 24-bit audio DSP and 24-bit DAC to support high resolution audio and up-sample low-res audio, along with a pair of hi-res audio certified in-ear headphones.

10 While no official announcement has been made, it seems the HTC 10 might come to India sooner than many expected. It is expected to be expensive, though.

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Face-Off

The Super Phone Shoot Out

EACH IS A FLAGSHIP. EACH IS A BEHEMOTH IN ITS OWN RIGHT. AND EACH HAS THOUSANDS OF SUPPORTERS THAT CLAIM THAT IT IS THE BEST IN THE WORLD, BUT WHICH OF THIS AWESOME THREESOME - THE NEXUS 6P, THE SAMSUNG GALAXY S7 AND THE IPHONE 6S PLUS - IS BEST FOR YOU? WE ATTEMPT TO RESOLVE THE DEBATE.

By Nimish Dubey



When it comes to powerful phones, Google's Nexus, Apple's iPhone and the Samsung Galaxy S series all enjoy enviable reputations. Every year, there comes a stage when the cellular faithful debate over which of the latest iteration of this trio is the best of them all. And this year has been no different. The Android faithful have flocked to the Nexus 6P, hailing its design, delightfully hassle-free stock Android interface and superb camera. Those supporting the Galaxy S7 cannot stop praising its cutting edge design and amazingly good hardware, topped off with a wonderful camera. And of course, those using the iPhone 6S Plus simply refuse to believe that anything can match Cupertino's sublime

blending of hardware and software. But which of these three is actually the ultimate super phone? We pit all of them against each other to find out.

Design and look and feel

If you had told us a few years ago that Huawei and Samsung would be more than holding their own against Apple in terms of phone design, we would have shaken our heads in disbelief. However, it is a testimony to just how far those two companies have come that the Nexus 6P and the Samsung Galaxy S7 actually seem more radically designed than the iPhone 6s Plus, which basically looks like a slightly heavier version of the 6 Plus and broadly sticks to the same parameters. If we had to go for a single winner, we would vote for the Samsung Galaxy S7, which has the most compact frame of the three by a distance and whose curved and glass encased frame is easily the most eye catching of the lot. The iPhone 6s Plus just edges out the Nexus 6P thanks to being a bit more compact, although the 6P is lighter. It is a close call.

Ranking: *1. Samsung Galaxy S7 2. Apple iPhone 6s Plus 3. Google Nexus 6p*



Hardware

Stepping away from the frame into the innards, this is rather unusually a tight battle, for, in the past, Android devices used to comfortably rule the roost in this department over Apple, who used to claim to focus on experience. The iPhone 6s Plus, however, surprises its competitors here with 3D touch, which allows you to access features by pressing down harder on the display, something which neither Android phone has. The 6P is powered by the Qualcomm Snapdragon 810 processor, the iPhone 6s Plus by Apple's A9 chip and the Galaxy S7 by Samsung's own Exynos processor. In terms of RAM, the S7 has 4 GB, the Nexus 6P 3 GB and the iPhone 6s Plus is reported to have 2 GB, although the 6s Plus does run on a platform (iOS) that requires lesser RAM. In terms of storage, both the 6P and S7 start with 32 GB storage, while the 6s Plus starts with a rather low 16 GB, but the S7 is the only one of the three to have expandable memory. Connectivity wise they are well matched too, with 4G, Wi-Fi, GPS and NFC on the table. And all three have 12.0-megapixel cameras, although the 6P is the only one of the three to sport an 8.0-megapixel front facing camera (the others have 5.0-megapixel shooters). However, where the 6P and S7 pull away is in the display department with both sporting quad HD displays while the 6s Plus has a full HD one. The 6P has stereo speakers while the others have single ones, but the S7 comes with water resistance, which essentially wins it the round.

Ranking: *1. Samsung Galaxy S7 2. Google Nexus 6P 3. Apple iPhone 6s Plus*

Software

The iPhone inevitably comes to the super phone party when it comes to software and here again, the sheer intuitiveness of iOS and its massive app treasury make it a runaway winner. The stock Android with assured updates give the Nexus 6P second place, while the Galaxy S7 comes in third in spite of a much-improved and more zippy TouchWiz UI.

Ranking: *1. Apple iPhone 6s Plus 2. Google Nexus 6P 3. Samsung Galaxy S7*

Camera

A Nexus going toe to toe with the cameras of an iPhone and a Galaxy S? Well, if that does not show how much the cameras have improved on the Nexus 6P, nothing will. And it just shows how good the three cameras are that we are calling this round a tie: the iPhone 6s Plus is the most consistent of the three, the 6P scores in low light, while the S7 delivers the most pleasant photographs, even if there is a hint of over-saturation about them.

Ranking: *1. Apple iPhone 6s Plus, Samsung Galaxy S7, Google Nexus 6P (tie)*

Multimedia and Gaming

All three phones pack in some very serious hardware muscle to multimedia and gaming performance is top notch. However, we think the iPhone

6s Plus takes the title here as it handles some very heavy duty games with minimum fuss. The Nexus 6P's excellent front facing speakers do allow it to deliver very good sound while the S7's bright screen make it great for viewing video content, but we think that the iPhone takes this one, not least because iOS does have the most games up its sleeve too.

Ranking: *1. Apple iPhone 6s Plus 2. Samsung Galaxy S7 3. Google Nexus 6P*

General performance

Which brings us down to the final parameter. How are the three in normal day to day usage? Well, in terms of sheer smoothness, the iPhone 6s Plus wins thanks to its interface and having the most consistent fingerprint scanner of the three. Battery life is the best for the S7 which lasts out more than a day while the 6P and 6s Plus both last a day easily but struggle afterwards. For routine tasks, however, we again think the iPhone has the edge. But in terms of ease of handling, the S7's compact figure wins.

Ranking: *1. Apple iPhone 6s Plus 2. Samsung Galaxy S7 3. Google Nexus 6P*

Value for money

At the time of writing, the iPhone 6s Plus is available at an official starting price of Rs 72,000, although some online portals are selling it for prices in the vicinity of Rs 58,000. On the other hand, the Nexus 6P which was launched at Rs 39,990, is currently available for Rs 35,990 from some portals. The newest of these is the Samsung Galaxy S7, which was recently released at a price of Rs 48,900. In terms of sheer price and performance, we would say that the Force is currently strong with the Nexus 6P, which is not only the most affordable of the three but also comes with a very good camera and the assurance of software updates. The second place is really up for grabs between the S7 and the 6s Plus, and it is a very close battle. The S7 scores in terms of being water resistant and having expandable memory, while the 6S Plus has very good battery life and a superb app eco system. In the final analysis, however, we think the higher resolution display and much more pleasant camera of the S7 nick this one from the iPhone 6s Plus in favour of the Galaxy S7.

Ranking: *1. Google Nexus 6P 2. Samsung Galaxy S7 3. Apple iPhone 6s Plus*

Conclusion

So which of these is the device for you? Well, if budget is not an constraint and you want a phone that blends the best of everything, it is hard to look past the iPhone 6s Plus, which delivers outstanding performance, apps and a very good (if somewhat predictable) design. The geek crowd however will love the Nexus 6P which is perhaps the first Nexus device to address what were seen as the two pain points of the series - sound and camera - and also topped that off with an excellent (if large) metallic design. The Galaxy S7 meanwhile remains the best option for anyone who wants a very good-looking good phone that will turn heads and turn in a great performance and has a good camera, but does not feel like putting in the big bucks for the iPhone 6s Plus or maybe just prefers Android. Whichever of the three you opt for, rest assured, disappointment is not an option at all. ■

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FDI in E-commerce: Bane or Boon?

AFTER INITIALLY REFUSING TO ALLOW FDI IN E-COMMERCE, THE GOVERNMENT HAS SURPRISED MANY BY SUDDENLY ALLOWING 100 PER CENT FDI IN THE SECTOR. BUT IS THAT REASON TO CELEBRATE, AND IS THERE ANY FINE PRINT THAT NEEDS TO BE KEPT IN MIND? **PRIYANKA DUA** TAKES ANALYSES THE DECISION AND ITS LIKELY IMPACT.

Over the last two decades, increasing Internet and mobile phone penetration has changed the way we communicate and do business. That said, e-commerce, or the process of buying and selling online is relatively a novel concept. It is, at present, heavily leaning on the Internet and mobile phone revolution to fundamentally alter the way businesses reach their customers. The sector, however, is set to undergo a radical change after the Government's recent decision to allow 100 per cent foreign direct investment (FDI) in e-commerce.

Indeed, after saying no to FDI in e-commerce sector for two years, the Government has seemingly changed its mind by allowing 100 per cent FDI in e-commerce Business to Business model (B2B) under the automatic route. At present, global e-tailer giants like Amazon and eBay are operating online marketplaces in India while homegrown players like Flipkart and Snapdeal have foreign investments even as there were no clear FDI guidelines on various online retail models. The Department of Industrial Policy and Promotion (DIPP) the nodal agency for FDI in the country has said in its press note that "In order to bring clarity to the extant policy, guidelines for FDI on e-commerce sector have been formulated."

Welcome, FDI!

The Government has also extended the definition of market place by including support services to sellers with respect to



ware-housing, logistics, order fulfillment, call centre, payment collection and other services. However, FDI has not been permitted in inventory-based model of e-commerce and the entity will not be permitted to sell more than 25 per cent of the sales affected through its marketplace from one vendor or their group companies. The DIPP has further said that the inventory-based model of e-commerce means an e-commerce activity where inventory of goods and services is owned by e-commerce entity and is sold to consumers directly. Along with defining 'e-commerce', 'inventory-based model' and 'market place model', the Government also introduced guidelines relating to deep discounting by the players and as to what percentage of sale can be effected through one vendor or group companies.

(As per the guidelines, e-commerce means buying and selling of goods and services, including digital products over digital and electronic network, the marketplace model of e-commerce means providing of an IT platform by an e-commerce entity on a digital and electronic network to act as a facilitator between buyer and seller.)

Good or bad news?

Now, as a rule, it has been observed that FDI has been able to improve the infrastructural condition and standard of living of the people. More foreign investment means more progress. But what does the Government's decision mean for the market and consumers? As per Pricewaterhouse Coopers India: "This sector has attracted maximum FDI in the year 2015. With the clarity in policy and given the potential of Indian market, this policy initiative will certainly attract more FDI into the country. Enabling the marketplace operator to provide value add services like warehousing, delivery, payment processing etc will improve customer experience and market outreach for small and medium size suppliers."

"Revenue growth for Brick and Mortar retailers, especially in the apparel and consumer durables segment, should improve as pricing gradually gravitates towards parity with online marketplaces. This, coupled with expectedly greater pricing power and store productivity, will provide a fillip to profitability," feels Anuj Sethi, director of CRISIL Ratings.

Amarjeet Singh, Partner – Tax, KPMG says,"The Government has come with much needed clarification on foreign investment in e-commerce. Although, some of the structures practiced by existing players may require alteration but it will give much needed clarity to undertake business with certainty in longer term. Needless to add, this will further facilitate foreign investment in this sector."

However, the Confederation of All India Traders (CAIT) sounded a note of caution. "FDI in e-commerce is nothing but a backdoor entry to global retailers which will facilitate them to sidestep restrictions in multi-brand retail since e-commerce has no geographical restrictions." CAIT National Secretary General Praveen Khandelwal added that "FDI in e -commerce or in retail trade will prove to be much detrimental to the trading community." He clarified that while traders are not against e-commerce but any kind of FDI in e-commerce is not acceptable. "It is noteworthy that FDI is available either through private equity or venture capital which does not carry any interest whereas if it is plain funding even then in western countries, the funds are made available at interest rate of 0.75 per cent to 3 per cent whereas in our country the minimum interest rate is 12 per cent. Because of this wide gap in interest rate itself, the trading community will not be able to compete," he pointed out.

"Though the Government is saying that deep discounting is not possible but we have seen in the past that how the e-commerce companies indulged into Business to Consumer dealings for which they were not entitled under FDI norms. We complained but no action was taken against any company," he said.

NASSCOM too believes that restricting sales of a vendor to only 25 per cent of the sales in the marketplace may prove to be restrictive, more so if the vendor sells high value items. The industry might face difficulties in case of sale of electronic items, where a vendor may be offering exclusive access to certain items or discounts. Marketplaces have no control on how a product is priced and only organise 'sales' where vendors participate. This offers consumers a variety of choices and also attractive prices. The organisation has expressed hope that such consumer friendly practices similar to 'sales' being offered by retailers will not be restricted.

So, who's affected?

One of the major impacts of the Government's decision could be in terms of discounts. The DIPP in its press note says that e-commerce companies can only act as a platform to facilitate their listed vendors to sell. Now e- commerce companies can only push such discounts that are absorbed by their vendor partners.

The DIPP further clarified that an e-commerce entity will not be permitted to sell more than 25 per cent of the sales effected through its marketplace from one vendor or their group companies. E-commerce companies will not be able to give any warranty on the products sold, thus they would also have to rework the mode of operation in that regard too.

All said and done, the Government's decision is likely to affect sellers and e-commerce portals' way of functioning significantly. Sellers now need to think beyond discounts, while e-commerce companies will have to rethink about their model of operation. ■

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SNAP SHOT

Amazon Kindle OASIS: The Premium eReader

1 The top-of-the-line Kindle Oasis is the company's eighth generation e-book reader. And at Rs. 23,999, it's also on the expensive side. Unlike a tablet or the iPad, the Kindle Oasis is only meant for reading ebooks - but yes, it does it very well indeed.

2 The Oasis has a whole new look and a new screen. The Kindle Oasis is 30% thinner and 20% lighter than any other Kindle we have seen so far. And it certainly looks very different from its predecessors.

3 The Kindle Oasis is extremely thin, at 3.4mm at the thickest point. It weighs 133 grams, which is approximately 20% less than its siblings. By comparison, the iPad Mini 4 weighs 304 grams and measures at 6.1mm.

4 The Kindle Oasis is designed to be easier to hold, with an extended bezel on one side and a raised bump on the back to make the eBook reader more comfortable for single-handed reading. Amazon says it will "rest in your hand like the spine of a book."



AMAZON RECENTLY SURPRISED EVERYONE WITH PERHAPS THE MOST RADICAL REDESIGN OF ITS KINDLE E-BOOK READER YET. AND IT IS GOING TO COST A LOT MORE THAN ITS PREDECESSORS AS WELL. SO WHAT MAKES IT SO SPECIAL? WE TAKE A QUICK LOOK.

By Anuj Bhatia

5 You can turn pages using the touch display or by pressing physical buttons. In addition, the eBook reader gets an accelerometer, meaning it will work either way up, so it's as comfortable in your left hand as in your right.



6 The Kindle Oasis' display, however, remains similar to the one seen on the Voyage. The display has the same 300 ppi density but comes with built-in front light with 60 per cent more LEDs than before, making it the brightest of all Kindle displays.

7 Insanely long battery life is the Kindle's forte. The Oasis promises not only weeks of regular battery life but also the option to extend it using a special case.

8 The leather case that comes with the Kindle Oasis magnetically attaches to the reader. This protects the display from wear and tear. What's more, it adds even more battery power as soon as it is connected, taking battery life into months if need be.

9 The Oasis starts at Rs. 23,999 and goes up to Rs. 27,999 with built-in 3G. It is worth noting that the device comes bundled with the special battery cover at this price. But that still makes it a very premium product, targeted at a niche audience.

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Spotlight

4G LTE: Is it time to Upgrade?

IT MIGHT BE DELIVERING BLAZINGLY FAST INTERNET TO YOUR HANDSET OR TABLET. AND IT IS GETTING INCREASINGLY MORE ACCESSIBLE IN GEOGRAPHICAL AS WELL AS FINANCIAL TERMS. WHETHER YOU WANT A PHONE OR A CONNECTION. BUT IS THE TIME RIPE FOR YOU TO MOVE TO 4G? OR SHOULD YOU WAIT?

By Saumya Nigam

Technological change has reached the level of being a constant in our lives today. Rare indeed is the month or even week that passes without the announcement of some new technology that is a significant upgrade to the existing one. And in the case of mobile connectivity, it is currently 4G that seems to be the next big step forward, from 2G to 2.5G and indeed 3G. If the attention being paid to it and advertising Rupees being splurged to promote it are any indication, 4G is clearly the next big thing in mobile connectivity and after a somewhat hesitant start is becoming increasingly easy to avail of in India.

4G storm coming!

Even sales of 4G handsets are on the rise. According to IDC, "4G smartphone shipments in India surpassed 3G volumes for the first time during the fourth quarter of 2015, with Samsung and Lenovo accounting for more than half of the volumes." The 4G handset shipments spiked to 13.9 million units accounting for more than half of the market in the fourth quarter of 2015, the firm said, adding that shipments from much awaited Reliance Jio started pouring in the fourth quarter, incrementally contributing to a fast growing LTE share in India. India is expected to have 9 crore 4G subscribers and 18 crore 4G smartphones by 2018.

"We expect 4G smartphone base to jump from 5 million in financial year (FY) 2015 to 180 million (18 crore) by FY 2018, leading to



4G subscribers accelerating from almost zero in FY 2016 to 90 million (9 crore) by FY 2018," a report by Bank of America Merrill Lynch (BoFA ML) research analysts Sachin Salgaonkar, Karan Parmanandka and Simon Dong-je Woo said.

What is 4G LTE?

4G LTE, the fourth generation internet connectivity option is considered to be the most advanced version of mobile connectivity. When we talk about connectivity, it not only means for the Internet browsing services, but it includes other swift services like calling, downloading, navigating and more. Considerably fastest of all among the present options of mobile connectivity, a number of countries have started accessing the Internet and related services on 4G. Countries which top the list of 4G usage include North Korea with almost 97 per cent of 4G usage, followed by Japan with 90 per cent usage.

To get an idea of just how fast a 4G connection can be, consider this example:downloading a 10-minute video clip on a 3G connection can take you 10 minutes or more, but downloading the same clip on a 4G connection would take a matter of 35 seconds! That's what 4G is capable of. Apart from speed, there is also the matter of VoLTE, as 4G connections provide markedly superior voice quality.



But for most consumers, it is the sheer speed of connectivity that is likely to be a deciding factor.

Worth an upgrade?

In India, the first 4G spectrum auction was conducted in May 2010. At the time, Airtel, Reliance Jio (earlier known as Infotel), Aircel, Tikona and Qualcomm were granted licences by the Government. The operators who won 4G licenses in that auction were obligated to provide 90 per cent 4G coverage in metro cities and 50 per cent in rural areas within five years from the date of allocation. The Government also stated that if they failed to comply, the spectrum could be taken back and re-auctioned. Today, telecom service providers like Airtel, Vodafone, and Idea are pushing 4G/LTE connections. The big question is: is it worth upgrading?

LG India Head-Marketing and Mobile Communication Division, Amit Gujral, certainly thinks so. "With all the major telecom companies in the country already launching their 4G services, that too at an affordable price, this is an ideal time for users to shift to 4G," he says. YU Televenture's COO,Shubhodip Pal, agrees. "2016 is a marking a significant year for the 4G ecosystem. Considering that 4G is still at a nascent stage in the country, right now would be a good time to make the shift from 3G to 4G," he said.

Atul Jain, LeEco India, COO Smart Electronics Business, felt that "with changing lifestyles and evolving work patterns, people are constantly on the move and use their commuting time to catch up on emails, their favourite shows, music, movies; sometimes even connecting with their friends and family over video calls." Not surprisingly, he too is bullish about the need to move to 4G. "For consumers to fully utilize the benefits that these new age smartphones offer, it is imperative for them to have a high speed and reliable data connection. Hence, upgrading to a 4G connection would be the ideal choice for consumers who are primarily users of heavy

and hi-definition content," he said.

Jerold Chagas Pereira, Business Head at Universal Digital Connect, Videocon Mobile Phones, Handset Division, agreed about the speed benefits of 4G. "4G, in simple words, fourth-generation of wireless technology networks is all about faster Internet on the go. A step up from 3G, meaning superfast web surfing, downloading/streaming videos and downloading games/apps will be a lot faster than before," he said. He however, also sounded a note of caution. "However, it does rely on good reception and a 4G-ready handset, without either of which you won't be getting faster anything, let alone Internet," he pointed out.

A matter of access

One of the biggest factors that is making people pause before upgrading to 4G is the matter of connectivity. It is one thing to have a service, quite another to provide it in a satisfactory and efficient manner. This is an issue that had confronted Indian users in the early days of the 3G era and now seems to be haunting 4G as well. Telecom operators insist that 4G is available in most areas - witness the high-profile advertising campaign featuring the Airtel 4G girl - but not everyone is convinced.

"I am not happy with the services and the VoLTE works badly. 3G was much better. I ported my eight phones from Vodafone to Airtel, because I was convinced by the ad campaign which has been publicised everywhere, but the performance is very average. Talking about the VoLTE, the network keeps on dropping and the browsing speed is very lame," a mobile store owner, who is using a 4G SIM told us. There is a battery angle to 4G as well - most phones consume battery faster when on 4G connections, and also tend to consume a lot of battery searching for a 4G connection, when one is not available.

Cost, however, is not a factor. Most of the network providers are currently giving 4G services at 3G rates. And combined with the ad campaign, the strategy certainly seems to be striking a chord with consumers. A Help desk person at the Airtel store in Delhi told us "People are upgrading their Airtel SIMs to 4G and I think the advertisement has made some impact. We have registered 70 per cent hike in footfalls for the same."

Another mobile retailer stated that those coming in for upgrading their SIM cards were "specifically youth who are of the age band of 20 years and above and professionals like from the age of 30-40 years." He added that some regular customers were also upgrading their SIM cards.

Conclusion

So all said and done, India seems to be gearing for a 4G take off. The phones are there, so are the connections and at the time of writing, so were the rates for the same - it is possible to get a reasonably powerful 4G smartphone without spending a bomb today (check out our My Guide section if you do not believe us). Yes, there are teething troubles as regards connectivity but then these are par for the course when one is switching from one generation of technology to another. So should you opt for a 4G connection? Well, we would recommend doing a rough recce of the area you are going to use the phone in - if the connection holds, there is no logical reason why you should not get ready to surf the Web on a 4G phone-surfboard! ■

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INFOCUS BINGO 10 Affordable, Compact and Colourful

InFocus, has been busy in the Indian market, launching a number of smartphones in order to make its presence felt in the Indian market. In our last issue, we had seen the Bingo 21 and now it is the turn of another device from the same series, the Bingo 10 (M 415).

Funky colors

Like the Bingo 21, this new device also comes in quirky and bright colourful variants. The phone is compact and could be easily operated with one hand. The front is dominated by the 4.5-inch FWVGA display and on the right side of the device is a power/lock screen button followed by the volume rocker. On the upper part is a 3.5mm audio jack along with a micro USB port, keeping the left and lower parts blank. The back comes with a rough matte plastic finish that gives it a grippy feeling. Overall, the device looks good and is compact, although at 10.43mm, it is definitely on the thicker side.

Decent performer

The Bingo 10's 850X480 display is not the best we have seen, but the touch experience was better than the Bingo 21 device. The phone runs on Android 6.0 (Marshmallow) and is layered with InLife UI 2.0 over it. The smartphone is powered by a 1.3 GHz quad core MediaTek MT6580M processor, with 1 GB RAM and 8 GB storage which can be expanded up to 64GB via micro SD card. The phone was able to run some heavy graphic games like Corridor Z and Alto but we did witness some lags. Overall, the device was capable enough of handling relatively routine tasks like e-mail, social networking and calls without too many hassles.

On the camera front, the smartphone comes with a 5.0-megapixel rear shooter, which performed fine in outdoors, but was very average in the low light and indoor conditions. The 5.0-megapixel front snapper is average and grainy in low light conditions. So, like the Bingo 21, we would recommend this phone for video calls rather than selfies. Sound quality is fine and the 2,000 mAh battery was able to last for a day of heavy social networking and average calling , which is decent enough at this price point.

Conclusion

At Rs. 4,399, InFocus Bingo 10 is good for those who are looking for a compact, colourful smartphone, with decent battery. But the device will face some tough competition from other smartphones that come with better specs like Xolo Era 4G, Honor Bee and the Moto E. Those who are willing to spend a little more can also go for Xiaomi Redmi 2 Prime which comes with better hardware. ■

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INFOCUS BINGO 10

TECH SPECS

Dimensions I 135.65 x 67.38 x 10.43 mm

Weight I -

OS I Android v 6.0

Display I 4.5-inches, 854x480 pixels

Processor I 1.3GHz Quad core MediaTek

RAM I 1 GB

Storage I 8 GB, expandable up to 64GB

Battery I 2,000 mAh

3G/4G I Yes/No

BT/WiFi I Yes/Yes

Rear Camera I 5.0-megapixel

Front Camera I 5.0-megapixel

Dual SIM I Yes

Price: Rs. 4,399

VERDICT

Looks	Looks good and quirky	08 /10
Features	Mediocre hardware, simple UI	07 /10
Performance	Average performer, seldom lags while gaming	07 /10
Ease of Use	Compact and easy to operate	08 /10
Value For Money	Plenty of competition at this price point	07 /10
OVERALL		74%

PROS
Compact, colourful looks

CONS
Average performer, Ordinary cameras

Tried & Tested

SAMSUNG GALAXY J3 (2016)

Samsung's Budget Warrior

Its J series of devices have been runaway hits, and with the J3, Samsung is hoping to consolidate the position of the J series as one of the best options for anyone looking for a reasonably powerful smartphone on a tight budget.

Compact design and good display

The Samsung Galaxy J3 (2016) has a premium look with its dual-tone front coupled with a leather-like back panel and chamfered edges. We got the white model for review and it really looked classy with a black and white front finish. The device weighs 138 grammes and is 7.9mm thick, which is impressively compact at this price point.

On the front you will see the secondary camera coupled with an earpiece and the usual array of sensors, while at the base is a home button which also opens the camera when double clicked, flanked by the recent apps and back buttons. On the right there is a power button while on the left you will find the volume rocker. The back has the primary camera with LED flash and speaker, and on removing the back panel (yes, you can remove it), you will see a removable battery, a dual SIM slot and a microSD card slot. At the top there is a 3.5mm audio jack and at the base is a microUSB port coupled with a microphone. It might be slightly predictable, but the J3 is designed on attractive lines. The device features a 5.0-inch HD Super AMOLED Display with a screen resolution of 1280x720 pixels. The display is a bit warm and colors tend to be a bit saturated. But overall, the device has good viewing angles.

Middling specs and performance

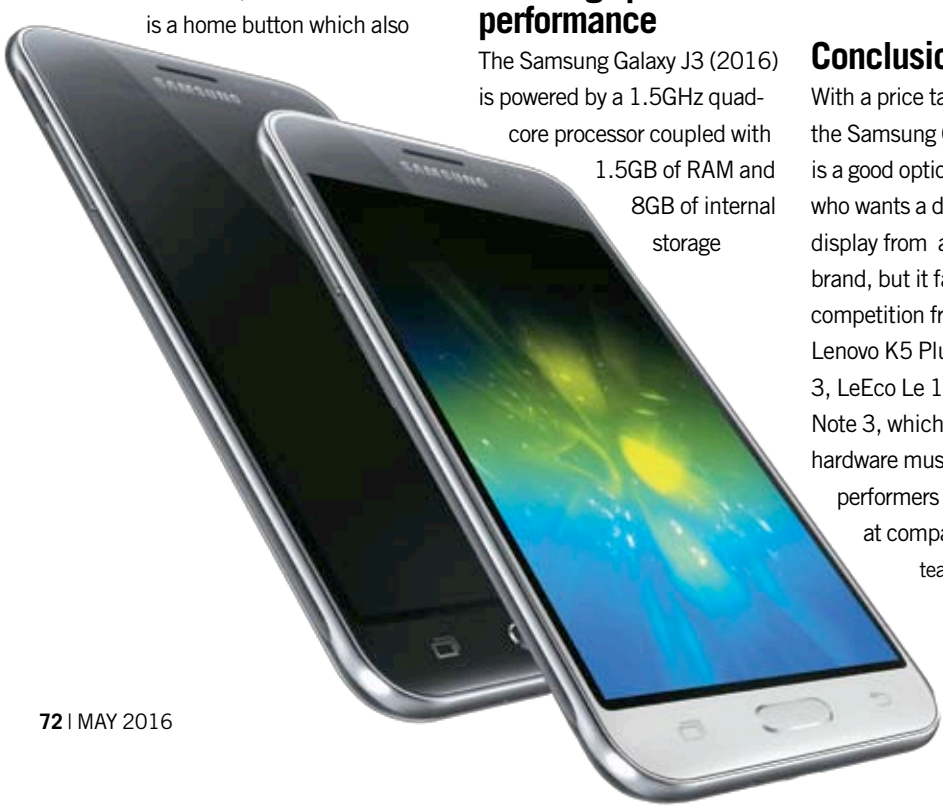
The Samsung Galaxy J3 (2016) is powered by a 1.5GHz quad-core processor coupled with 1.5GB of RAM and 8GB of internal storage which can be further expanded up to 128GB via microSD card. The performance of the device was a mixed bag. Although it was able to handle most daily tasks like browsing, social media, and media streaming pretty well but we encountered sluggishness when we got into multi-tasking and heavy gaming territory.

The device sports an 8-megapixel rear camera with LED flash, and a 5-megapixel front camera. Camera performance is a bit hit and miss—it took some stunning shots but also tended to oversaturate colours and faltered in low lighting conditions. The phone device runs on Android 5.1 with Samsung's TouchWIz on top of it, which is colourful and easy to use. The device comes with a 2600mAh battery which can see off a day of use if handled with care.

Conclusion

With a price tag of Rs 8,990, the Samsung Galaxy J3 (2016) is a good option for anyone who wants a device with a good display from an 'established' brand, but it faces stiff competition from the likes of Lenovo K5 Plus, Coolpad Note 3, LeEco Le 1s and Xiaomi Note 3, which offer more hardware muscle and are good performers in their own right, at comparable prices. ■

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SAMSUNG GALAXY J3 (2016)

TECH SPECS

Dimensions I 142.3 x 71.0 x 7.9 mm

Weight I 138 grams

OS I Android v 5.1

Display I 5.0-inches, 1280 x 720 pixels

Processor I 1.5GHz Quad Core

RAM I 1.5GB

Storage I 8GB, expandable up to 128GB

Battery I 2,600 mAh

3G/4G I Yes/Yes

BT/WiFi I Yes/Yes

Rear Camera I 8.0-megapixel

Front Camera I 5.0-megapixel

Dual SIM I Yes

Price: Rs. 8,990

VERDICT

Looks The phone dons a good look	09 /10
Features Average camera but good display	08 /10
Performance Middling specs but a good performer	08 /10
Ease of Use TouchWiz makes it easier for using	08 /10
Value For Money Good option for people who travel on two-wheelers	08 /10

OVERALL **82%**

PROS
Smooth interface, good display

CONS
Mediocre camera, middling specs

LG K7

Made for India?

The 'Make in India' initative from the government has attracted many phone manufacturers, who have set up their factories in India. LG is the latest to hop on to the 'Make in India' bandwagon and has started manufacturing in India, with the K7 being one of its first devices to be made in the country. But how well does it fare as compared to the competition?



Compact Design, average display

The LG K7 falls into the budget smartphone category but it definitely looks upmarket, thanks to a brushed plastic back finish coupled with a metal strip around it. On the front, you will notice a secondary camera coupled with earpiece and a number of sensors, while at the base there are on-screen navigation buttons with the company's logo sitting right beneath them. The LG K7 has the same power button and volume rocker placement at the back that is the trademark of more expensive LG devices. The back is removable and below it are two SIM slots, one microSD slot and a removable battery. At the base there is 3.5mm audio jack and microUSB port. At 139 grammes, the K7 is definitely on the lighter side. We were disappointed that the device did not come with a HD display, especially at a time when the likes of Lenovo, Xiaomi and LeEco are full HD displays at relatively low prices. Viewing angles are decent, but visibility in bright sunlight is not the greatest.

Modest specs, middling performance

The LG K7 is powered by a quad-core Qualcomm Snapdragon 210 processor coupled with 1.5GB of RAM and 8GB of internal storage which can be expanded up to 32GB via microSD card. On the connectivity front the device supports 4G, Bluetooth and Wi-Fi. At its price point, those specs seem from another era. The device also delivered a mixed performance. While it was at home handling tasks like internet surfing, gaming, and social media, but its lack of hardware muscle becomes painfully evidently when it comes to multi-tasking and handling high-end gaming. On the camera front, the LG K7 features a 5-megapixel rear camera with LED flash and 5-megapixel front camera. The cameras themselves turned in a mixed performance, sometimes taking good photographs, especially in good lighting conditions, but stuttering badly in low light ones. The smartphone comes with 2125 mAh battery which can last a day if one is careful while using it.

Conclusion

With a price tag of Rs 9,500, the LG K7 faces a stiff competition from the likes of Lenovo K5 Plus, Xiaomi Redmi Note 3, and LeEco Le 1s, which offers superior specs and performance with similar price point. But if you are looking for a premium looking compact device and are wary of the Chinese brigade of brands, then LG K7 can be considered as a good option. ■

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LG K7

TECH SPECS

Dimensions I 143.51 x 72.39 x 8.89 mm

Weight I 139 grams

OS I Android v 5.1

Display I 5.0-inches, 854x480 pixels

Processor I 1.1GHz Quad-Core Qualcomm Snapdragon 210

RAM I 1.5 GB

Storage I 8GB, expandable up to 32GB

Battery I 2,125 mAh

3G/4G I Yes/Yes

BT/WiFi I Yes/Yes

Rear Camera I 5.0-megapixel

Front Camera I 5.0-megapixel

Dual SIM I Yes

Price: Rs. 9,500

VERDICT

Looks A premium looking device	08 /10
Features Compact and lightweight	08 /10
Performance Average performer in all department	07 /10
Ease of Use The UI is easy to use	08 /10
Value For Money Overall not a power house but an average performer	07 /10
OVERALL	**76%**

PROS
Compact design, good battery life

CONS
Average camera, no HD screen

Tried & Tested

SAMSUNG GALAXY S7

The 'Rock Star' of Flagship Smartphones?



With the Galaxy S6 last year, Samsung turned a massive design page. Beautifully designed and well-specced, it was however let down to an extent by an expensive price tag and battery issues (some also complained about the absence of microSD card support). The S7 continues the design makeover even while addressing some of the issues that plagued its predecessor. Is it enough to make it retain its crown as Android Top Dog?

Same design, more curves

While the core design of the Galaxy S7 isn't drastically different from the Galaxy S6, Samsung has made some incremental changes to it. The Galaxy S7 looks very similar to the Galaxy Note 5 in terms of appearance, by adding curved edges to the back of handset, making the Galaxy S7 slightly curved rather than completely flat, making it more comfortable to hold and less likely to slip. For comparison, the Galaxy S7 measures 142.4 x 69.6 x 7.9mm, making it much shorter than the Xiaomi Mi 5, which is 144.6 x 69.2 x 7.3 mm. The S7 weighs in at 152 grams, which is light for its size, if not in the class of the 129 grammes Mi 5. The Galaxy S7 is a device that will fit most hands easily.

As expected, the build

quality is excellent - the Galaxy S7 still uses the same aluminum-and-glass back seen on the S6. That glass back is still prone to fingerprints; and the buttons and ports remain the same location: the volume buttons on the left-hand side, the power button on the right, the microSD card cum dual SIM hybrid slot on the top and the 3.5mm headphone jack on the base. Samsung has resisted the temptation of going in for a USB Type-C port and stuck with a micro-USB one. Unlike the S6, however, the S7 comes with IP68 certification, which means that it can be submerged into water to a depth of 1.5 meters for 30 minutes, and this without any ugly rubber caps over the charging ports.

The only major hiccup we have with the Galaxy S7's design - is its inconsistent fingerprint sensor. For beginners, the fingerprint sensor is embedded on the Galaxy S7's home button, just like the Galaxy S6. Fine. However, our main problem is that didn't always recognise our fingerprint successfully. Honestly, we were forced to use our passcode a couple of times instead of simply unlocking the device with a fingerprint scanner.

Bright display, powerful hardware

The Galaxy S7 has a 5.1-inch Super AMOLED display (QHD) and has a resolution of 2560 x 1440 pixels. New on board is a feature called always-on display, which can be display information such as the date, time and the phone's battery status even when the screen is turned off. While it's definitely handy, we expected more notification information on it. The display itself is among the best we have seen, brighter than that of the Mi 5.

Our review unit came with Samsung's own Exynos 8890 CPU, instead of a Snapdragon 820 processor, with 4 GB RAM. Not that it affected performance - the device was blazingly fast in our two weeks of testing. Everything from running Asphalt 8: Airborne to surfing the Web to checking Facebook feels snappy and quick. While the Galaxy S6's battery was unstable, the Galaxy S7 (it comes with a 3,000mAh battery) lasted anywhere between 13 to 14 hours on a single charge. And unlike the S6, the Galaxy S7 supports expandable memory. At the time of writing the review, Samsung hasn't launched the 64GB variant of the Galaxy S7 in India, so you have to settle for the 32GB model. Connectivity options include 4G ,Wi-Fi, GPS, NFC and Bluetooth 4.2. Call quality and reception was reliable, with no dropped calls. Sound from the speaker isn't stellar though.

Samsung has loaded the Galaxy S7 with Android 6.0 Marshmallow. The company's native TouchWiz user interface (UI) seemed to be a bit cleaner and less messy. Pre-installed apps on the Galaxy S7 include Samsung's own apps (S Health, S Voice, Galaxy Apps, Samsung Gear and S Planner), Microsoft apps and Google apps.

Great Cameras

With the Galaxy S5 and S6, Samsung had shown that it could produce phones with great cameras. And the S7 continues that tradition. It has a 12-megapixel sensor which might seem like a step down from the 16.0-megapixel one on the S6, but produced beautiful shots of landscapes as well as close ups. In our outdoor shots, we were able to capture even minute details, colors were natural and pleasing to eyes. The Galaxy S7's rear camera can capture video in 1080p and 4K resolutions - in our test clips of New Delhi's traffic, we got some very detailed colors, especially around dusk. The 5-megapixel front camera took great shots in both indoor and outdoor settings.

Conclusion

It might look like the Galaxy S6, but the Galaxy S7 is a very different kettle of fish, refining the polish of its predecessor while adding new hardware muscle to it. At Rs. 48,900, the Galaxy S7 is expensive but not overpriced - we think the flagship smartphone has the bells and whistles to be called a true rock star. ■

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SAMSUNG GALAXY S7

TECH SPECS

Dimensions I 142.4 x 69.6 x 7.9 mm

Weight I 152 grams

OS I Android v 6.0

Display I 5.1-inches, 2560 X 1440 pixels

Processor I 2.3 GHz + 1.6 GHz Exynos 8890 Octa Core

RAM I 4 GB

Storage I 32GB, up to 200GB

Battery I 3,000 mAh

3G/4G I Yes/Yes

BT/WiFi I Yes/Yes

Rear Camera I 12.0-megapixel

Front Camera I 5.0-megapixel

Dual SIM I Yes

Price: Rs. 48,900

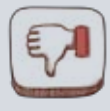
VERDICT

Looks Stunning design meets great build quality	09 /10
Features Solid battery life and great screen	09 /10
Performance Enough muscle to do things done	08 /10
Ease of Use Improved TouchWiz UI	08 /10
Value For Money It is expensive, but there's a lot about this phone to love.	08 /10
OVERALL	**84%**



PROS

Best smartphone camera in the market, Swift performance



CONS

Erratic fingerprint scanner, Audio quality from speakers could have been better

LENOVO VIBE K5 PLUS

The Value for Money Vibe



LENOVO VIBE K5 PLUS

TECH SPECS

Dimensions | 142 x 71 x 8.2 mm

Weight | 142 grams

OS | Android v5.1

Display | 5.0-inches, 1920 x 1080 pixels

Processor | 1.5 GHz Octa Core Qualcomm Snapdragon 616

RAM | 2GB

Storage | 16GB, up to 32GB

Battery | 2,750 mAh

3G/4G | Yes/Yes

BT/WiFi | Yes/Yes

Rear Camera | 13.0-megapixel

Front Camera | 5.0-megapixel

Dual SIM | Yes

Price: Rs. 8,499

VERDICT

Looks Looks smart for its price	08 /10
Features Very well specced for the price	09 /10
Performance Camera not the greatest but steady performer	08 /10
Ease of Use Very compactly designed, Vibe UI works well	08 /10
Value For Money Fantastic specs for the price.	09 /10
OVERALL	**86%**



PROS
Good design, Very good hardware, Terrific sound



CONS
Middling camera, Can heat up a bit

It had stunned the market with the K3 Note, which was one of the first full HD display devices to be available for less than Rs 10,000 in the Indian market. And now Lenovo has once again surprised a lot of people with the Vibe K5 Plus, which delivers some very good specs at a very affordable price. But with the market having got a lot more competitive, will the K5 Plus be able to replicate the success of the K3 Note?

Looks...classy

The Lenovo Vibe K5 Plus does not look at all like a phone that is closer to the lower-segment than the mid-segment of the smartphone market. It has a slightly boxy look to it which is dissipated to an extent by its curved edges. The front is all about the 5.0-inch display, below which are the now-standard three Android navigation keys. On the right are the volume rocker and power/display button, while the left side has been left totally bare. Similarly, the top houses both the micro USB port as well as the 3.5 mm audio jack, while the base is left totally bare. The back houses the 13.0-megapixel camera with flash in the top left corner while towards the lower part are one of the core strengths of the device - the dual stereo speakers with Dolby Atmos, which are a definie rarity at this price point. The back incidentally comes off, and lets you remove the battery as well, if you would like to. At 8.2 mm, the phone is not the lightest but we found it looking very compact and smart indeed with no rough edges at all. It will fit most hands and you definitely won't mind flaunting it - although our preference was for the grey one rather than the gold one.

Well specced!

The Vibe K5 Note is very well-specced for its price. The display is a full HD one and as it is relatively smaller than the 5.5 inch displays that are the rage these days, one ends up getting a much higher pixel density (401 ppi). Powering the device is a Qualcomm Snapdragon 616 processor, similar to the one seen on the more expensive Honor 5X, backed up with 2 GB RAM and 16 GB of storage, which can be expanded using a memory card. The phone comes with two cameras - a 13.0-megapixel one on the rear and a 5.0-megapixel one at front - and ticks most of the connectivity boxes: 4G, Bluetooth, Wi-Fi and GPS. It runs on Android 5.1 with Lenovo's Vibe UI over it, and packs in a 2750 mAh battery. It also comes with suport for Dolby Atmos on its two stereo speakers as well as Lenovo's TheaterMax technology which allows you to view all the content using Lenovo's ANT VR glasses.

Steady performer

And on the whole, the Vibe K5 Note comfortably punches above its price in terms of performance. Yes, we would not advise using the cameras in low-light conditions but that apart we rarely had any reason to complain about what the phone served up. The display is a very good one for viewing videos and other multimedia content and the speakers ensure that audio is perhaps the best we have heard on a phone at this price point. Battery life can be a bit iffy but in most cases you will be able to see off close to a day on a single charge. The phone will handle most games without too much difficulty and while it does heat up a touch, it is nothing worth losing sleep about in our opinion.

Conclusion

No, we would not call it the perfect phone, but when you factor in its price tag of Rs 8,499, it is very hard to complain about any feature of the Lenovo Vibe K5 Plus. It is easily one of the best specced - if not the best specced - device at this price point, and blended with a design that reeks of class rather than of a surprisingly low price, we would say that it is perhaps the frontrunner right now for any one looking for their first smartphone on an uber tight budget. Those looking for alternatives can check out the YU YUreka Plus which also offers a full HD display, 2 GB RAM, a Qualcomm Snapdragon 615 processor and a similar 13.0-megapixel/5.0-megapixel camera combination, but at a price of Rs 8,999. And well, those wanting a metal body, bigger battery and a more powerful processor, can check out the 2 GB/ 16 GB variant of the Redmi Note 3 which is available for Rs 9,999. But at the price of Rs 8,499, the Vibe K5 Plus stands alone at the time of writing. ■

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XIAOMI MI 5

Barnstormer on a budget!

In a matter of a few years, Xiaomi has become a game changing brand, following a strategy that revolves around offering well-specced and designed devices at surprisingly low prices. And while its latest flagship, the Mi 5, is at Rs 24,999, easily its most expensive device in the Indian market, it still comes with the sort of spec sheet that would put more expensive devices to shame.

Design marvel and one-handable

Long accused of stealing design ideas from Apple, Xiaomi seems to have looked inwards and actually drawn inspiration from its own Mi Note Pro (never released in India, alas) for the Mi 5. The 3D glass curved design, first seen on the Mi Note Pro, is more refined and the phone feels just the right size even while having a 5.15-inch screen in its frame. The metal frame blends smoothly into the glass back of the edges, making this an exceedingly beautiful device, with a distinctly premium and "expensive" feel. Our review unit came in white colour and while the glass front and back make it slippery and prone to smudges and fingerprints, we do not think either is a big issue (though we would recommend getting a case). Weighing at 129 grams and measuring 7.25mm, the smartphone is thinner and lighter than the Galaxy S7 (7.9mm, 152 grams), and has no protruding camera on the rear.

However, unlike the Galaxy S7, the Mi 5 isn't water-resistant, and also unlike the Galaxy S7, it lacks expandable memory, so users will be stuck with the onboard storage they're given (32GB, unfortunately). One feature that does seem to be becoming common across Xiaomi's new smartphones is an IR blaster, which works perfectly with a number of appliances. Also on board is a fingerprint scanner embedded on a physical home button. Unlike the one on the Galaxy S7 which we found to be inconsistent, the Mi 5's fingerprint scanner was accurate in recognizing your touch most of the time. On the base of the Mi 5 is a speaker, which is not really the phone's strongest point - it is easily blocked by a hand, you never get high-quality, lossless sound



quality. Also on the base is a USB Type-C charging port for fast data transfer. In terms of connectivity, the Mi 5 supports two nano-SIM cards, and comes with 4G LTE, NFC, 802.11 b/g/n/ac, GPS and Bluetooth 4.2.

Consistent performance, respectable battery life

The Xiaomi Mi 5's 5.15-inch, 1920 x 1080 display offers stunning, sharp images and videos. It uses a regular IPS LCD panel, and while it is unlike the Galaxy S7's Super AMOLED quad HD (2560 x 1440) display, it is more than adequate for browsing the Web, playing games, sending e-mails or watching a full length movie. We never struggled to see the texts in bright sunlight, and the display was very good for watching videos on the go, as it was able to produce exceptional colours. It is certainly a huge step ahead of the display on the Mi 4, which in itself was quite a good display.

The real strength of the Mi 5 is the 1.8 GHz quad-core Snapdragon 820 processor and 3GB of RAM under the hood, making it first smartphone in India to feature Qualcomm's flagship SoC. And we had no complaints how the device performed in our week long testing. Graphic-intensive games such as Real Racing 3 and Asphalt 8: Airborne played smoothly on the device. Switching between apps is also smooth and fast, although we found the Mi 5 became warmer during charging. Call quality was excellent in our tests.

The Mi 5 is loaded with a 3,000mAh (non-removable) battery. We used the Mi 5 as our primary device for a week, receiving hundreds of emails, playing music over Bluetooth headphones, surfing the Web, clicking photographs and playing games while returning in the Delhi Metro, and more often than not were able to get a day of battery usage. For most people that shouldn't be an issue, we assume.

Running a custom version over Android 6.0 Marshmallow, the Mi 5 comes with MIUI 7, which is similar to that seen on the Redmi Note 3. As expected, there is no app tray , everything is placed on the home screen. It might not be as slick as stock Android, but MIUI 7 compensates with a number of features.

Average Cameras

The Mi 5 comes fitted with a 16-megapixel Sony IMX298 sensor for its rear camera, which is paired with a dual-LED Flash. Well, it all looks good on paper, at least, but, its performance is not really in the class of the likes of the Galaxy S7. From day one, the touch to focus feature on the Mi 5 just did not work consistently. We faced a number of focusing issues as well. While the Mi 5's camera take nice shots in some scenarios, we ended up often getting average images. Even HDR mode, generally a Xiaomi strength, was a bit of a let down. On some occasions, shots came out a little underexposed. The much-hyped 4-axis optical image stabilization feature also did not help us in taking fast moving shots to the extent we expected, although 4K videos were excellent. If you are a selfie junkie, the 4-megapixel front camera is capable of taking some pleasant shots, even in low-light conditions.

Conclusion

Xiaomi has delivered on the design and performance fronts with the Mi 5, although its camera is a let down by Xiaomi standards. But if you're craving to get a super fast smartphone and don't have the budget to get the likes of a Galaxy S7, then the Mi 5 is a solid buy at Rs. 24,999. ■

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XIAOMI MI 5

TECH SPECS

Dimensions I 144.55 x 69.2 x 7.25 mm

Weight I 129 grams

OS I Android v6.0

Display I 5.15-inches, 1920 x 1080 pixels

Processor I 1.8GHz Quad-core Snapdragon 820 processor

RAM I 3 GB

Storage I 32GB

Battery I 3,000 mAh

3G/4G I Yes/Yes

BT/WiFi I Yes/Yes

Rear Camera I 16.0-megapixel

Front Camera I 4.0-megapixel

Dual SIM I Yes

Price: Rs. 24,999

VERDICT

Looks Amazing looks, sleek design	09 /10
Features Xiaomi brings up-to-date hardware	08 /10
Performance Qualcomm Snapdragon 820 delivers plenty of performance	09 /10
Ease of Use MIUI 7 packs with some great software experience	08 /10
Value For Money The Mi 5 offers good smartphone experience at a reasonable price.	08 /10
OVERALL	**84%**

PROS

Amazing screen, Snapdragon 820 processor, MIUI 7

CONS

Hit-and-miss rear camera, Missing microSD card slot

CREO MARK 1

TECH SPECS

Dimensions I 155.4 x 76.1 x 8.7 mm

Weight I 190 grams

OS I Android v5.1

Display I 5.5-inches, 1440 x 2560 pixel

Processor I MediaTek Helio X10

RAM I 3 GB

Storage I 32 GB

Battery I 3,100 mAh

3G/4G I Yes/Yes

BT/WiFi I Yes/Yes

Rear Camera I 21.0-megapixel

Front Camera I 8.0-MP

Dual SIM I Yes

Price: Rs. 19,999

VERDICT

Looks Large, but definitely good looking	08 /10
Features Very well specced in most departments	09 /10
Performance Smooth performer indeed, but inconsistent camera	09 /10
Ease of Use Large, but stock Android works	08 /10
Value For Money Well worth the price for the specs and software updates.	09 /10
OVERALL	**86%**



PROS
Brilliant display, Smooth performance, Assured software updates



CONS
Large to handle, Inconsistent camera, Fingerprint magnet

CREO MARK 1

A Re-Mark-Able Newcomer

There is a new brand in Indian celltown - CREO, which comes from the folks who gave us the TeeWe Wireless HDMI Streaming Stick. And the first phone from the brand is the Mark 1, which unlike many of its competitors, prefers to slug it out in terms of software rather than specs. But is it a strategy that will pay off?

Big phone...

At comfortably more than half a foot in size, the CREO Mark 1 is an unabashedly big phone. We can see those with smaller hands struggling to manage the phone one-handed. But that does not mean it is a poorly designed one. Nay, the Mark 1 is a handsome device - with a glass back and front and a sturdy metal frame in between (yes, it will pick up fingerprints but then it will also turn heads - no pain, no gain). The front has a 5.5 inch touchscreen display below which are three backlit capacitive touch buttons, There is a micro USB port on the base, flanked by a speaker grille, while on the left are a pair of SIM card trays. There are three spherical buttons on the right for volume and power - they look very identical, but the one for power/display has a tiny orange notch on it. Right on top of the device is a 3.5 mm audio jack. At 190 grammes and 8.7 mm in thickness, the Mark 1 is neither the lightest nor slimmest phone around, but will draw second glances with its jet black slab look, when placed on a table.

And it is well specced in the hardware department too. The display is a quad HD one, giving the device a pixel density of 538 ppi. The phone is powered by a MediaTek Helio X10 processor with 3 GB RAM and comes with 32 GB storage (expandable using a micro SD card), a 3100 mAh battery and has a 21.0-megapixel shooter at the back and a 8.0-megapixel one in front.

...with a bigger promise

But what makes the Mark 1 special are not its design and specs, respectable though those two undoubtedly are. No, the speciality of the Mark 1 is the fact that it will get a regular software update that will not just quash bugs and improve performance, but will also add new features to the phone, justifying the "new phone every month" tag that is being used by the company to market it. The phone runs on Fuel OS, which is based on Android 5.1 and looks very much like stock Android but which comes with a number of features and touches that make using the Mark 1 very different from your run of the mill Android device. For instance, the OS comes with an answering machine, called Echo baked into it that allows you to easily transfer calls to it, irrespective of the operator you are using. Then there is the Retriever function, which sends you an e-mail with location and phone number, every time a new SIM is inserted in your phone and will do so even if it is stolen and reset by a thief. Our own favourite however is Sense, which allows you to search for an access anything on the phone or even the Web by opening up a super handy search button every time you double tap the home button on the phone. There are a few other neat touches too, such as better notifications and message management, and support for gestures. What's more, CREO will add to them every month.

And a big performer too

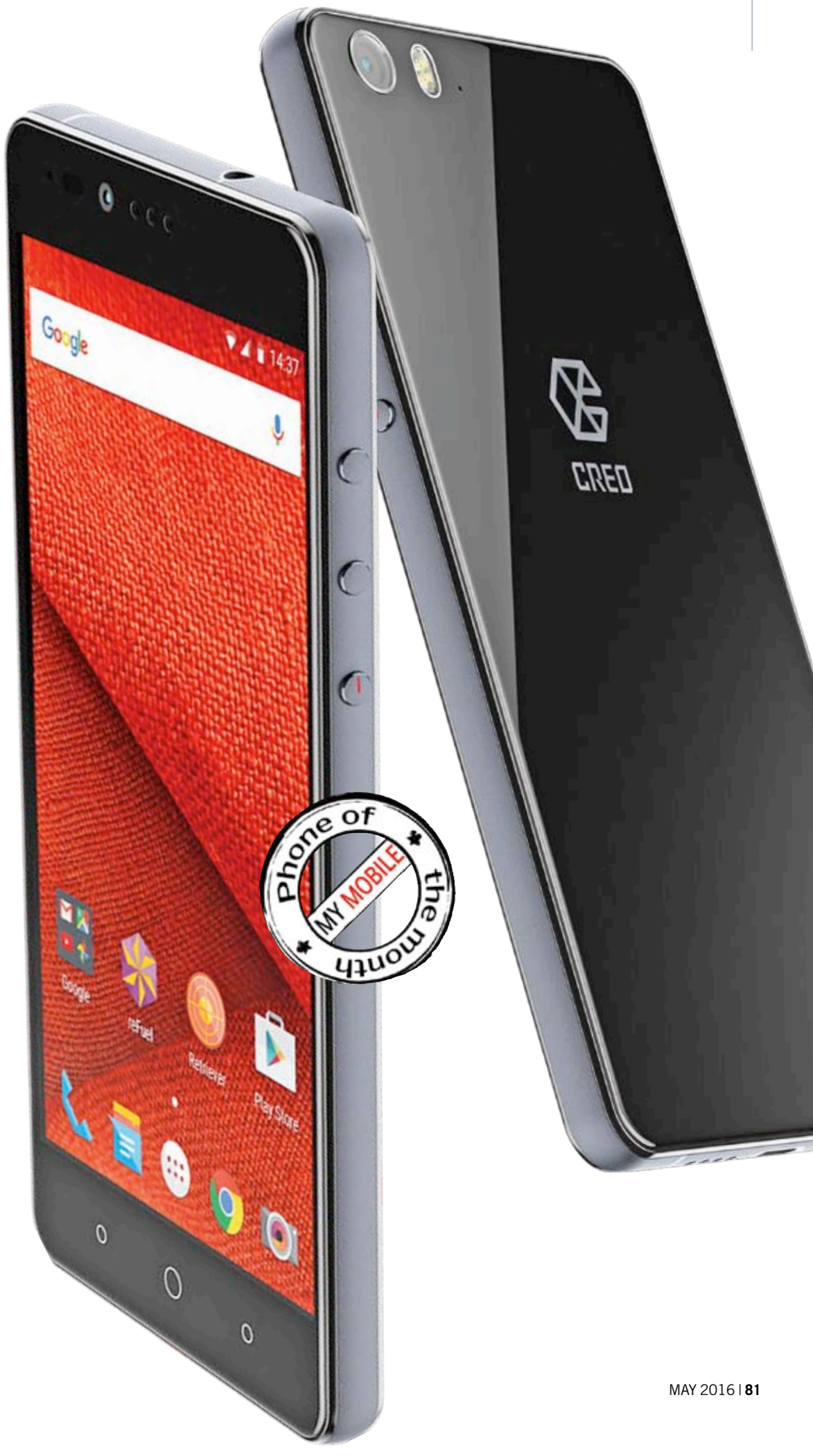
And the Mark 1 turns in a very good performance. The display is the hardware star performer, making viewing videos and text a sheer joy. The cameras are solid rather than spectacular performers (we can see those who like bright colours

feeling a little let down), and the phone handled games and multi-tasking very well, although it did show a tendency to heat up from time to time (though never uncomfortably so). Sound quality was decent and battery life surprisingly good - we easily saw off a day of hefty use. But what really surprised us about the Mark 1 was the software experience which was in the Nexus class of speed and smoothness.

Conclusion

There are some who have called the Mark 1 overpriced at its price tag of Rs 19,999. We would beg to differ. While one can get devices with more powerful processors (say the Vibe X3, the Nexus 5X or the OnePlus 2) at price points in its vicinity, the Mark 1 is easily the most affordable device with a quad HD display. And then there is the matter of its software - the first update is incoming on May 13, but we must confess that we are very impressed with what we have seen so far in terms of ease of use, features and speed. Yes, if you are a spec and audio lover then you can opt for the Lenovo Vibe X3 at this price point, but if you are the type that likes new features delivered to their phone through timely updates, then right now the Mark 1 is in a re-markable league of one. Pun intended. ■

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APPLE IPAD PRO 9.7

TECH SPECS

Dimensions I 240 x 165.5 x 6.1 mm

Weight I 437g (Wi-Fi), 444g (LTE)

OS I iOS 9.3

Display I 9.7-inches, 2048 x 1536 pixels

Processor I A9X chip, M9 coreprocessor

RAM I NA

Storage I 332GB, 128GB, 256GB

Battery I NA

3G/4G I Yes/Yes

BT/WiFi I Yes/Yes

Rear Camera I 12.0-megapixel

Front Camera I 5.0-megapixel

Dual SIM I No

Price: Rs. 49,900 onwards

VERDICT

Looks Looks familiar, but remains smart	08 /10
Features Pretty much the most powerful 9.7 inch tablet around	09 /10
Performance Very powerful, great battery	09 /10
Ease of Use iOS remains one of the most inutitice mobile OSes around.	09 /10
Value For Money Powerful, yes, but very expensive too isplay.	07 /10
OVERALL	**84%**

PROS

Superb hardware, Great performance, superb battery life.

CONS

Expensive, Very pricey add-ons, Same old iPad Air design.

9.7-INCH IPAD PRO

Normal size, big muscle

The original iPad Pro won rave reviews for its performance, but was too big in the opinion of many users. Well, Apple has now packed a lot of the spec and function goodness of that device into a more standard iPad frame. Is the new iPad Pro the answer then to those who had found its predecessor too big for comfort?

Looks like the iPad Air...

Apple had come out with a great design when it released the original iPad Air a few years ago, shrinking a 9.7 inch display into a surprisingly small frame. And well, the company has decided to go with a design that is similar for the new iPad Pro. Similar? Well, it is virtually indistinguishable from the iPad Air 2 and has the exact same proportions down to the weight - 240 x 169.5 x 6.1 mm and 444 grammes. Now, that is not necessarily a bad thing as the iPad Air 2 remains one of the most beautifully crafted tablets we have ever seen but then this is Apple - we do wish the company had tried something different, given its reputation for path-breaking and innovative design. Those carrying the iPad Pro around should steel themselves to being mistaken for carrying an iPad Air 2. That said, that is not as bad as it sounds - for just like the iPad Air 2, the new iPad Pro is a sight for sore eyes, insanely slim and with a great blend of metal and glass and a fingerprint sensor beneath the 9.7 inch display.

...specs and works like the iPad Pro

And beneath that familiar looking exterior are some familiar looking specs as well, but they bear familiarity not to the iPad Air 2 but the 12.9-inch iPad Pro. Yes, the 9.7 inch display has the same resolution and pixel density as the iPad Air 2 - 2048 x 1536 and 264 ppi - but after that, it is all iPad Pro. In fact, Apple claims that even though the display looks familiar to the one on the iPad AIr 2, it is in fact a Wide Colour and True Tone display, for better colour representation - something that is not present even in the original iPad Pro. Powering the device is the A9X third generation chip that we saw on the 12.9-inch iPad Pro with a M9 co-processor. It is marginally slower than the one on the original iPad Pro, but that said, is much faster than that on the iPad Air 2. The fingerprint sensor on the home button remains the same as do the four speakers that marked the 12.9-inch iPad Pro, and there is support for the Apple Pencil





stylus as well as a Smart Keyboard. But where the new iPad Pro differs radically from its predecessor on the spec sheet is in terms of the camera - the 9.7-inch iPad Pro comes with the same camera set as the iPhone 6s, so you have a 12.0-megapixel shooter on the back and a 5.0-megapixel front facing one. Some might find that a bit excessive, but Apple is clearly hoping that people use this tablet to take pictures.

The similarity between the new iPad Pro and its predecessor becomes very marked when it comes to performance. Just like the 12.9-inch iPad Pro, the 9.7-inch one handles everything that you throw at it with an amazing degree of ease. From playing Infinity Blade to browsing the Web to editing videos and images, the iPad Pro excelled at them all. And yes, while using it as a camera does seem awkward, it is easily the best 'tablet camera' we have seen. Battery life remains exceptional - you can get close to 10-12 hours of usage on a single charge.



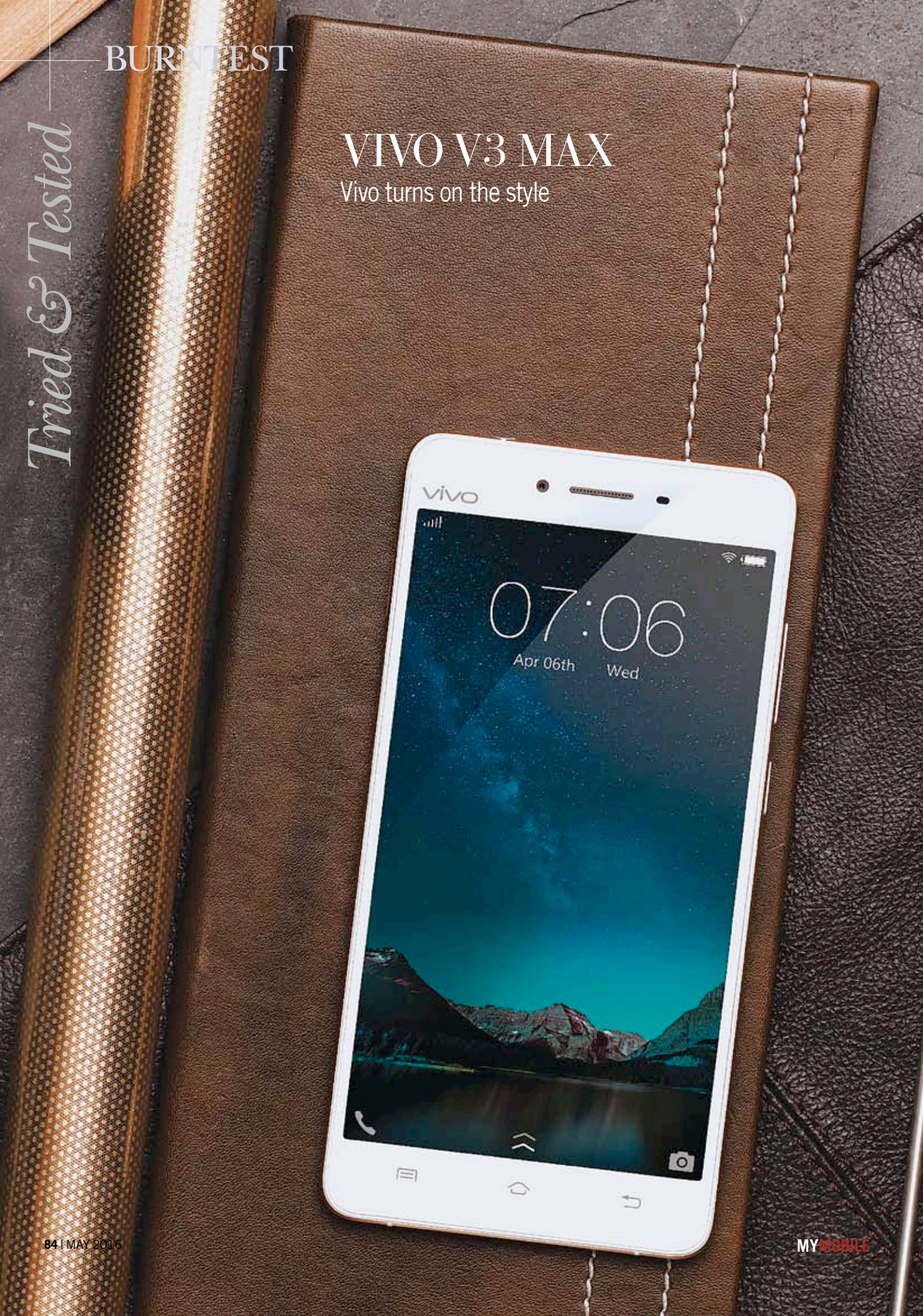
Conclusion

Some might find the Rs 49,900 price at which the new iPad Pro starts to be on the higher side - a cost that gets still further inflated when you consider the Rs 8600 that you will have to also shell out for an Apple Pencil and a Rs 13,300 for a Smart Keyboard (and we would recommend investing in both as the device attains almost notebook-like capabilities when allied with those two accessories). However, we must confess that while the keyboard can seem a little cramped initially, once one gets the hang of it, the 9.7-inch iPad Pro with it is perhaps the most powerful compact computing device we have ever used. Those just looking for a powerful iPad can still consider the iPad Air 2 which is available from Rs 31,900 onwards and those looking for a relatively powerful and yet portable computer on the Windows side can consider the Microsoft Surface 3, which is currently retailing for a price in the vicinity of Rs 58,990 (keyboard and stylus extra), but if what you seek is the most powerful touch and type device with a display in the vicinity of 10.0-inches in tech town, then this is it. By a mile. ■

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VIVO V3 MAX

Vivo turns on the style



VIVO V3 MAX

TECH SPECS

Dimensions | 153.9 x 77.1 x 7.58 mm

Weight | 168 grams

OS | Android v5.1

Display | 5.5-inches, 1080 x 1920 pixels

Processor | 1.8 GHz Octa-core Qualcomm Snapdragon 652

RAM | 4 GB

Storage | 32GB, up to 128GB

Battery | 3,000 mAh

3G/4G | Yes/Yes

BT/WiFi | Yes/Yes

Rear Camera | 13.0-megapixel

Front Camera | 8.0-MP

Dual SIM | Yes

Price: Rs. 23,980

VERDICT

Looks Sleek look coupled with metal unibody	08 /10
Features Good display and fast fingerprint sensor	09 /10
Performance A bit sluggish but overall good performer	08 /10
Ease of Use Funtouch OS is simple to use	09 /10
Value For Money good device but a bit overpriced	07 /10
OVERALL	**82%**



PROS
Good battery life, sleek design, fast fingerprint scanner



CONS
Mediocre camera, sluggish performance, overheating issue

Vivo has recently unveiled its new V series in India with the launch of the V3 and V3 Max. The V3 Max comes with many features and is aimed at the very competitive Rs 20,000-25,000 price segment, but will it be enough to impress the Indian users? Let's take a closer look.

It looks premium

The Vivo V3 Max surely looks like a premium device with its metal unibody design coupled with 2.5D Corning Gorilla Glass protection. The device is just 7.58mm thick and weighs 168 grams (a bit heavy but not overly so). We got the gold model and the white and gold combination certainly adds charm to the device.

The front of the device features a 5.5-inch full-HD display with a screen resolution of 1920x1280 pixels. There is a front shooter along with earpiece and sensors while below the display there are three capacitive buttons which are not backlit in nature. On right you will find the volume rocker and power on/off button while on the left there is a hybrid dual SIM slot. At the back is a primary camera with a single LED flash. Sitting right beneath it is the fingerprint sensor which the company boasts can unlock the phone in just 0.2 seconds. On the top is a 3.5mm audio jack while at the base you will find a single speaker grille coupled with microUSB port and a microphone.

The device does gives a premium feel and the full HD display delivers an above average color reproduction, although we saw colours being a bit washed out occasionally while watching movies and videos on YouTube.

A good performer.... mostly

The Vivo V3 Max is powered with an octa-core Qualcomm Snapdragon 652 processor coupled a 4GB of RAM and 32GB of internal storage which can be further expanded up to 128 GB via microSD card slot. The overall performance of the device is satisfactory when it comes to multitasking. The device handles daily tasks like watching videos, listening to music, streaming, browsing and social media effortlessly. While playing medium-graphics games like Minion Rush, Loop Taxi and Bike Racing, we did not encounter any lags either, but high-graphics games like World of Tanks and Asphalt 8: Airbone, did result in some freezes during the gameplay (we had to reboot it to bring back to normal a few times).

On the camera front, the device sports a 13-megapixel rear camera and an 8-megapixel front-facing camera for selfies and video calling. The performance of the cameras is a bit on the inconsistent side. In good light conditions, we found the camera focusing swiftly and capturing some very good pictures, but noise and grains literally came into the picture as the lights dimmed. The phone did take some good macro/close up shots and the camera UI is also very simple - there are a number of filters and a Pro mode through which you can manually control camera settings. The front camera was above average as it some delivers good selfies, although the background was sometimes a bit washed out.

The Vivo V3 Max runs on Android 5.1 with company's latest FunTouch OS 2.6 on top of it. The system UI is simple and easy to navigate and use. The smartphone comes with a 3000mAh battery which generally was able to last a day of moderate use, and yes, the fingerprint scanner did seem to work very fast indeed when it came to unlocking the device, although there were times when it did not work (the company says that it is more of software glitch and we are optimistic that it will be soon sorted out).

Conclusion

With a price tag of Rs 23,980, the Vivo V3 Max is a decent option for someone looking for a well-crafted device with a good display and decent hardware but it will have its task cut out battling against the likes of the Lenovo Vibe X3, Nexus 5X, OnePlus 2, and the Xiaomi Mi 5 which offer better spec sheets and performance in the same price segment. This eventually boils down to an offline vs online battle, with those preferring to purchase online looking at lower priced options while those who believe in touch and feel might not mind paying a premium. And this is where we suspect the Vivo V3 Max is attempting to pick up brownie points. ■

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OPPO F1 PLUS

Selfie Expert With More Muscle

Oppo is clearly in 'selfie' mode these days. On the heels of the F1 'selfie expert' comes the F1 Plus, which has a staggering 16.0-megapixel selfie camera. But are great selfies enough to ensure success in a highly competitive market?

Looks very familiar

We are going to mince no words - the Oppo F1 Plus bears more than a passing resemblance to a very famous large phone from a very famous fruity-sounding company based in Cupertino. But is that a bad thing? Well, those who worship at the altar of originality might not like the idea, but most people will like the look and feel of the Oppo F1 Plus. Oppo has been known for making phones that look good and are built on very solid lines and the F1 Plus slots in right with them. And while it certainly



is not the most compact device we have seen, it is still relatively compact for a device sporting a 5.5 inch display (it is much smaller than the iPhone 6S Plus for instance). The front is dominated by the 5.5 inch display, above which is one of the selling points of the device, the selfie camera, and below which is the oval-shaped home button, which also doubles up as a fingerprint scanner. On either side of this button are the two classic Android navigation buttons for recently used apps and back - spotting them can be a bit of a problem against the white backdrop of the front of the rose gold model which we received for review. The rest of the phone is metal, with the sides curving gently to meet the back. Unlike many other devices, the F1 Plus has the volume rocker and power/display buttons on different sides—the former are on the left, and the latter on the right. On the base of the device is a micro USB port with



a speaker grille and 3.5 mm audio jack next to it. The SIM card slot is just above the power/display buttons on the right. The back has two bands on the upper and lower portions, very much like the iPhone 6s and 6s Plus do, and a camera on the top left corner with a LED flash beneath it. All in all, the Oppo F1 Plus feels comfortable to hold, and will fit most male hands easily. We got the rose gold model for review and while it was often mistaken for another more famous phone, it definitely turned heads.

Banking on the power of the selfie

A head-turner it might be but the biggest ace the F1 Plus has up its sleeve is the 16.0-megapixel camera with 1/3.1-inch image sensor, and f/2.0 aperture that lies above the display. Oppo claims that the sensor was especially designed for its camera and that it has the ability to pick up up to four times as much incoming light as compared to the shooters on other phones. Backing up this hardware goodness is Oppo's own Beautify 4.0 software which brings modes like panorama and even a time-lapse to selfies, as well as a screen flash which uses the light from the display to light up dark shots. On paper, this is certainly one of the most powerful selfie cameras we have seen on a handset. It is also backed up by some very decent hardware - the display is a full HD AMOLED one and powering the phone is a MediaTek Helio P10 processor with 4 GB RAM and a massive 64 GB storage. There is a rear 13.0-megapixel camera too and on the connectivity front, the phone has 4G, Bluetooth, GPS and Wi-Fi. The phone runs Android 5.1 with Oppo's very well crafted Color 3.0 overlay on top of it.

And as long as you do not push the phone too deep into HD gaming when it starts to heat up discernibly, the phone turns in a very good performance. The display is bright and great for watching videos. While the rear camera is not the greatest we have seen by Oppo standards, the front camera takes its place among the best selfie shooters we have seen on any device, and delivers some fantastic shots. It renders colours well and captures enough detail to make even the most humble person vain. The 2850 mAh battery can see out a day with careful handling and sound quality is good on both loudspeaker and headphones.

Conclusion

The F1 Plus is all about selfie power but at Rs 26,990, it is definitely on the expensive side when compared to seemingly better specced devices like the Xiaomi Mi 5, the OnePlus 2 and the Lenovo Vibe X3. But then this is a device that has placed most, if not all, of its eggs very squarely in the selfie camera basket. And while some might cock a snook at the processor running under its very smart hood, the fact is that for many people, the 4 GB RAM and 64 GB storage will place the F1 Plus squarely in the flagship phone category. We really think that this is one not just for selfie lovers but out and out selfie addicts. Buy it, if you love saying 'cheese'! ■

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OPPO F1 PLUS

TECH SPECS

Dimensions I 151.8 x 74.3 x 6.6 mm

Weight I 145 grams

OS I Android v5.1

Display I 5.5-inches, 1080 x 1920 pixels

Processor I 2.0 GHz Octa-core Mediatek Helio P10

RAM I 4GB

Storage I 64GB, up to 128GB

Battery I 2,850 mAh

3G/4G I Yes/Yes

BT/WiFi I Yes/Yes

Rear Camera I 13.0-megapixel

Front Camera I 16.0-megapixel

Dual SIM I Yes

Price: Rs. 26,990

VERDICT

Looks Looks similar to the iPhone but smart	08 /10
Features Great cameras, lots of RAM and storage	09 /10
Performance Solid and consistent performer	08 /10
Ease of Use Oppo's UI works smoothly	09 /10
Value For Money Faces a lot of competition at its price point	07 /10

OVERALL **82%**

PROS
Brilliant selfie camera, Solid design, Storage and RAM

CONS
Expensive for the specs, Mediocre rear camera



LG K10

LG's budget smartphone gambit

LG of late has been seen to be trying to take on the likes of Apple and Samsung in the premium smartphone market (witness the G5), but the Korean giant knows that it needs to start looking beyond the high-end segment and also target the more affordable phone segment that comprises a larger share of the market. Taking a page from Samsung's book, LG has decided to offer its new K series in India, which aims to offer stylish smartphones at relatively affordable prices. The K10 smartphone attracts attention mainly due to its well designed built and long battery life. However, is this enough to compete with similarly (and in some cases, better) equipped rivals?

Signature looks, Comfy design

The LG K10 looks and feels quite similar to LG's previous smartphones, such as the G4. We loved the G4 for its industrial design and the use of LG's signature rear-mounted buttons. Just like the G4, the rear of the K10 is gently curved which means it fits in your hands. The rounded corners, and the display curve downward to the edges, which LG calls "2.5D Arc Glass." While the G4's biggest talking point was its removable leather back cover, but in the case of the K10, the makers have used a plastic back which doesn't look bad either.

Our review unit was in blue colour, and the dimpled back had an extra grippiness in the hand. The back is removable, for access to the battery, microSD card and SIM slots. The volume and power buttons reside in the centre of the rear panel, just below the camera lens. The K10's speaker is decent: the guitar portions of the John Mayer's "Who says" sounded great, but things got muddled in a noisy area.

Measuring 147 X 73.6 X 8.7 mm, the LG K10 is thicker than the Samsung On 7 (8.2mm, 172g)) but is lighter in weight at 142 grams. Nevertheless, the K10 is remarkably easy to hold despite being slightly wider and taller than usual.

Decent display, dated hardware

The K10 comes with a 5.3-inch HD (1280 x 720) display, odd in these days when you can buy a handset with a full HD screen for less than Rs. 10,000. That said, it's still a decent display. It maintains color accuracy, and its wider display makes for a decent video experience. However, we had trouble reading the text outdoors. Like LG's previous smartphones, the K10 too features the the Knock On feature, allowing you to double tap on the screen to wake your phone.

The LG K10 packs a 1.2GHz quad-core processor (Qualcomm Snapdragon 410) with 2GB of RAM. Other specs include Wi-Fi, 4G LTE, VoLTE, Dual SIM, FM Radio and Bluetooth 4.1. Storage sits at 16GB and yes, LG continues to offer expandable storage option with the microSD slot which supports up to 32GB.

Performance-wise, the K10 can easily switch between apps, Web pages and games without a hint of a slowdown. Graphic intensive games such as Need For Speed ran smoothly though we spotted lags and slowdowns a number of times - the consequences of placing a slightly dated processor in the phone.

The K10's battery is 2,300mAh (removable, three cheers for LG) and it lasted around one and half day on a single charge. There are battery options available to assist with consumption pattern.

LG continues to choose its own interface atop Google's Android OS. The handset layers Android 5.1 Lollipop with LG's UX 4.0. It's largely similar to the user interface (UI) on the LG G3, but feels a little more flat and minimalistic. LG has added a couple of new photography features,such as Quick Shot, which allows you to double tap the volume down button twice to take a photo, even when the display is switched off.

Impressive cameras

The handset's 13-megapixel rear camera performed solidly. Outdoor shots taken by the camera in Connaught Place were bright and colourful, allowing us to easily make a note of distant sign boards. We were able to capture a clear shot of busy Shivaji Bridge railway station on a sunny day. The camera was quicker than many rival devices, but we got noisy, grainy shots at night and dusk. The front 8.0-megapixel camera was impressive in normal light and ordinary in low light conditions.

Conclusion

The LG K10 comes at a time when the smartphone market in India is growing with a number of astounding devices from the likes of Xiaomi, LeEco and Huawei. And at Rs 13,500, it would seem very expensive compared to the Redmi Note 3 which comes with a much newer processor, full HD display, and a 16.0-megapixel rear camera for Rs 11,999. Even the Lenovo K5 Plus which is priced at Rs. 8,999, seems to boast better specs. Recommending the K10 is a tough ask - a pity, because it is actually not a bad device at all. ■

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LG K10

TECH SPECS

Dimensions I 144.7 x 73.6 x 8.7 mm

Weight I 142 grams

OS I Android v5.1.1

Display I 5.3-inches, 1280 x 720 pixels

Processor I Qualcomm MSM8916 Snapdragon 410

RAM I 2GB

Storage I 16GB, up to 32GB

Battery I 2300 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. 13,500

VERDICT

Looks It's design will appeal to those looking for sturdiness	08 /10
Features It might not have the fastest processor, but this rarely affects daily use	08 /10
Performance Performance is decent for a smartphone with ordinary specs	08 /10
Ease of Use LG's UX 4.0 user interface offers fuss-free performance	08 /10
Value For Money Priced at Rs. 13,500, the K10 feels a bit overpriced in the crowd.	07 /10
OVERALL	**78%**



PROS

Removable battery, Sturdy build, easy to handle



CONS

Expensive, Specs could have been better

In Conversation



"People are Increasingly Demanding Information on the Go"

VIACOM 18 WAS IN THE NEWS RECENTLY FOR THE LAUNCH OF ITS APP, VOOT, THROUGH WHICH IT PLANS TO STREAM CONTENT TO ITS USERS. BUT IS THE APPY ROUTE THE RIGHT ONE FOR THE COMPANY WHICH HAS CONTENT FROM THE LIKES OF COLORS AND MTV?

ANUJ BHATIA MET **GAURAV GANDHI**,COO, VIACOM18 DIGITAL VENTURES, AT THE LAUNCH OF VOOT, TO FIND OUT MORE ABOUT THE COMPANY'S PLANS, IN AND OUT OF THE APP SPACE.

Streaming multimedia content through Internet has been steadily growing. Why do you think that is the case? Today access to the internet in India is at an inflection point, with India having overcome US as the 2nd largest user base in the world in 2016. People are increasingly demanding information on the go and spending more time on multiple devices streaming multimedia content. The trend of viewing content is moving to a more non-linear pattern. Recent technological innovations with affordable smartphones and faster data speeds are allowing individuals to access customized content at their own time. In India the smartphone market has shown unprecedented growth, with the time shifted viewing patterns of consumers leapfrogging directly to consumption on their phones. This has resulted in advertisers increasing their spends on the digital medium. All these factors have contributed to driving increased consumption of content on the internet.

What prompted Viacom18 to launch Voot? As explained earlier, the environment was primed for the launch of Voot.From a network perspective, in the year 2015 alone COLORS and MTV content garnered 3 billion views on the digital medium (across 3rd party platforms and our websites, social media channels and pages). The fact that our content has a huge digital pull was verified. We'd also conducted our own research which identified the kids' genre as being one of the major white spaces in the current VOD space. And we have been the undisputed leaders of this genre on the television medium for a few years now.

Furthermore, we have already seeing huge growth in digital Video advertising for the last 2-3 years and it is estimated to be a ~USD 1 billion opportunity 5 years on.With more consumers adopting this platform, the advertisers were clearly seeing a trend to capitalize on. This indicates a big business opportunity for us. As they say, the stars aligned to make way for VOOT!

Is Voot a direct response to Hotstar? That the digital space is booming is no secret and everyone wants to establish a play here. Just because someone launches before the other from a timing perspective, does not make the next one reactionary.

We have taken a whole year of thorough research to launch a differentiated and compelling offering. On the content side, we are the first platform to launch with Digital Originals. Besides that 'Voot Kids', the safest online digital platform for kids, is the biggest online video library of biggest characters in India. In fact there is no other even close to it. On the product side too we have a very unique feature set. We pride ourselves at always being on the pulse of trends and responding to our audience needs and that is what lead us to create a specialized offering like Voot.

Where is the service initially available? Voot is available on Android, iOS and web platforms. We are working on a smart TV and special tablet focused apps that we want to roll out later in the year. Currently the service is focused on India. We will evaluate our international plan over the next few quarters. Finally, from a business standpoint, we are actively studying the freemium and subscription models and will adapt when the time is right. However, I think our digital payment ecosystems need to evolve into a more frictionless experience and data prices need to rationalize before we take those steps.

How do you plan to position Voot service in line with market trends? VOOT is the 'Happy Entertainment' pitstop for an India racing to go digital. At the core of the brand, VOOT stands for 'happiness' and 'infectious fun' and this thought will reflect in everything we do. We have a unique content offering be it the biggest reality shows, the funniest comedy hits, the most riveting dramas, biggest toons or our Marquis Originals. We also stand apart through our intuitive product design and user interface that makes discovery of content easy, robust technology that enables streaming possible even on low bandwidth speeds and integrating social elements in a video experience

Do you think Voot will help in increasing original shows? We believe, original shows that cater to the changing needs of the generation, will be one of the key growth drivers for the digital VOD industry. Thus,in VOOT, we are offering several original shows such as Badman, Sinskari, Soadies and Chinese Bhasad. Going forward we will strengthen this offering, by bringing out one original series a month. We are definitely betting big on this. Voot will have content from our regional services including Kannada, Bangla, Marathi, Gujaratiand Odiya. The accessibility to regional content on the platform will not only help drive consumption but also give us greater insight into what viewers (especially in the regional markets) are looking for.

How do you expect TV streaming to grow over the next five years? Digital video numbers In India are already quite encouraging with close to 100 mn people streaming digital video every month. However in the next 12-24 months we will see a huge growth in this base both in numbers as well as time spent with 3 big factors influencing it. First, the advent of 4G will change the whole experience of watching streaming video and will be the biggest driver of growth. Secondly, reduction or rationalization of data prices is bound to happen as consumption grows. Telcos will incentivize users to consume more data/video by giving attractive bundles and packs. Thirdly, fixed line high speed broadband will ensure we can watch streaming videos on bigger screens. All this is will start taking shape in the next 24 months. So five years out, streaming video will be a huge business in this country. ■

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Face-Off

The Budget Flagship Battle

ANYONE SEEKING A FLAGSHIP LEVEL DEVICE ON A TIGHT BUDGET COULD SCARCELY HAVE BETTER OPTIONS THAN THIS AWESOME TWOSOME. BUT WHICH OF THE XIAOMI MI 5 AND THE LENOVO VIBE X3 IS THE ONE FOR YOU? WE ATTEMPT TO PROVIDE AN ANSWER.

By Nimish Dubey

They both come packed with stunning features - great displays, good cameras, powerful processors, stacks of storage and a number of connectivity options. They are very well designed and excellent performers. And they each cost less than what you would expect them to. Yes, we are talking of the Lenovo Vibe X3 and the Xiaomi Mi 5, both of which have been attracting a lot of attention for their ability to offer world class flagship features at surprisingly affordable prices. But what if you had to choose between one of them? We put the phones in the ring against each other to see which one came out on top.

Looks and appearance

There is only one clear winner in this. Although the Vibe X3 is definitely a very smart looking phone and is relatively compact for a device with a 5.5 inch display (it is smaller and lighter than the iPhone 6S Plus), it is not really in the same league in terms of design as the Mi 5, which is almost a fourth lighter at 129 grammes, is almosy 10 mm shorter and is 2 mm slimmer. The glass front and back of the Mi 5 also cut a much more elegant figure than that of the Vibe X3. The Vibe X3 is a very smart phone but the Mi 5 is elegant and beautiful. As we said, just one winner here.

Winner: Xiaomi Mi 5.

Hardware

This is a much closer battle. Both phone have full HD displays and 3 GB RAM.



But while the Mi 5 is driven by the latest Qualcomm Snapdragon 820 processor, the Vibe X3 falls back on the older Snapdragon 808. But on the flip side, the X3 has a larger battery, has expandable memory, and front facing stereo speakers, all of which the Mi 5 lacks. The X3 also has a camera with a higher megapixel count (21.0-megapixel to 16.0-megapixel) but the Mi 5 shooter scores on having optical image stabilisation. It is a very tight call, but we are scoring this one to the Mi 5 mainly because of that processor.

Winner: Xiaomi Mi 5

Software

A year ago, this would have been a cakewalk for Xiaomi with its MIUI interface comfortably scoring over the Vibe UI on Lenovo's device. However, recent times have seen Lenovo refine the Vibe UI and bring it closer to stock Android, even while adding more features in certain departments like the camera. That said, MIUI still strikes us as the richer alternative and the fact that it runs on Android 6.0 on the Mi 5 as compared to Vibe UI running on Android 5.1 only strengthens its case, even though the Vibe X3 comes with TheaterMax technology that allows users to view content using Lenovo's ANT VR glasses.

Winner: Xiaomi Mi 5

Multimedia

And this is where the tide turns. While the Mi 5 does have a much better camera than the Vibe X3, the X3 matches its display in terms of clarity and totally outclasses it in the sound department, where its Dolby Atmos powered stereo speakers add a whole new dimension to listening to music or even viewing video. Add to that the support for TheaterMax, and much better battery life that ensures longer viewing time and this is a round for the Vibe X3.

Winner: Lenovo Vibe X3

General performance

We have to say that when it comes to usage as a 'normal' phone for routine functions, the Vibe X3's better sound capabilities, allied with its markedly superior battery life and more consistent fingerprint sensor, see it rule the roost. Both phones handle routine tasks brilliantly, but the sound and battery advantage of the X3 as well as its lack of slipperiness give it the edge here.

Winner: Lenovo Vibe X3

Value for money

The Vibe X3 retails for Rs 19,999, while the Xiaomi Mi 5 is available for Rs 24,999. In terms of sheer price, this would appear to be a no-brainer, but the Mi 5 has the advantage of being the only device in the country at the moment of writing to sport the very powerful Qualcomm Snapdragon 820 processor and has a design to die for. On the flip side, however, is the audio muscle and rock solid performance, as well as expandable memory and better battery life of the Vibe X3. Given the price differential, we would say the Vibe X3 just wins this contest, although the spec crowd will be swayed by the Mi 5.

Winner: Lenovo Vibe X3



Conclusion:

So where does that leave us? Well, both phones win three rounds apiece. So, as always, it really boils down to what you consider important. Those who covet great multimedia in terms of sound and a rock solid battery life will be swayed by the Vibe X3, which is exceptional in those departments. But anyone who wants a stunning design and cutting edge hardware will be hard pressed to ignore the delectable Xiaomi Mi 5. It really depends on what your need is. ■

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Exclusive

Fitbit Blaze: Getting Closer to Smartwatch Territory?



Exclusive

IT IS ONE OF THE LEADING WEARABLES BRANDS IN THE WORLD, AND IF ITS LATEST DEVICE IS ANY INDICATION, FITBIT IS ALL SET TO GET INTO SMARTWATCH TERRITORY. WE TAKE A LOOK AT THE SMARTWATCH-LIKE FITBIT BLAZE!

By Nimish Dubey

Fitbit is best known for its fitness bands that track different parameters like steps walked, heart rate, calories burnt and so on and so forth, but of late, the company has been giving indications of getting into smartwatch territory. The first sign of this was perhaps the Fitbit Surge which was released last year and had a watch like form factor and also allowed you to recieve notifications about messages and missed calls on your device. It was however a greyscale device and still more a fitness device than a smartwatch.

Well, now comes the Fitbit Blaze, which also is more of a fitness device really, but creeps ever so much closer to smartwatch territory. Fitbit calls it a 'fitness watch,' in fact. In terms of design, the Blaze is very different from the Surge. It has got a metal, angular frame and unlike the Surge, is an all colour affair. Yes, it still pairs with your phone (both iPhone and Android are supported, as long as you download the Fitbit app to them) and on its underside is the heart rate monitor which constantly calculates your heart rate. The watch component itself is not welded to the frame or the strap and can be twisted out of it to reveal a core component - I guess you can switch straps but then you would need ones that either are from Fitbit or have their approval as the frame that holds the watch is part of the strap.



How does it look? Well, it really depends on what your preference are. It definitely looks more like a watch than the Surge did and in fact when the display is off might remind some people of the slightly bulky Japanese Casio watches with buttons on the sides that adorned so many wrists in the eighties. But well, we cannot see watch aficionados being bowled over by it. Fitbit has thrown in some interesting watch faces to make the device more smartwatch-like. And the display switches on every time you turn your wrist to look at it - it actually works very smoothly.

The Surge is a touchscreen device and you can scroll through different options - the time, your progress today, monitor exercise, activate a timer, set alarms and of course, tweak watch settings. There is also a FitStar workout option, which will give you step by step instructions right on your wrist. The watch has three buttons, two on the right and one home button on the left, hitting which takes you to the landing screen. The buttons on the right are for summoning notifications and also for controlling music on the phone. On the notifications front, the watch can alert you to messages, calls and appointments in your calendar.

And yes, it does come with all you would expect from a Fitbit device - you can set goals, see how close you are to fulfilling them and the watch can also monitor your sleep in case you wear it to bed. There is a tonne of fitness data waiting for you on your phone whenever you wish and you can even view some of the basics on the device itself - from steps climbed to distance covered to calories burned and of course, that constant heart rate data. The device is water resistant and battery life is an impressive 4-5 days on a single charge, although some might get put off by the box-like charging mechanism which requires you to take the core of the watch out and place it in it for charging.

The big question, of course, is whether all this is worth the Rs 19,990 price that the Blaze carries. Considering that the Apple Watch is now available for around Rs 25,000 and that the new Moto 360 is also priced in the region of Rs 20,000, the Blaze has its hands full. The fact that it does not have GPS built in (unlike the Surge) might turn off some fitness enthusiasts while the smartwatch community might simply think that it does not do enough in terms of notifications—social networks and email are not covered at all, for instance. The Blaze is in fact a very good looking version of the Surge—a watch for fitness enthusiasts who want a fitness band with just a hint of smartness about it. It is expensive certainly but it does deliver a fair bit in fitness terms for that much money. ■

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Quotes



"We came with all the policies like MSIPS, differential duty structure, ease of doing business…the entire ecosystem for electronic manufacturing was to be created…if further more is needed, we are quite open to come with new policy guidelines"

-Ravi Shankar Prasad, Telecom Minister said while launching Make in India phones by electronics major LG in PTI

In a highly competitive mobile handset market, Lava stems out as a brand that differentiates itself through a compelling story, a commitment to stay relevant and high quality products and services. I am very happy to associate with Lava and look forward to working with them closely"

-Mahendra Singh Dhoni, Indian Cricketer said after becoming Lava Brand ambassador in Economic Times

"This is absolutely great news for our industry, largely because it removes all the ambiguity that has existed over the last few years and recognises the transformative role that the e-commerce market places have had on our country especially the millions of small businesses who are selling to millions of consumers across the country which earlier never happened"

-Kunal Bahl, Snapdeal's Co-Founder reacting to the Government decision on FDI in e- commerce in CNBC-TV18

"If you are taking a mobile connection, currently the cost of activation of a mobile customer is Rs 150 because you have to fill a customer acquisition form (CAF), you have to give paper documents... if you use digital identity authentication, you can fill the customer form, digitally sign it and get your electronic KYC. So, essentially the cost is equal to zero."

-TRAI Chairman R S Sharma said electronic KYC of Aadhaar in PTI.

"By 2017, we aim to be India's first and largest indigenous phone manufacturer. We have been the front runners for the 'Make in India' initiative, by assembling the products locally and quickly ramping up and building capacity of complete manufacturing in close partnership with the Government."

-Rajesh Agarwal, co-founder, Micromax, said after inaugurated its manufacturing facility at the semiconductor hub Fab City in Hyderabad (Telangana) in Business Standard

BIG DATA

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Exclusive

The iPhone SE FAQ

IT WAS THE ONE PHONE THAT ALMOST EVERYONE HAD PREDICTED WOULD ARRIVE AT SOME STAGE. AND ARRIVE IT DID. WITH THE IPHONE SE, APPLE RETURNED TO ITS IPHONE ROOTS, WHERE IT HAD CHAMPIONED A COMPACT FRAME AGAINST ANDROID PHABLETS. THE IRONY, HOWEVER, IS THAT THE PHONE ARRIVED EVEN AS APPLE ITSELF HAD OPTED FOR LARGER DEVICES LIKE THE IPHONE 6/6S AND THE 6 PLUS/ 6S PLUS. SO WHERE DOES THE IPHONE SE FIT INTO THE PORTFOLIO? WE ATTEMPT TO ANSWER THE QUERIES REVOLVING AROUND THE LATEST IPHONE IN TOWN.

By Nimish Dubey



The iPhone SE looks familiar. Isn't it exactly like the iPhone 5S? Actually yes, it does. It is an absolute carbon copy of the iPhone 5S in terms of proportions and design. It too sports a 4.0-inch retina display and has proportions of 123.8 x 58.6 x 7.6 mm, which are those of the iPhone 5S. Like it, it too sports a fingerprint scanner that doubles up as the home button just below the display. Even the shape and placement of the volume and power buttons as well as the SIM card slot is the same. The iPhone SE comes with a rose gold colour but that apart, it is impossible to tell it apart from the iPhone 5S - it is even only one gramme heavier.

But does it look good? If you liked the iPhone 5S, you are going to love the iPhone SE. It's that simple really.

But something must be different? Yes, there is.

Below that very familiar frame lies some very powerful hardware. Although it has the same 1136 x 640 display that we saw on the iPhone 5s, powering the SE is the A9 processor with the M9 motion processor, which we saw on the iPhone 6S. The camera on the back has also been bumped up to 12.0-megapixels and while Apple never comments about RAM, rumour is rife that the RAM on the device has been bumped up to 2 GB. Storage options also go right up to 128 GB.



Some people are saying this is basically the frame of the iPhone 5S with the 'guts' (hardware) of the iPhone 6S. Is that true? To an extent. It does not have the second generation fingerprint scanner that the iPhone 6s has, and also its front facing camera is a very modest 1.2-megapixel affair. And then there is the biggest difference - the absence of 3D Touch. But that apart, most of the innards are similar to what we saw in the iPhone 6s.

How does it measure up to the other iPhones in the market in terms of performance? We would place it just a notch below the iPhone 6s, and just a notch above the iPhone 6. It is definitely wonderful at handling games and other tasks and the compact form factor is great for taking pictures. The fingerprint scanner also works just fine, and so do most of the apps in the App Store.

What are its strong points? In our opinion, the form factor and its camera. This is easily the most compact smartphone in tech town right now. And the camera is outstanding when it comes to capturing details. Apart from that, of course, it combines the iPhone's twin virtues of having a very good UI and stacks of high quality applications.

All right, time for being brutal: and its weaknesses? In terms of sheer specs, one cannot help but be disappointed at the absence of a HD display and the rather ordinary front facing camera. We would have also liked to have better battery life - the battery on the SE is marginally better than the iPhone 6s but you are still going to need to recharge it at least once a day if you use it to the full extent of its ability.

The big question: are the changes worth its Rs 39,000 price tag? We would say they are if you have not moved up from an iPhone 5/5s/5c and are not comfortable with the larger iPhones. The SE brings most of the hardware goodness of the new iPhones to a classic form factor. Yes, those interested in flaunting their iPhones might not warm to it, but if you want an iPhone that fits in your hand easily and turns in a terrific performance, then this is the frontrunner. Yes, it cannot be denied that you can get far better specced Android devices for well under this price point, but none of them will boast this compact form factor. ■

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SayCheese

Point and Shoot Basics: Understanding Photography Jargon

PHOTOGRAPHY MIGHT HAVE GONE MAINSTREAM WITH THE ARRIVAL OF CAMERA PHONES, BUT ITS LANGUAGE CONTINUES TO MYSTIFY MANY USERS. TERMS LIKE HDR, WHITE BALANCE AND OTHERS CAN PUZZLE PEOPLE. WHICH IS WHY WE DECIDED TO AS **ROHAN PAL** TO EXPLAIN BASIC PHOTOGRAPHY TERMS IN THE SIMPLEST MANNER POSSIBLE!

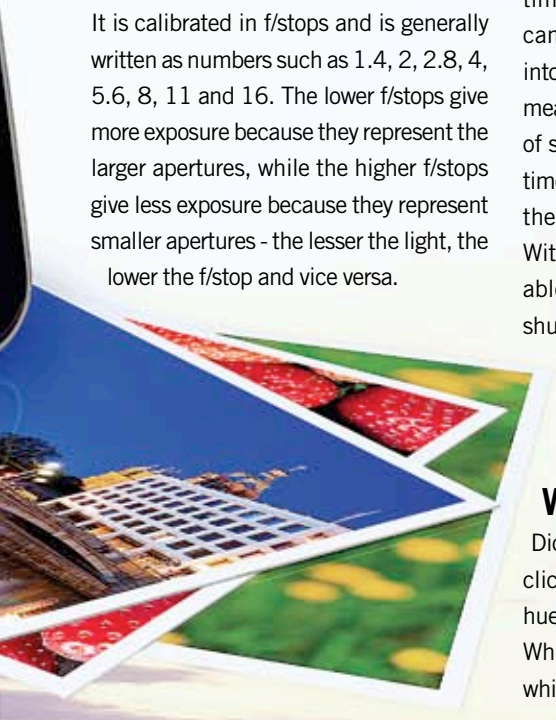


Pictures have always been a part of our lives. From the early days when the cave man made rough drawings on stones to the Egyptians who used symbols as an integral of their language to the modern age where rare is the moment when someone somewhere is not taking a picture, the human race has loved taking pictures. Once considered the preserve of specialists—only artists and 'photographers' were supposed to be able to do justice to it—photography is now as simple as pointing and clicking, thanks to the smartphone revolution. Today, anyone with a smartphone can be a photographer. That said, the 'language' of photograph continues to belong to the specialists, and rare indeed is the person who can make sense of different settings and terms that are used in connection with it. While not knowing their meaning will not stop you from taking great photographs, knowing what they mean and stand for can certainly aid your photographic cause. So if you have ever wondered what likes of aperture,

shutter speed and the like mean, here's our simple de-jargonised explanation of the terms every shutterbug should know:

Aperture

Aperture can be considered as the pupil of camera. It is basically the opening of a lens diaphragm through which light passes. To make it simpler, let's compare it with the pupil present in our eyes. The pupil contracts or dilates when exposed to harsh or low lights because it manages the amount of light entering into the retina to ensure you get optimum clarity. The same is the case with the aperture. You can expand or contract the aperture according to the lighting condition to get the perfect photo. It is calibrated in f/stops and is generally written as numbers such as 1.4, 2, 2.8, 4, 5.6, 8, 11 and 16. The lower f/stops give more exposure because they represent the larger apertures, while the higher f/stops give less exposure because they represent smaller apertures - the lesser the light, the lower the f/stop and vice versa.



ISO

Images are sensitive towards lights (the word 'photography' is coined from Greek words meaning "drawing of lights"), so taking pictures in relative darkness is a tough task. This is where ISO kicks in. Simply put, ISO is the level of sensitivity of your camera to available light. In simple terms, if you push up the ISO, your camera will be able to take pictures even in very low light. But increasing ISO comes with a cost: photos run the risk of being 'grainy' or 'noisy.' So just be careful with this one!

Shutter Speed

Shutter speed, also known as "exposure time", stands for the length of time a camera shutter is open to allow light into the camera sensor. Shutter speed is measured in seconds, or rather in fractions of seconds. Through this you decide the time for which light will be allowed to reach the image sensor and form the image. With a higher shutter speed you will be able to capture moving objects. Lower shutter speeds can give blur effects, but adjusting shutter speed works best when you also adjust aperture and ISO accordingly.

White Balance

Did you notice that sometimes when you click a photo, there is a certain coloured hue in the image? Well this is because of White Balance in the camera. Simply put, white balance is used to adjust colours so that the image looks more natural. But why do we need it? Well, because most light sources like the sun, flashlights, indoor lights etc., have different colour temperatures. Our brains automatically adjust it and so we see colour correctly. But unfortunately your camera cannot do this. So to counter this, White Balance is used in the camera which gives you more realistic and natural colours.

Megapixel/ UltraPixel

We always talk about a certain smartphone having a so-and-so megapixel camera, and often even decide the quality of a camera by the number of megapixels it has. Well, digital images are made up of tile-like picture elements known as pixels. And megapixel means one million pixels. The more the megapixels, the bigger you can make a picture without losing out on detail. On the other hand UltraPixel is a relatively a new term in the industry, made popular by HTC. According to the company, pixels in an UltraPixel camera gather 300 per cent more light than conventional sensors, which is supposed to allow you to capture more detail even at relatively lower megapixel counts and also result in better low-light photography.

Depth of Field

You might have seen many photos in which the background of the photo is blurred and the object in the foreground is sharp and clear. This is not some magic trick but



a term referred as Depth of Field (DoF). Simply put, Depth of Field is a particular area in which your camera can click a clear and sharp image. The area can vary according on how you are using the camera or smartphone. To understand Depth of Field more clearly, put your hand in front of your eyes. You can see your hand clearly but the background is blurring. And when you see the background your hand will blur out. This is Depth of Field.

Bokeh

We told you that in Depth of Field anything outside the range of the lens will be blurred, but sometimes this blurriness creates an image which is pleasing to the eyes. You must have seen many photos where lights are deliberately blurred to provide an aesthetic feel to the image. Well this is the phenomenon known as Bokeh. Originated from Japanese language, Bokeh refers to the blur produced in the out-of-focus parts of an image produced by a lens.

Gridlines

You must have seen the tic-tac-toe type of grid lines when you click on "gridlines" or "guidelines" option on your smartphones or camera. Well, it is not a design enhancement. It is actually there to help you take better balanced photographs. These gridlines allow you to follow the rule of thirds by dividing your viewing area into nine equal squares. Place your subject on the intersection of these lines and you will be surprised at just how well balanced most of your shots will be.

HDR

HDR stands for High Dynamics Range. It is used to attain the most balanced view of the subject. In the HDR mode, instead of taking a single photograph, your camera takes three photographs at different exposures and through its inbuilt software, it puts those image together as a single shot that has the best parts of each picture - this ensures that the final picture takes the best of different parts of what you saw clicked a different exposure levels. Which is why HDR shots seem to take longer to click. We would not recommend using this mode when taking pictures of a moving object.

Aspect Ratio

The aspect ratio is described as the ratio between the width and height of an image. It basically describes how square (1:1) or wide (16:9) the image is. It is always expressed as a ratio of width and height with width always coming first. You can also crop an image to a different aspect ratio in post-processing. A rule of thumb is to stay close to 1:1 in portraits and go wider for landscapes.

Exposure Compensation

Exposure is the most important part of photography, which makes exposure compensation one of the most important features on any smartphone camera app. It allows you to make a picture lighter or darker, by allowing you to increase or decrease exposure of a scene through this feature. It is denoted as '+/-' where each adjustment doubles or halves the amount of light reaching the image sensor. So for example if you adjust the compensation to +1 then the image will be twice as bright as the normal one and if adjust it to -1 then the image will appear half as bright as it would have been in normal conditions.

Image Sensor

Remember those film negatives that were handed in to "develop" photographs in the nineties? Well, these have now been replaced by a digital device known as image sensor. An Image Sensor is a device that converts an optical image to an electric signal. To make it simpler, when light falls on the image sensor coming through the camera lens, it turns that light into image, just like negatives films used to do in old cameras. Image sensors come in different sizes, and which size you have will affect the image quality of the photographs taken with it. It is one of the most important and expensive part of a camera.

OIS

OIS or optical image stabilisation helps you to reduce the blurriness of photos. When we take a photo, there is an optical path which goes through the lens to image sensor, and then the sensor processes the image and we get the digital version of photo. The blur seen in photos and videos is basically caused by the deviation of the optical path between the lens and image sensor, which is generally caused by even a gentle shaking of the hands. So what OIS does is use a tiny gyroscope to detect those small movements and move the lens or the entire module in the opposite direction, to compensate the deviated optical path which in return helps to get a clear and sharp image. This often helps in taking pictures when one is on an unsteady surface.

Digital Zoom/Optical Zoom

When you want a closer view of a far-away subject, you use zooming function of the camera. It basically brings you closer to the subject without you actually having to move at all. There are basically two types of zoom: Optical Zoom and Digital Zoom. Optical Zoom gets up close to the subject by actually using the camera lens adjustment moving the lens to increase the magnification levels, while in Digital Zoom the camera enlarges the image through its in-camera image processing (basically cropping the image). Image quality is almost always better in the case of optical zoom as the resolution of the image is not affected, but in digital zoom, the image ends up being cropped.

Autofocus/Fixed Focus

In Auto focus, the camera automatically focuses on the subject with some mechanical movement to adjust the lens to focus, often depending on where you have tapped on the display (most phones today support touch to focus). In the case of a fixed focus, however, the focus cannot be adjusted - it optimises the depth of field so that everything from the nearest focus point (about 50 centimetres) to infinity is in focus. That may make fixed focus sound better but if you are looking



to highlight an object or person, which one almost always is, then autofocus is a much more handy option.

Flash: True tone, LED, Xenon

Yes, playing around with ISO can help you get a picture even in low light conditions, but as we pointed out, that comes at the cost of introducing grains or "noise" into a photograph. A flash basically lights up an area, making it more visible to the sensor. But not all flashes are equal, some are more brighter while other give lower. Flashes can be broadly classified into Xenon, True Tone (dual LED) and single LED flash. Xenon flash is considered to be best by most photographers as it tends to fill in dark areas without flaring too much. The true tone flash uses two different color temperatures flash (florescent and amber) to give a balanced and more natural light source and single LED flash uses solid-state technology and works in much the same way as a power-efficient light bulb.

Burst Mode

Burst (or continuous) shooting mode helps you take several photos in quick succession so that you can either select the best photograph or arrange them in a sequence. It is a useful mode for taking shots in situation where there is lot of movement. It generally involves keeping the shutter button pressed. It is a mode that is used often in sports or wildlife photography.

4K/Full HD/720p

720p recording takes place at a resolution of 1008x720 pixels, while 1080p or Full HD records a 1920x1080 pixels. 4K recording is a new concept in the digital world and records at a resolution of 3840 x 2160 (exactly two times the width and height of 1920 x 1080, or 1080p) in the aspect ratio of 16:9. Basically, the bigger the display you wish to view your video on, the higher the resolution you should opt for.

Time Lapse

Seen those videos which seem to show everything moving at a hectic pace across a period of time? These are Time Lapse videos. Time lapse is technique used to capture images (or video) at a much lower frame rate than in normal situations. When these are played at normal speed, they seem to be moving much faster.

Frames per Second

Frames per second (FPS) or frame rate is the measurement for how many consecutive images a camera can capture or record in one second. The human eyes can process 10 to 12 separate images per second and perceive them individually, and sequences at higher rates are perceived as motion. So higher the frame rate, the smoother the resulting movie will be and the lower the frame rate, the more choppy your viewing experience. ■

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LOOP TAXI: *Pick and Drop was never so much fun!*

There are many endless runner games in the app market but only a few of them leave a long-lasting impression. And it is safe to say that Loop Taxi is one of them. The game is all about picking up passengers and dropping them off at the next destination. The more passengers you pick the more gold you earn. The gold can be further used for buying cars and unlocking different maps. There are three different environments you unlock including city, upstate and military. What makes Loop Taxi stand out of is its minimalistic graphics and easy controls which makes the gameplay look easier and smooth. In the game, you have to take passengers from one point to another and with each pick and drop you will get a certain amount of gold. Of course it is not as easy as it sounds. There are many intersections and traffic is always on the move. So you need to pay attention to the environment and traffic rules, and your one mistake could crash the taxi into some other cars. And as you progress further, you will come across many difficult situations, like for example, you are waiting for traffic to pass but suddenly a tow truck will tow your car away and you will no choice but to start all over again. The controls are dead simple—just touch the screen to move the car from one point to another. Simple it may sound, but it takes some time to get used of controls and getting the right timing to move the taxi. And once you are familiar with it, you will end up playing it for hours and hours on end. There are many different cars to choose from including taxis, sport, jeep, truck and many more. But you have to be patient as it takes a lot of time to earn those gold coins. With its sheer simplicity and minimalistic design, Loop Taxi is worth your time.

Available from: iTunes App Store, Google Play Store

Price: Free ■

FAN: THE GAME *Fan Fun!*









It has become an unwritten rule that every high profile film will get to see its own game. In the past we have many high-profile films launching their games to attract more people and Shah Rukh Khan's starrer Fan has joined this league. In the game, you are Gaurav, a huge fan of movie star Aryan Khanna, who heads to Mumbai in order to wish his God a happy birthday. The gameplay is somewhat like Farm Heroes saga, where you have to match a series of similar items and complete the required number of items to progress further in the level. But there is a twist: with each passing level you will come across some strangers and even bouncers. So you have to make new friends and avoid the bouncers by just completing the desired item to progress further. And as you progress further in completing the levels, you are coming closer to your superstar's house. But mind you, your energy - as shown by an energy bar - is limited. The overall gameplay is good, but as you progress further, the difficultly level is raised. Coming to the graphics, the game graphics are mediocre but the playing experience is smooth and you will not be disappointed with the overall experience. So if you are a Shahrukh Khan fan then this is pretty much a must-download, and is well worth a try even if you are not one.

Available from: Google Play Store

Price: Free ■

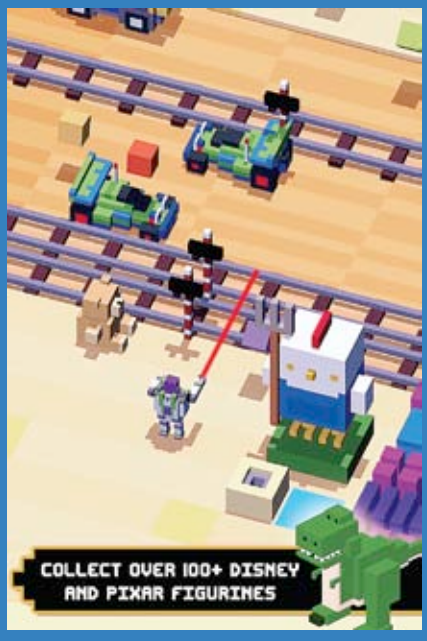


A GAME FOR THE APPLE WATCH

Can you play a game on the Apple Watch? I mean, the very thought sounds ridiculous when you consider how small the display is. Well, that has not stopped developers from trying, be it puzzles, or Flappy Bird and Space Invaders clones. And one game that has managed to strike a chord with many users is Lifeline. If you are looking for a game with jaw dropping graphics, well, this is not it. In fact, Lifeline is a simple text-based adventure in which you play a person who is getting messages from a person whose spaceship has crashed on a distant planet and who does not know what to do – the crew seems to be dead and the person has limited engineering ability. Your job is restricted to reading messages and choosing from the 'action' options provided in the game – so for instance, you might advise the person to sleep or to go outside and search for food and so on. The interesting part is that there is a time based functionality built into the game so if the character says that he will get back to you in half an hour, you will actually get a message from him half an hour later. No, it is not perfect and it can at times seem tedious, but we must confess that we were engrossed for the few hours while the game lasted and felt heartbroken every time we let the stranded person down. Think 'Martian' with you having a communication channel to him.

Available from: iTunes App Store.

Price: Rs 10 ■







DISNEY CROSSY ROAD *Cartoon Crossings!*

What happens when the makers of one of the most addictive games and Disney meet? Well you get the best of both worlds. Crossy Road has been one of the most popular games of recent times, with its imple gameplay that revolved around helping a character cross the road. The object is to continue forward past traffic, treacherous rivers and other obstacles for as long as possible, with rewards coming in the form of high scores. And well, the basics are the same in the case of Disney Crossy Road. However, Disney's version is not that similar and it is worth mentioning that the company has started from scratch changed the game significantly. And the best part is that you get almost all the Disney and Pixar characters in the game including Mickey, Donald, Buzz Lightyear, Rapunzel, Mufasa, Sadness, Wreck-It Ralph, Madame Leota, and the list goes on. There are also different journeys and themes like for example, in The Lion King theme, you will see the African jungle with Timon and Pumbaa standing coupled with the iconic tune "I Just Can't Wait to be King!" And the Haunted Mansion is also very impressive, as it incorporates several voice clips from the original Disneyland attractions. In Wreck-It Ralph, you get the entire candy theme which is so delightful for the eyes. Overall, with more than 100 characters and 8-bit graphics coupled with some good background music, we see no reason that this game could be anything but a smashing hit. This is Crossy Road with a lot of Disney thrown in.

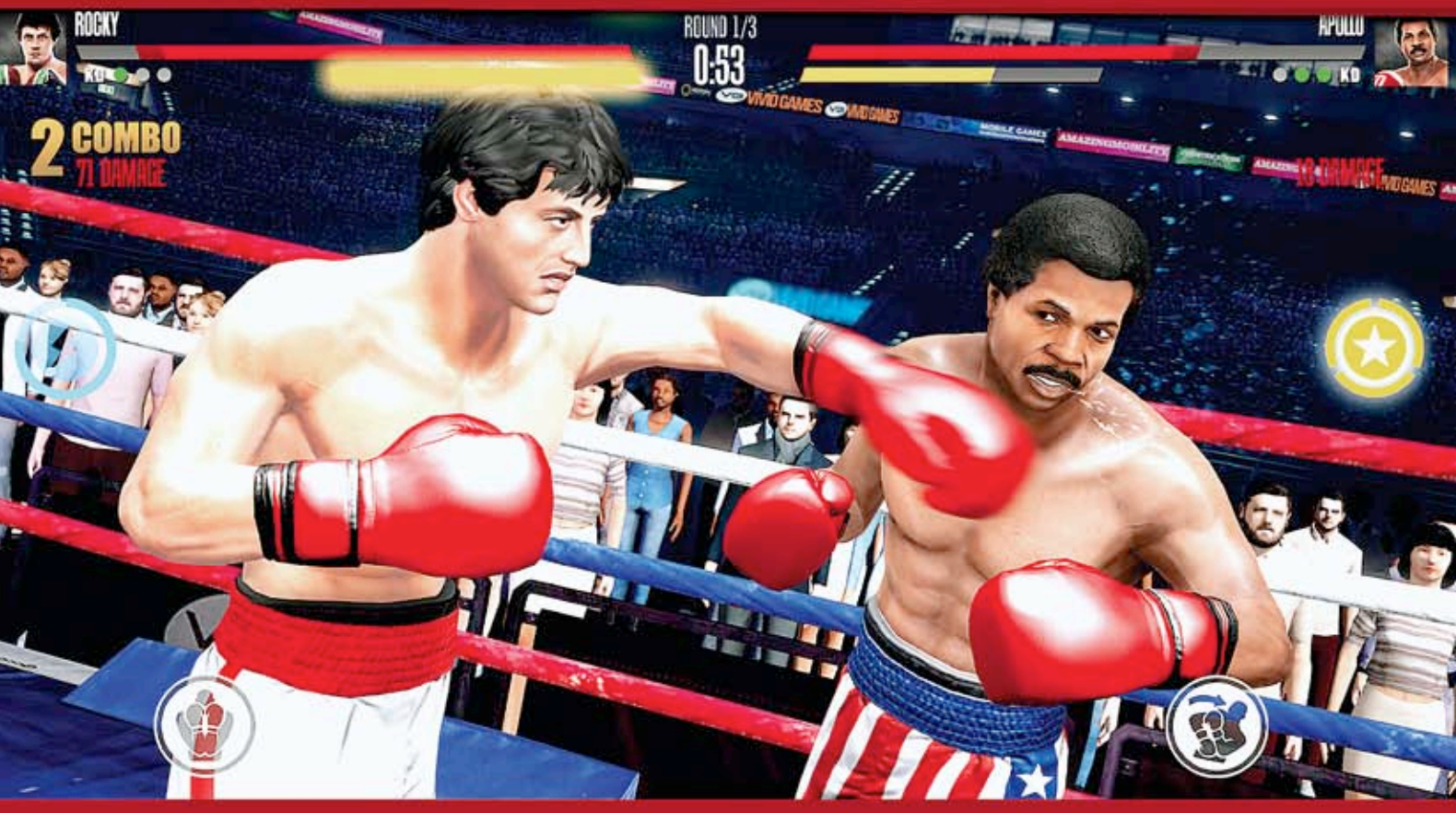


Available for: iTunes App Store, Google Play Store.

Price: Free ■



REAL BOXING 2 ROCKY *A KO!*



Real Boxing did get rave responses from the critics as it came with some great graphics and simple gameplay. And the same can be said for its sequel—Real Boxing 2 Rocky. The game is basically a rebrand of Real Boxing 2: Creed, but the developers have added some content in the same vein of its original release. In the game, you now play as Rocky Balboa (no introduction needed for him) and you take on various opponents including Apollo Creed and Ivan Drago. The controls are intuitive and gestures based—swipe up for an uppercut, swipe down for a body shot and tap to do jabs. There are two gauges, one for health and one for stamina. Stamina plays an important role and if you are low on stamina then you won't be able to punch effectively.



Beside the gestures, there are also some on-screen buttons to dodge, or cling to your foe for recharging your stamina. There is also a special attack button that builds in power as you inflict a series of blows, before allowing you to perform a special move. Timing is everything and your one mistake can land you on the canvas. You can't just go out on an attacking spree - no, you have to form a strategy and time your attacks in order to win a match. Overall, with good graphics and background music, Real Boxing 2: Rocky can be considered as one of the best boxing games we have seen for a while.

Available for: iTunes App Store, Google Play Store.

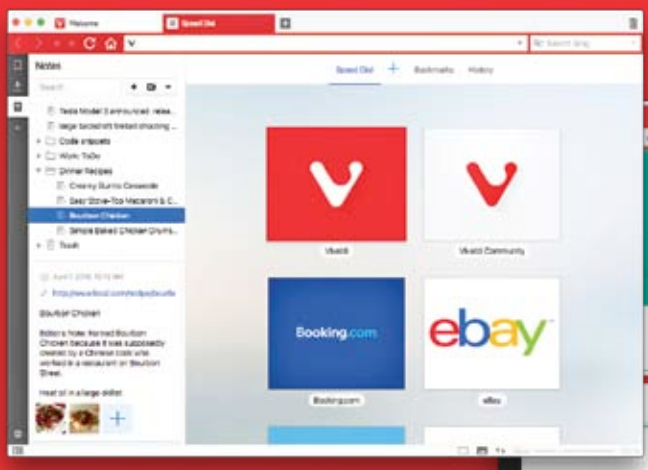
Price: Free ■

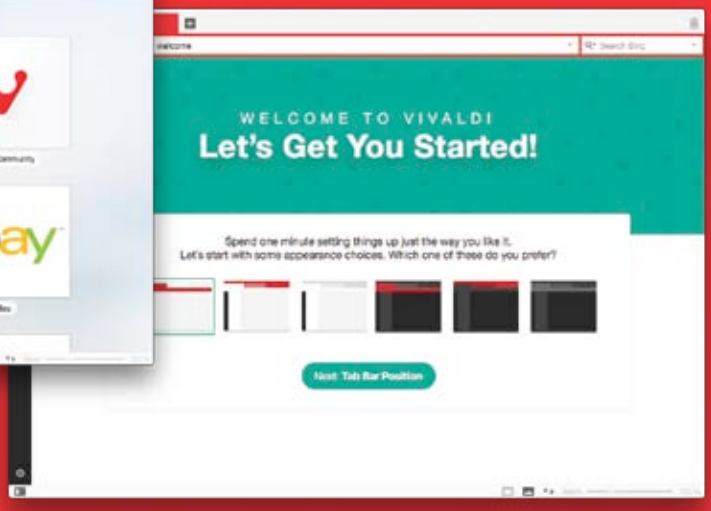
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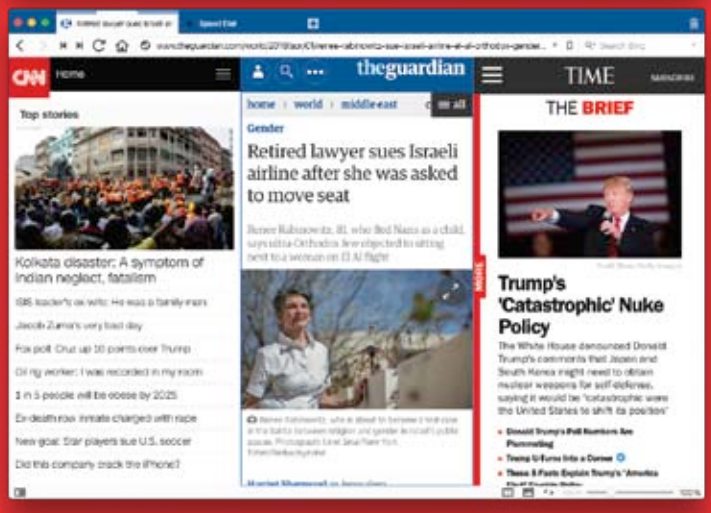
VIVALDI BROWSER
A new browser

In the era of mobile browsing, most of us take the humble desktop browser for granted. And this has resulted in innovation slowing down in that sphere, barring the odd new browser from Microsoft, Google and Mozilla. Which is why we must confess that we were delighted to see a new browser, Vivaldi, make its arrival in tech town. Built by former members of the team that had given the world the first browser with multiple tabs, Opera, Vivaldi brings a number of interesting features to the routine browsing experience. Yes, it is a browser that works smoothly and at a decent clip but more importantly, it comes with a host of customisations - you can even arrange the tabs the way that you want on your display and if that gets too messy, use the Stack tabs option to clean it all up. And writers will love the seamless way in which they can take notes and add screenshots while browsing away merrily. There is a bookmarks manager, an option to view websites on panels on the sidebar and a lot of neat interface touches that make browsing a whole new experience. Honestly, we just love the ability to control so much, although those used to the likes of Chrome and IE will find the going tough for a while. Definitely worth a try in our books!

Available from: https://vivaldi.com/

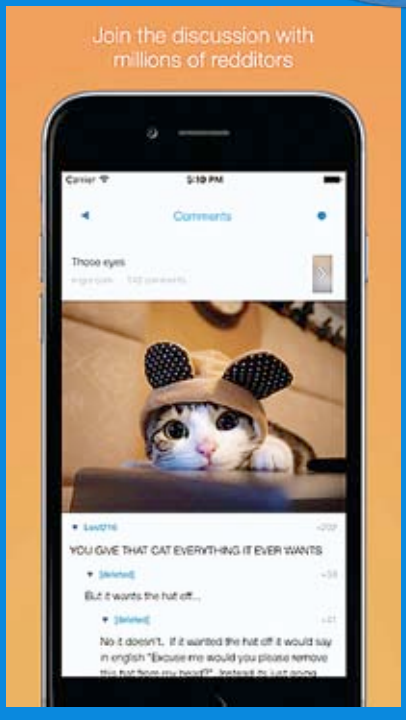
Price: Free. ■

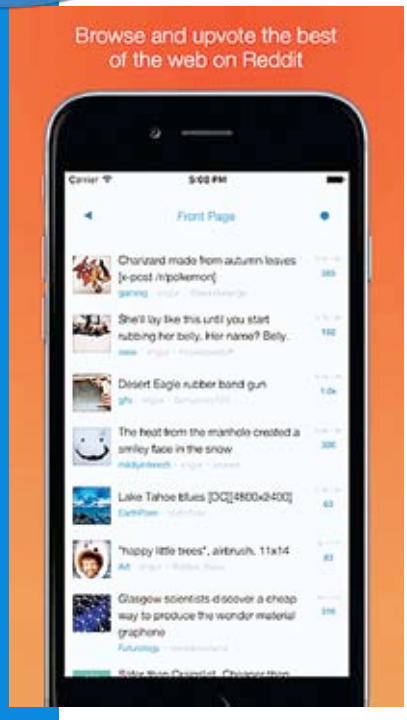
Rating ★★★½☆

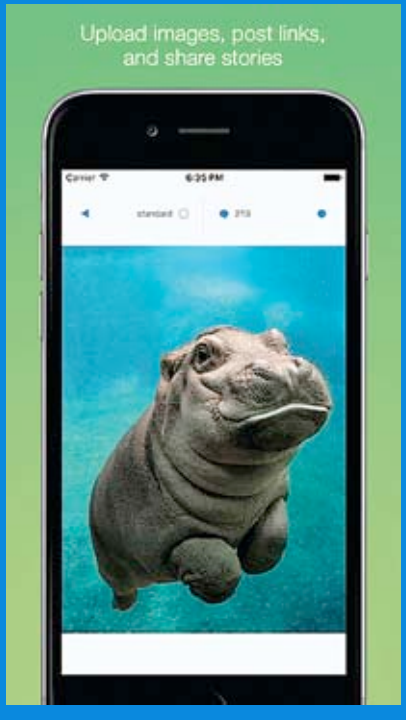


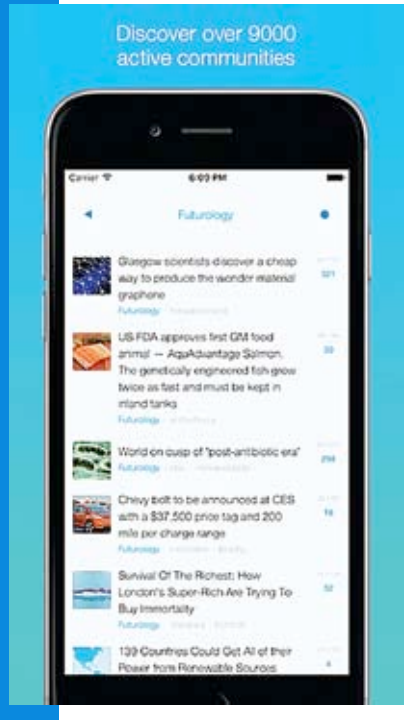


ALIEN BLUE: REDDIT OFFICIAL CLIENT *Finally an official Reddit Client*









For those who like to read a lot of news on the Web, Reddit is pretty much a Mecca. The service has a dedicated followership thanks to its ability to spot and sort relevant news pieces across a wide audience. Be it strange pictures, serious analysis or breaking news, you will find it on Reddit. The problem is not getting content on the service but actually being able to sort it out and this where Alien Blue comes into play. The app not only gives you access to the latest and best stories on the Web but also allows you to upload and share the stories that you think are worth reading for other members of the community and also check comments and responses to different news items, and interact with the large Reddit community. It is a massive news environment and the app definitely does manage to cut through the chaos and make it a bit more user and reader friendly, although we strongly suspect that newcomers will find it very overwhelming initially. There is a night mode for reading in the dark and you can also get notified of when new messages come into your Reddit Inbox. Pretty much THE app to have for Reddit addicts and yes, one that you should consider downloading if you are a news junkie.

Available from: iTunes App Store

Price: Free. ■

Rating ★★★★½

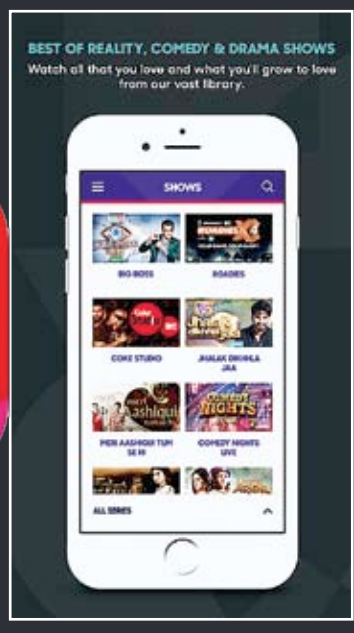
VOOT *Your phone is your TV!*

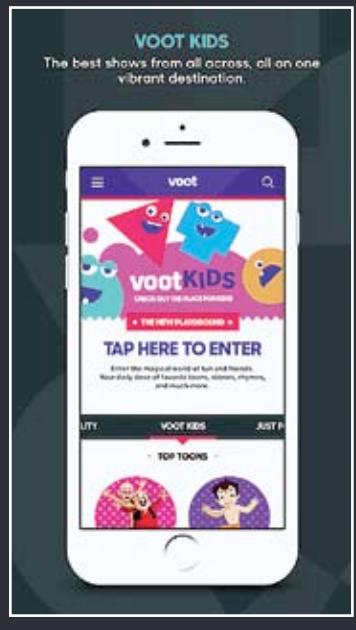
We are living in the era of streaming video, one in which the humble handset is laying siege to the television when it comes to viewing video content. And one of the latest contenders in this department is Viacom, which recently released its Voot app, a video on demand platform, which gives users access to content from a number of channels. There are thousands of hours of content on the app in English, Hindi, Kannada, Marathi, Bengali and Gujarati at the time of writing, and it comes from channels like Colors Hindi, Nickelodeon, MTV and Blockbuster Movies. You also have the option of password protecting that you think your children should not be watching (there is incidentally, a "Voot Kids" section that comprises programmes mainly designed for children). And if you have a good Internet connection, well, it works brilliantly, especially if you are into watching Hindi soap operas and mythological dramas. You can pause a show and resume from exactly where you left off and also make comments about shows. The app will also try to work out which shows work best for you based on your viewing choices. Bandwidth hungry? Yes. But pretty much a must if you love watching Indian television shows and do not always have the Idiot Box handy.

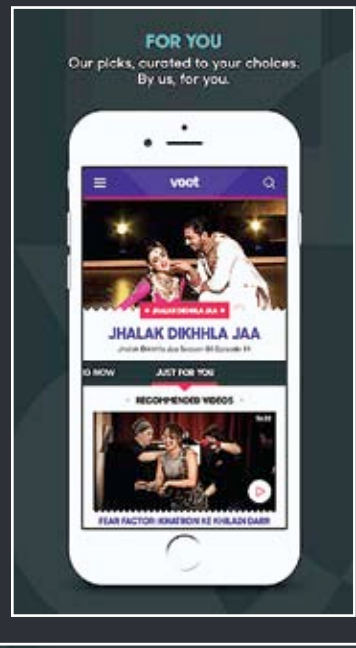
Available from: iTunes App Store, Google Play Store

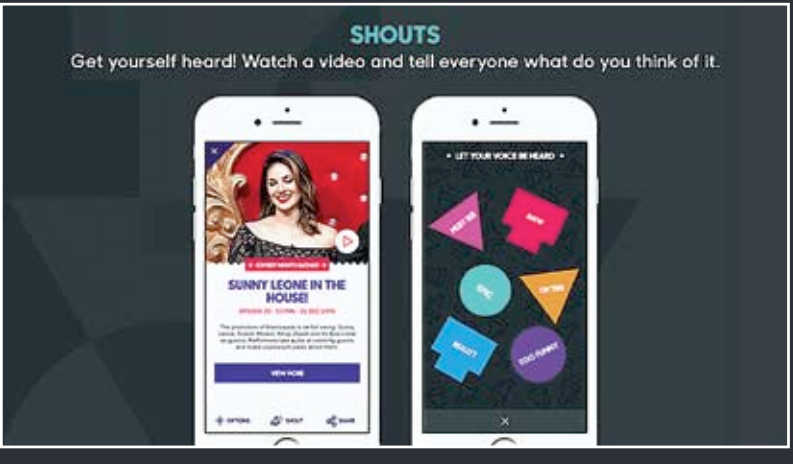
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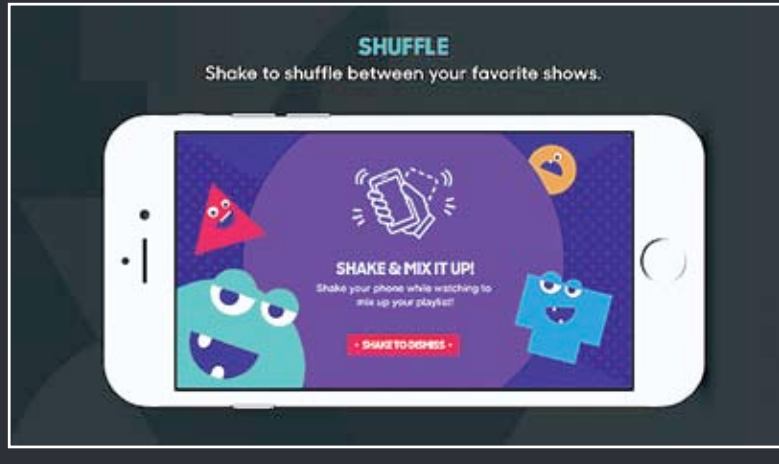
Rating ★★★½☆

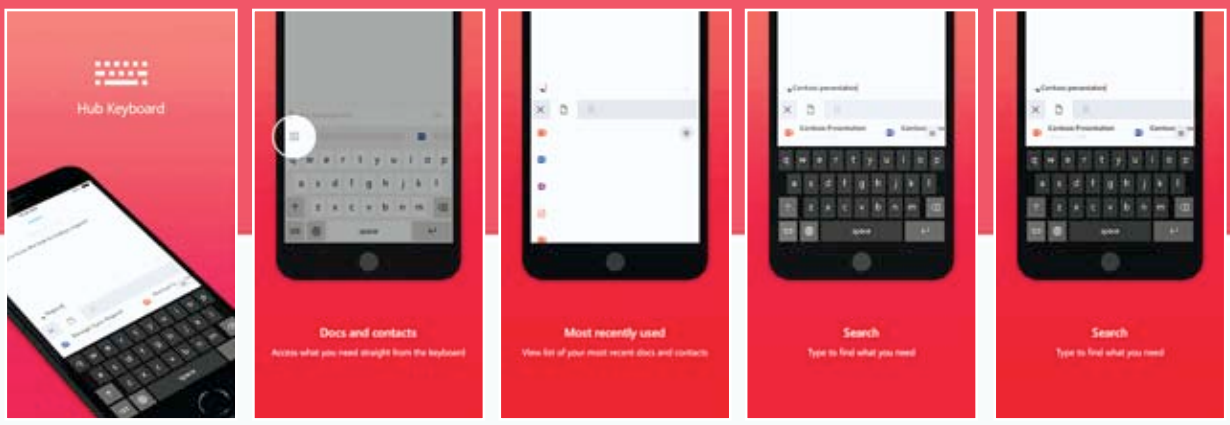












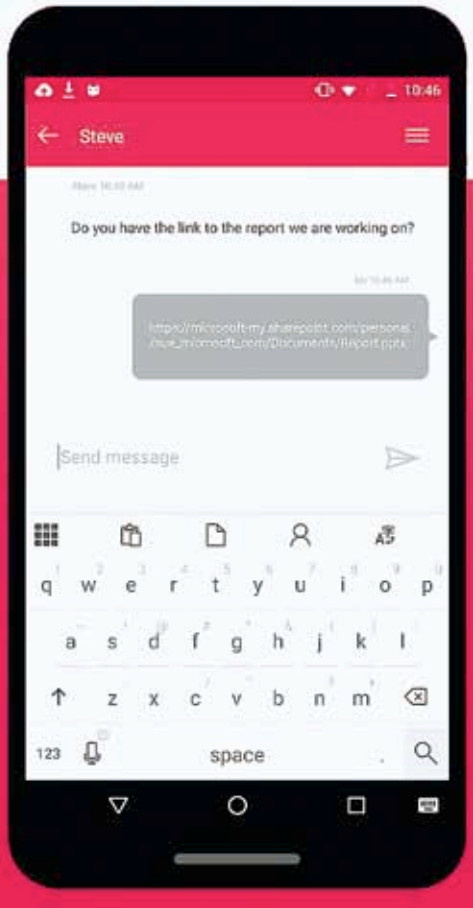
MICROSOFT HUB KEYBOARD *The art of simple keystrokes*

Microsoft has been making waves with its app for iOS and Android and the latest to hit the App Stores is its Hub Keyboard. The keyboard itself might seem routine when you first enable it, but once you have got into it, take a closer look at its top row for that is where the magic resides. Right on top of the keyboard are icons that let you paste anything that you have placed on your clipboard from any other app (saving you the need to long press and choose the 'paste' option), the option to search the Web, search contacts, access documents on your Office 365 account and so on. You can even use Microsoft Translator services right from the keyboard itself to translate content. And of course, apart from this, it is a wonderfully well spaced out keyboard which is a joy to use and definitely a far cry from some of the more cramped affairs one gets. One would have preferred to have the swipe to type option but even in its absence, the Hub Keyboard does add a lot of common sense functionality to the task of typing—and yes, there is support for voice too, so if you want to speak, there is a button that will enable you to do just that and transform it into text too. Well worth a try, we think.

Available from: Google Play Store, iTunes App Store

Price: Free. ■

Rating ★★★★☆



Hub Keyboard

UBOX: SMART SMS BOX *Putting the Smart into Messaging*

Messaging might be a comfort but it can tend to get a little messy for those whose contacts run into hundreds, and who also have to deal with spam by the stackful every day. Yes, of course, there are SMS apps that help you cut down on spam and make folders and the like, but one does need time to really get to grips with them. Which is where apps like Ubox are so useful. Marketed as the Gmail of SMSing, the app has just one target—to ensure that your mail box remains sorted. And the best part: it does so without any information or interference from



you. All you need to do is get the app (it's free, hooray!) and then sit back and watch the app carefully sort your text messages and slot them into folders like Banking, Bills, Bookings, Chats, Updates and Promos. And handling spam is super simple- just swipe across the message and you will have blocked the sender. You can also bookmark messages and even share them using e-mail or other social networking systems. The interface is clean and simple and the app actually works without too much fuss. Some might find it a bit too basic for comfort but in our opinion, that is its strongest suite - the ability to just classify your messaging smoothly with minimum fuss.

Available from: Google Play Store

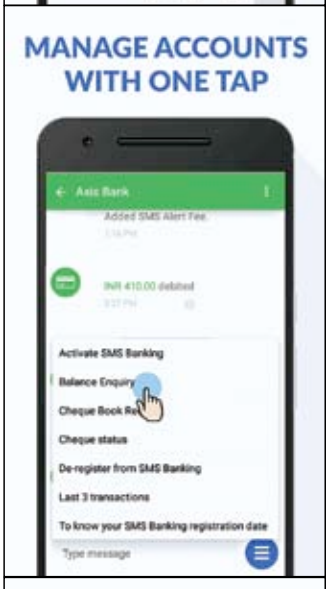
Price: Free. ■

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Rating ★★★★☆



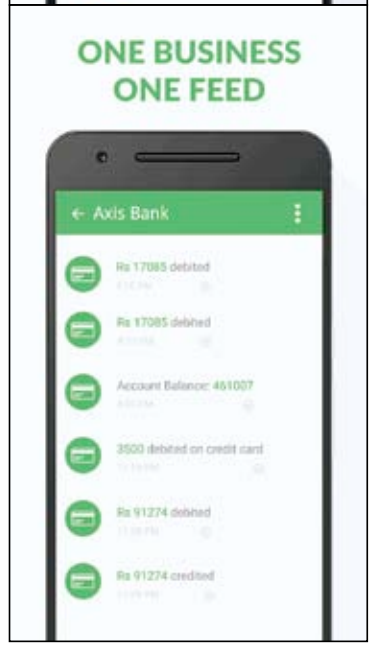








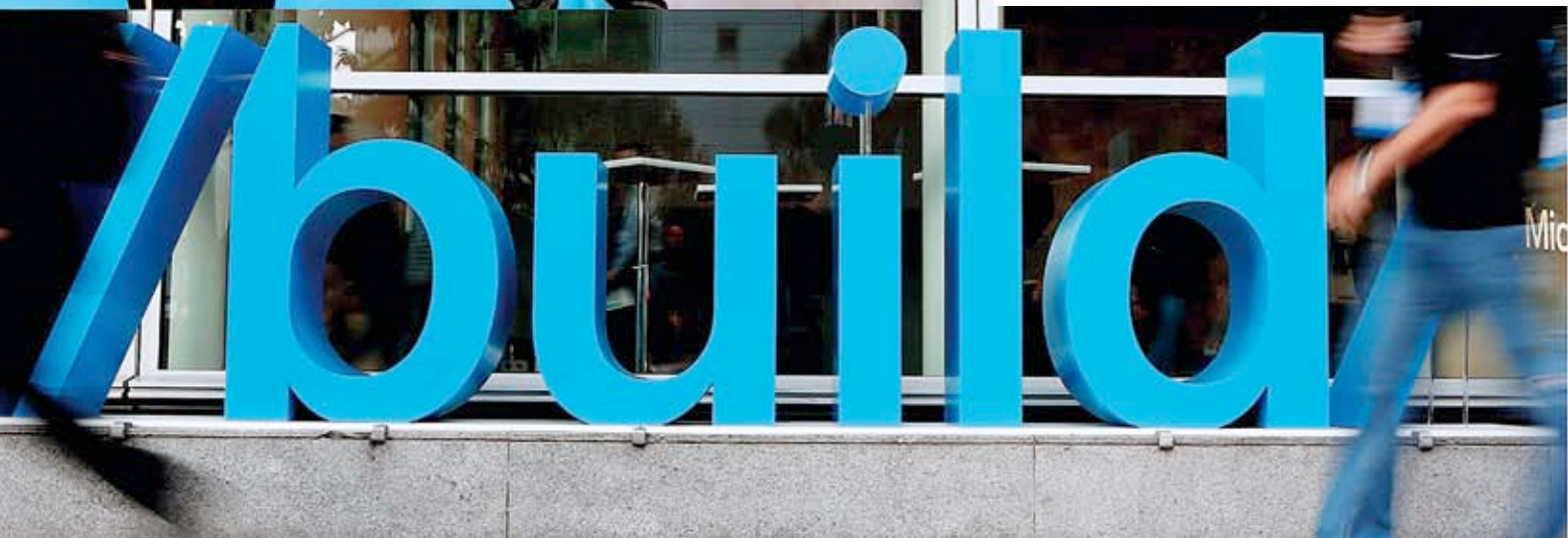




What's Next, Microsoft, Apple?

THEY MIGHT BE RIVALS BUT THEY ARE ALSO TWO OF THE BIGGEST NAMES IN TECHNOLOGY, WHOSE EVERY MOVE AFFECTS OUR LIVES. SO WHEN APPLE AND MICROSOFT HELD EVENTS IN MARCH, THE WORLD TOOK NOTICE TO SEE WHAT THEY WOULD BE REVEALING. **ANUJ BHATIA** TAKES STOCK OF WHAT THE DYNAMIC DUO SHOWCASED.





Last month, top executives from both Apple and Microsoft took the stage in San Francisco, to highlight what's set to drive the future of innovation. While Apple's Spring event mainly revolved around hardware, Microsoft event targeted the developer community. Both events were significant for the respective companies - and for the tech industry as a whole. Here's a round-up of the key announcements from Apple's Spring event and Microsoft's Build 2016.

Microsoft's Build 2016…

Microsoft chief executive Satya Nadella said he marked all his adult life around Microsoft developer conferences. He said, "when I think about even the birth of my children, I think about the various platform eras at Microsoft. My son belongs to IaaS, and my daughters are all .NET." Terry Myerson, Executive Vice President, Windows and Devices Group, then moved to Windows 10. "Windows 10 has been out for eight months, and it's already being actively used by over 270 million people," he said. Myerson also announced the Anniversary update to Windows 10. The free update coming this summer will include support for biometric logins to apps and added stylus support. The Anniversary update will also come to Xbox One game console and HoloLens augmented reality headset.

Microsoft also highlighted its most important developer initiative - Universal Windows Platform (UWP), a platform that works across all devices,



Facebook, Twitter, Instagram, Starbucks, Uber, Disney and Yahoo will soon add Universal Windows Platform apps to the Store.

The Redmond-based tech giant also announced the release details of HoloLens Development Edition. Microsoft will start shipping HoloLens Development Edition to developers for USD 3000. The company also announced a retail Xbox One development kit beginning this summer, and also announced that Cortana, the Windows 10 personal assistant, would come to Xbox One. Another highlight of the developer conference was the announcement of the Bash shell coming to Windows 10, running as a native Ubuntu binary on a Windows subsystem. The company also introduced the Bot Framework, a new tool in preview to help developers build their own chatbots for their applications. Microsoft is planning hundreds of new intelligent apps, or Bots, which will allow developers to build bots that respond to chat messages sent via Skype, emails and text messages. Microsoft sees this technology as the future of the Internet going forward.

...and Apple goes small!

Apple CEO Tim Cook kicked off the Spring event by briefly mentioning the company's ongoing battle with FBI in respect to the San Bernardino iPhone case. Apple's Vice President of Environment Lisa Jackson announced that 93 perc ent of its facilities worldwide run on renewable energy, and had reached its goal of 100 percent in 23 countries. Apple showed off its new Research and Development project called Liam, a robot designed to deconstruct old iPhones into reuse materials. Apple also announced CareKit, the follow-up to ResearchKit, a research tool to keep a track on various health data. Moving on to its products, Apple said that the Apple Watch would be sold at $299, down from $349. The company also announced a new type of wristband made of woven nylon. A software update to its Apple TV was also announced which would allow users to put apps in folders, and access iCloud Photo library. Perhaps the biggest news was the arrival of the iPhone SE, a 4-inch iPhone that comes with a 64-bit A9 chip and an M9 motion coprocessor – making it on par with the iPhone 6s in terms of raw power. The iPhone SE which looks identical to the iPhone 5s, starts at Rs. 39,000. Apple also introduced a smaller iPad Pro., with a 9.7-inch display, and the same A9X chip as the larger iPad Pro, as well as its own keyboard cover. and support for Apple Pencil. The iPad Pro 9.7 starts at 49,900.

Conclusion

It was thus an important March for the two tech behemoths. While Apple seemed to highlight a return ot its design roots, Microsoft showed a renewed focus towards its developer community. One thing is certain: both have some mighty big plans for the future. ■

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Micromax gets a 3.0 Update!

IT MIGHT BE ONE OF THE LEADING SMARTPHONE BRANDS IN INDIA, BUT MICROMAX HAS SHOWN NO INTENTION OF RESTING ON ITS RATHER AMPLE LAUREL COLLECTION. THE COMPANY HAS RECENTLY UNVEILED A WHOLE NEW LOOK AND HAS ALSO REVEALED PLANS TO BECOME A PLAYER ON THE GLOBAL STAGE. **PRIYANKA DUA** TAKES A CLOSER LOOK.



Homegrown mobile phone brand Micromax needs no introduction. The company forayed into the Indian phone market in 2008, and has been going from strength to strength ever since, seeing off the likes of Nokia and HTC and even threatening the crown of Samsung as the leading player in the Indian phone market. Today, it is acknowledged as the second largest player in the Indian smartphone market and is ranked tenth in the global handset market. Recent times, have, however been relatively quiet ones for the brand. The year 2016 has not seen too many devices from it and the company also had to deal with the departure of its high-profile CEO, Vineet Taneja, which coming after its chairman Sanjay Kapoor stepped down last year, had given rise to rumours about all not being well on the management side of the company.

New logo, tagline and plans!

The company has responded by announcing a whole new identity and strategy. Calling itself Micromax 3.0, it comes with a new tagline: Nuts, Guts, Glory. The company also unveiled a new logo and also announced 19 new products, which include TVs, smartphones and tablets. These included the next flagship phones from Micomax - Canvas 6 and Canvas 6 Pro. The

company also announced the launch of its online store called Micromax Estore and aims to achieve a 100 million connected devices by the end of March 2017. Meanwhile, it will enter into new product segments such as connected home and will continue to invest in new start-ups.The company also opens its second manufacturing plant at the semiconductor hub Fab City in Hyderabad (Telangana). In the first phase, the company has already invested over Rs 100 crores in the project, which will manufacture mobile handsets, LED TVs, LED lights etc for Micromax brand

Micromax will also make available a host of services that are integrated as 'AROUND' on its new devices. With AROUND on the device, a user can use a single sign in to access any service as well as pay for it using the native wallet to complete the experience. This exemplifies the company's vision to be the first Indian company to build a complete services ecosystem to complement the seamless experience for more than 50 million user base by end of FY 2016-17.

Commenting on the announcement, Rahul Sharma, Co-Founder, Micromax Informatics said, "Today we embark on our journey to be amongst the top five players in the world. Being a leader in our space we also strongly believe that it is on us to enable an ecosystem that eventually brings world class devices powered by relevant services at the convenience of consumers. With our aim of achieving 100 million connected devices in the next two years, we want to make Micromax, the largest services company in India, consolidate our leadership position in overseas markets we are present as well as enter new markets. We would also continue to invest in different service categories which interest our consumers to create a strong ecosystem within our brand for the most compelling and seamless experience."

Shubhajit Sen, chief marketing officer, Micromax Informatics, explained the reason behind revamping: "We have to transform from just being devices hardware player to be a player which facilitates in building ecosystem from a customer point of view and i think for that we need a fresh look or a design." On the alleged inner turmoil between the top executives and the promoters in the brand, Sen said, " I have been here for the last one and half year and not on even a single day have I seen such thing. I can only say that there is no truth in this."

Vikas Jain, Co-Founder, Micromax Informatics said, "We are committed to make Micromax a clear leader in smart devices in the coming year. Therefore, we would be looking at further consolidation into newer product categories (LED TV and tablets) to bring in newer set of consumers into the Micromax brand and transform into a complete consumer electronics company. One of our key focus areas in this journey will be to 100 per cent Make in India."

Will the revamp work?

All of which sounds fine on paper, but just how well will it actually work? "With Chinese brands expanding their market in India, Indian players have their task cut out to differentiate their offerings. The only advantage they (local brands) have currently is the strong distribution which they have built over the years but looking at the deep investment budget of Chinese players, it may not be a differentiator in the long term. In such a scenario it makes sense for players like Micromax to move aggressively into services category and build a complete services ecosystem for its range of products from mobile devices to TVs to other smart accessories as well," says Tarun Pathak, senior telecom analyst, CounterPoint Research.

He feels that Micromax is on the right path with the revamp. "It will take time but nonetheless, is a step in the right direction. Micromax not only has to strengthen its R&D but at the same time keep an eye on growing startup ecosystem in India. So we can expect some acquisitions or investments from Micromax in times to come. Apart from this recurring revenue on the services is one area where micromax needs to work on as it moves up the price band in competitive smartphone segment. So overall we expect at least an year before we see some actual results coming out from the new strategy," he said.

Faisal Kawoosa, General Manager, Telecoms and SemiTronics, CMR, is more cautious in his appraisal of the new strategy. "Over the years, Micromax has been perceived as a trendsetter brand by leading the industry in many disruptions. Its Phablet in sub-10k category not only rattled the industry, but resulted in the growth of smartphones in India. "These 'cosmetic' changes will not help Micromax considerably to get back its glory. Through the years, 2013 to 2014, it was third in the overall mobile handset market and in 2015, it was next to Samsung. But this growth couldn't be capitalised for several reasons and we saw it performing not so well towards the end of 2015. However, we expect some better results as we close the first quarter for 2016," he said.

Conclusion

Whether its revamp and new services focus will help it not just win back perceived lost ground but also new markets is something that only the coming days will reveal, but given the company's track record, we can safely assume that it will definitely cause a stir in the market. The name is familiar but there is a new Micromax in cell town. ■

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LG G5: A New Dawn?

LG'S NEW FLAGSHIP, THE G5, IS BUILT ON THE IDEA OF MAKING A SMARTPHONE LIKE A MODULAR PC, ADDING AND REMOVING FEATURES AT WILL. BUT WILL THE G5 REINVENT AN INCREASINGLY PREDICTABLE SMARTPHONE MARKET? HERE'S A QUICK LOOK AT THE LATEST FLAGSHIP FROM LG.

By Anuj Bhatia

1 The G5's unique design is its USP, definitely. A smartphone perceived to look different from the crowd. The all-new aluminum back and fingerprint scanner give it a smart look but are not what really make the LG G5 poles apart from its predecessor, the G4, which had a leather back.

2 Above the fingerprint scanner is the dual-camera setup, which features a standard 16-megapixel sensor with a 135-degree wide angle lens. The camera sensor is almost identical to the one found on the LG V10 with a f/1.8 aperture, laser autofocus and optical image stabilisation. The 8-megapixel front camera also has a wider lens than many smartphones out there.

3 LG continues to let users access and change the battery. You can remove the battery by sliding a button; in fact you can swap the 2,800mAh battery for a new one.



4 The G5 comes with a 5.3-inch Quad HD (2560 x 1440) display, smaller but with the same resolution as the G3 and G4. The 5.3-inch display is always-on, but unlike the Galaxy S7, it shows a number of notifications besides the time and date.

5 The G5 comes with a removable compartment that expands the handset's functionality. It can accommodate accessories, such as an external camera moduleand a high-fidelity audio speaker courtesy.

6 Packing a Snapdragon 820 processor and 4GB of RAM, the LG G5 is a speed demon. It should be fast, zippy and should be able to handle most tasks, be it intensive editing sessions to high-definition games, without breaking into a sweat.

7 The G5 is running LG's latest UX 5.0 interface atop Android 6.0 Marshmallow. It is cleaner and more customizable than the UX 4.0 running on the G4.



8 In terms of storage, the LG G5 comes with 32 GB built-in. However, there is a microSD slot onboard, which means you can expand this onboard storage by up to a massive 2 TB.

9 The LG G5 supports Qualcomm QuickCharge 3.0 - Qualcomm's latest recharging tech yet. And yes, you will also find a USB Type-C port on its base.

10 Although we have no information about its price, LG's flagship device goes toe to toe against the likes of the Samsung Galaxy S7 and HTC 10, and is expected to cost a pretty penny. We won't complain if it doesn't!

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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 April 15, 2016)

Disclaimer:
The prices quoted in *My Guide* are the Best Buy prices quoted by the respective companies, ex-Delhi. The prices may vary on account of promotional schemes or dealer discretion.

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

- Microsoft
- Up to Rs. 2,499
- Rs. 2,500 – Rs. 5,999
- 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 640	Lumia 550	Lumia 540
Display (inches/res)	2.4/240 x 320	2.8/ 320 x 240	2.0/ 320 x 240	5.0/ 720 x 1280	5.0/ 720 x 1280	4.7/ 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	141.3 x 72.2 x 8.8	136.1 x 67.8 x 9.9	144 x 73.7 x 8.6
Weight (grams)	78.6	100.6	91.8	146	145	141.9	152
Processor/RAM	NA/8MB	NA/8MB	NA/16 MB/	QS 200/1GB	QS 400/1GB	QS 210/1GB	QS 200/1GB
Operating system	Series 30+	Series 30+	Series 30+	Windows Phone 8.1	Windows Phone 8.1	Windows 10	Windows Phone 8.1
Storage/Expandable	NA/32GB	NA/32GB	NA/ 32GB	8GB/128GB	8GB/128GB	8GB/200GB	8GB/128GB
Rear/Front Camera	0.3MP/NA	2.0MP/NA	2.0MP/2.0MP	5MP/5MP	8MP/1MP	5MP/2MP	8MP/5MP
Battery (mAh)	1100 mAh	1200 mAh	1200 mAh	1905 mAh	2500 mAh	2100 mAh	2200 mAh
2G/3G/4G	NA	Yes/No/No	Yes/No/No	Yes/Yes/No	Yes/Yes/No	Yes/Yes/Yes	Yes/Yes/No
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	January, 2015	April, 2014	February, 2016	January, 2015	March, 2015	October, 2015	April. 2015
Price Rs.	**2,199**	**3,200**	**3,900**	**7,600**	**8,999**	**9,200**	**9,500**

MODELS

	MICROSOFT			MICROSOFT		UP TO RS. 2,499	
							
PARAMETERS	MICROSOFT					ADCOM	
Model	Lumia 640XL	Lumia 650 NEW	Lumia 640 XL LTE	Lumia 950 Dual SIM	Lumia 950 XL	X5	X9 (Nonu)
Display (inches/res)	5.7/ 720 x 1280	5.7/ 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	120	120
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	3000 mAh	3000 mAh	3340 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	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	April, 2015	April, 2016	April, 2015	October, 2015	October, 2015	NA	NA
Price Rs.	**15,000**	**16,599**	**17,000**	**42,500**	**49,399**	**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 NEW
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)	220	210	82	210	108	-	65
Processor/RAM	NA/ 32MB	NA/ 32MB	NA/ 32MB	NA/ 32MB	NA/ 64MB	RDA 8810M/NA	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	256 MB + 512 MB /128GB	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	1400	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	2014	NA
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 NEW	Pride 350 NEW	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/ 240 x 320	2.4/ 240 x 320	2.4/ 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	ST6531DA/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	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/ 240 x 320	2.4/ 240 x 320	2.4/ 240 x 320	2.8/ 240 x 320	2.4/240 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	75	-
Processor/RAM	Single-Core/ No	Single-Core/ No	Single-Core/ No	Single-Core/ No	Single-Core/ No	NA	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	VGA/No
Battery (mAh)	1,000	1,700	1,600	1,700	1,600	800	1750
2G/3G/4G	Yes/No/No	Yes/No/No	Yes/No/No	Yes/No/No	Yes/No/No	No/No/No	No/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	2014	NA
Price Rs.	**1,199**	**1,349**	**1,249**	**1,299**	**1,299**	**1,550**	**1,299**

	Rs. 2,500 – Rs. 5,999			Rs. 2,500 – Rs. 5,999			Rs. 2,500 – Rs. 5,999
MODELS							
PARAMETERS	ASUS	COOLPAD	HUAWEI	HITECH			
Model	Zenfone Go	Dazen 1	Honor Bee	Amaze S9 NEW	Air A3i Plus NEW	Air A8 NEW	Air A9 NEW
Display (inches/res)	5.0/720 x 1280	5.0/720x1280	4.5/ 854 x 480	4.5 /-	4.5/ 480 x 854	5.0/ 540 x 960	5.0/ 720 x 1280
Dimension (mm)	144.5 x 71 x 10	141 x 71.5 x 9.3	71.9x143.3x8.8	140 x 66.88 x 9.65	140 x 66.90 x 9.64	140.2 x 72.4 x 8.8	140.2 x 72.4 x 8.8
Weight (grams)	135	155	162	150	124	152	152
Processor/RAM	MT6580/2GB	QS410/ 2GB	Quad-core/1GB	ST 7731/512MB	ST 8830/1GB	ST 7731/1GB	MT 3735M/2GB
Operating system	Android OS, v5.1	Android OS, v4.4	Android OS, v4.4	5.1 Lollipop	5.1 Lollipop	5.2 Lollipop	5.2 Lollipop
Storage/Expandable	8,16GB/64GB	8GB/32GB	8GB/32GB	4GB/32GB	8GB/32GB	8GB/32GB	16GB/32GB
Rear/Front Camera	8MP/2MP	8MP/5MP	8MP/2MP	5MP/2MP	5MP/2MP	8MP/2MP	13MP/8MP
Battery (mAh)	2070	2500	1730 mAh	1,400 mAh	1,550 mAh	2,000 mAh	3500 mAh
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/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes
Launch	August, 2015	May, 2015	May, 2015	NA	NA	NA	NA
Price Rs.	**5,299**	**5,999**	**3,999**	**2,999**	**2,999**	**4,999**	**6,999**

	Rs. 2,500 – Rs. 5,999			Rs. 2,500 – Rs. 5,999			Rs. 2,500 – Rs. 5,999
MODELS							
PARAMETERS	IN-FOCUS			KARBONN		LAVA	MICROMAX
Model	M 260	Bingo 10 (M415) NEW	Bingo 21 (M 430)	Mach One Titanium S310	Sparkle V	Iris X1	Canvas Juice 3 Q393 NEW
Display (inches/res)	4.5/ 480 x 854	4.5/ 480 x 854	4.5/ 854 x 480	4.7/720 x 1280	4.5/ 480 x 854	4.5/ 480 x 854	5.0/720 x 1280
Dimension (mm)	132.87 x 67.80 x 10.48	135.65 x 67.38 x 10.43	136.8 x 67 x 10.95	137 x 68 x 8.1	133 x 66 x 10.4	134 x 73 x 8.9	NA
Weight (grams)	155	-	152	145	138	138	NA
Processor/RAM	quad-core/1GB	MTK6580A/1GB	Quad Core/2GB	MT6582/1GB	Quad Core/1GB	quad core /1GB	MT6580/2GB
Operating system	Android OS, v5.1	Android OS, 6.0	Android 5.1	Android OS, v4.4.2	Android OS, v4.4.4	Android OS, v4.4.2	Android OS, v5.1
Storage/Expandable	8GB/32GB	8GB/64GB	8GB/32GB	8GB/32GB	4GB/32GB	8GB/32GB	8GB/32GB
Rear/Front Camera	5MP/2MP	5MP/5MP	8MP/5MP	8MP/5MP	5MP/2MP	8MP/2MP	8MP/2MP
Battery (mAh)	2000 mAh	2,000 mAh	2300	1800	1700	2100	4,000 mAh
2G/3G/4G	Yes/Yes/No	Yes/Yes/No	Yes/Yes/Yes	Yes/Yes/No	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
Launch	October, 2015	April, 2016	March, 2016	July, 2014	Speptember, 2014	May, 2014	NA
Price Rs.	**3,849**	**4,299**	**5,499**	**4,499**	**4,995**	**3,699**	**4,171**

	Rs. 2,500 – Rs. 5,999		Rs. 2,500 – Rs. 5,999				Rs. 2,500 – Rs. 5,999
MODELS							
PARAMETERS	MICROMAX		M-TECH		PHICOMM	RELIANCE	SAMSUNG
Model	Canvas Spark 3 NEW	Canvas Blaze Q400	Turbo L7	Turbo L9	Energy E670	LYF Flame 1	J1
Display (inches/res)	5.5/720x1280	4.5/480 x 854	5.0/ 854 x 480	5.0/ 854 x 480	5.0/ 1280 x 720	4.5/854 x 480	4.3/480 x 800
Dimension (mm)	-	-	143 x 70.6 x 8.8	145 x 72.25 x 8.5	144 x 70 x 8	132.6 x 66.2 x 9.3	129 x 68.2 x 8.9
Weight (grams)	-	-	142	150	-	NA	122
Processor/RAM	quad-core/1GB	QS 210 /1GB	Quad Core /512MB	Quad Core/1GB	QS 210/2GB	QS 210/2GB	dual core/ 512 MB
Operating system	Android OS,5.1	Android 5.1	Android 5.1	Android 5.1	Android 5.0	Android 5.1	Android OS, v4.4.4
Storage/Expandable	8GB/32GB	8GB/32GB	4GB/32GB	8GB/32GB	16GB/64GB	8GB/-	4GB/128GB
Rear/Front Camera	8MP/5MP	5MP/2MP	3.2MP/1.3MP	3.2MP/1.3MP	8MP/2MP	5MP/5MP	5MP/2MP
Battery (mAh)	2500 mAh	2,000	2,000	2,000	2300	-	1850
2G/3G/4G	Yes/Yes/No	Yes/Yes/Yes	Yes/Yes/No	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/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes
Launch	-	October, 2015	NA	NA	February, 2016	February, 2015	February, 2015
Price Rs.	**4,999**	**5,239**	**3,499**	**4,299**	**5,499**	**5,700**	**5,990**

	Rs. 2,500 – Rs. 5,999			Rs. 2,500 – Rs. 5,999			Rs. 2,500 – Rs. 5,999
MODELS							
PARAMETERS	SPICE	VIDEOCON					
Model	Dream UNO Mi	V40HD NEW	V45DB NEW	V40CF NEW	V45DD NEW	V45BD NEW	V50DA NEW
Display (inches/res)	4.3/480 x 800	4.0WVGA	4.5-inch, FWVGA	4.0-inch, WVGA	4.5/ FWVGA IPS	4.5/ FWVGA IPS	5.0/ FWVGA IPS
Dimension (mm)	132 x 67 x 9.15	62 x 118.25 x 10.6	136 X 70.8 X 11.0	124 x 64.5 x 9.0	136 X 70.8 X 11.0	69X134.5X11.5	10.2 X74.5 X 146
Weight (grams)	138	-	-	-	-	-	-
Processor/RAM	Quad Core/1GB	1GHz Single Core/256MB	1.2 Quad Core/512MB	1.2 Quad Core/1GB	1.2 Quad Core/1GB	1.2 Quad Core/1GB	1.3 Quad Core/1GB
Operating system	Android OS, v4.4	Android OS 4.4	Android OS 4.4	Android OS 5.0	Android OS 5.0	Android OS 5.0	Android OS 5.0
Storage/Expandable	4GB/32GB	512MB/32GB	8GB/32GB	8GB/32GB	8GB/32GB	8GB/32GB	8GB/32GB
Rear/Front Camera	5MP/2MP	3.2MP/VGA	5MP/VGA	5MP/2MP	5MP/2MP	5MP/2MP	5MP/2MP
Battery (mAh)	1700	1400 mAh	1600 mAh	1500 mAh	1600 mAh	2400 mAh	3000
2G/3G/4G	Yes/Yes/No	Yes/Yes/No	Yes/Yes/No	Yes/Yes/No	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	September, 2014	February, 2016	March,2016	March,2016	March,2016	March,2016	April,2016
Price Rs.	**4,646**	**2,605**	**3,638**	**3,692**	**4,237**	**4,505**	**4,922**

	RS. 6,000 – RS. 9,999			RS. 6,000 – RS. 9,999			RS. 6,000 – RS. 9,999
MODELS							
PARAMETERS	ASUS					CELKON	COOLPAD
Model	Zenfone C	Zenfone 4	Zenfone 2 Laser	Zenfone 5	Zenfone Max	Q500	Note 3 Lite
Display (inches/res)	4.5/480 x 854	5.0/ 480 x 800	4.0/720 x 1280	5.0/720 x 1280	5.5/ 720 x 1280	5.0/720 x 1280	5.0/720 x 1280
Dimension (mm)	136.5 x 67 x 10.9	124.4 x 61.4 x 6.3-11.2	143.7 x 71.5 x 10.5	148.2 x 72.8 x 10.3	156 x 77.5 x 10.6	145.6 x 71.8 x 8	140.8 x 70.4 x 8.9
Weight (grams)	150	115	140	145	202	149	142
Processor/RAM	IA Z2520/ 1GB	IA Z2520/1GB	QS 410/2GB	IA Z2580/2GB	QS 410/2GB	Broadcom/2GB	MT6735/3GB
Operating system	Android 4.4.2	Android 4.4.2	Android v5.0	Android Kitkal 4.4.4	Android 5.0	Android Kitkat 4.4.2	Android 5.1
Storage/Expandable	8GB/64GB	4GB,8GB/64GB	8GB,16GB/128GB	8GB,16GB,32GB/128GB	8GB,16GB/128	16GB/32GB	16GB/32GB
Rear/Front Camera	8MP/VGA	5MP/VGA	13MP/5MP	8MP/2MP	13MP/5MP	8MP/2MP	13MP/5MP
Battery (mAh)	2100	1200/1600	2400	2110	5000	2500	2,500
2G/3G/4G	Yes/Yes/No	Yes/Yes/No	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/No	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	Yes/Yes
Launch	January, 2015	January, 2014	August, 2015	April, 2014	January, 2016	2014	January, 2016
Price Rs.	**6,299**	**6,007**	**8,999**	**8,250**	**9,999**	**7,499**	**6,999**

	RS. 6,000 – RS. 9,999			RS. 6,000 – RS. 9,999			RS. 6,000 – RS. 9,999
MODELS							
PARAMETERS	COOLPAD	GIONEE		HTC		HUAWEI	
Model	Note 3	Elife S5.1	F 103	Desire 326G	Desire 526G+	Honor 4C	Honor Holly 2 Plus
Display (inches/res)	5.5/720 x 1280	4.8/ 720 x 1280	5.0/ 720 x 1280	4.5/480 x 854	4.7/540 x 960	5.0/720 x 1280	5.0/720 x 1280
Dimension (mm)	151 x 77 x 9.3	139.8 x 67.4 x 5.2	143 x 70.3 x 8	139.7 x 69.6 x 9.7	139.8 x 69.8 x 9.9	143.3 x 71.9 x 8.8	143.1 x 71.8 x 9.7
Weight (grams)	155	97.7	136.6	146	154	162	160
Processor/RAM	MT6753/3GB	MT6592/1GB	MT6735/2GB	Spreadtrum /1GB	Octa core, Qual core/1GB	octa core /1GB	MT6735P /2GB
Operating system	Android 5.1	Android 4.4.2	Android 5.0	Android 4.4.2	Android 4.4.2	Android 5.0	Android 5.1.1
Storage/Expandable	16GB/64GB	16GB/No	16GB/32GB	8GB/32GB	8GB,16GB/32GB	8GB/32GB	16GB/128GB
Rear/Front Camera	13MP/5MP	8MP/5MP	8MP/5MP	8MP/2MP	8MP/2MP	13MP/5MP	13MP/5MP
Battery (mAh)	3,000	2,050	2,400	2,000	2,000	2,550	4,000
2G/3G/4G	Yes/Yes/Yes	Yes/Yes/No	Yes/Yes/Yes	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/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes
Launch	October, 2015	November, 2014	September, 2015	June, 2015	January, 2015	April, 2015	February, 2016
Price Rs.	**6,999**	**9,999**	**9,999**	**8,000**	**8,800**	**6,999**	**8,499**

	RS. 6,000 – RS. 9,999		RS. 6,000 – RS. 9,999				RS. 6,000 – RS. 9,999
MODELS							
PARAMETERS	HUAWEI	IBALL	IN-FOCUS		I-SMART		KULT
Model	Honor 4X	mSLR Cobalt 4	M 350 (16GB)	M810	IS-57i	IS-56i HD Mercury V6	Kult 10
Display (inches/res)	5.5/720 x 1280	5.0/540 x 960	5.0/720 x 1280	5.5/1080x1920	5.0/480 x 854	5.0/ 720 x 1280	5.0-inch, 720 x 1280
Dimension (mm)	152.9 x 77.2 x 8.7	-	151 x 71.5 x 10.6	153.70 x 76.20 x 6.99	146.72 x 72.85 x 8.73	143.54 x 71.55 x 8.52	143.00 x 70.30 x 7.60
Weight (grams)	165	-	146	-	110	130	128
Processor/RAM	QS 410/2GB	octa-core/1GB	MT6732/2GB	QS 810/ 2GB	Quad Core/1GB	Quad Core/1GB	quad core/3GB
Operating system	Android 4.4.2	Android 4.4	Android 4.4.2	Android 5.0	Android 4.4.2	Android 4.4.2	Android 5.1
Storage/Expandable	8GB/32GB	8GB/32GB	16GB/64GB	16GB/64GB	8GB/64GB	8GB/64GB	16GB/128GB
Rear/Front Camera	13MP/5MP	8MP/3.2MP	8MP/8MP	13MP/5MP	8.0MP/3.2MP	8.0MP/3.2MP	13MP/5MP
Battery (mAh)	3,000	2,000	2,500	2,600	2,100	2,500	2,350
2G/3G/4G	Yes/Yes/Yes	Yes/Yes/No	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/No	Yes/Yes/No	Yes/Yes/Yes
Dual SIM	Yes	Yes	Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes
Music Player/FM	Yes/Yes	Yes/Yes	Yes/Yes	Yes	Yes	Yes	Yes
Launch	October, 2014	June, 2015	June, 2015	July, 2015	2015	2015	December, 2015
Price Rs.	**8,999**	**6,299**	**6,999**	**9,999**	**6,499**	**6,999**	**7,999**

	RS. 6,000 – RS. 9,999		RS. 6,000 – RS. 9,999			RS. 6,000 – RS. 9,999	
MODELS							
PARAMETERS	KARBONN	LAVA				LENOVO	
Model	Titanium Octane	Iris X5	Pixel V2	Pixel V1	X10	A6000 Plus	Vibe P1m
Display (inches/res)	5.0/720 x 1280	5.0/720 x 1280	5.0/ 720 x 1280	5.5/720 x 1280	5.0/720 x 1280	5.0/720 x 1280	5.0/720 x 1280
Dimension (mm)	145.7 x 71.2 x 7.9	143.5 x 71.5 x 7.7	141.6 x 70.8 x 7.6	152.1 x 76.3 x 8.5	142 x 70.8 x 7.9	141 x 70 x 8.2	141 x 71.8 x 9.3
Weight (grams)	-	134	128	135	133	128	148
Processor/RAM	MT6592/1GB	Quad-core/ 1GB	MT6735/ 2GB	Quad core/ 2GB	MT6735 /3GB	QS 410/2GB	MT6735P /2GB
Operating system	Android 4.4.2	Android 4.4.2	Android 5.1	Android 5.1.1	Android 5.1	Android 5.0.2	Android 5.1
Storage/Expandable	16GB/32GB	8GB/32GB	16GB/32GB	32GB/32GB	16GB/32GB	16GB/32GB	16GB/32GB
Rear/Front Camera	13MP/5MP	8MP/5MP	13MP/8MP	8MP/5MP	13MP/5MP	8MP/2MP	8MP/5MP
Battery (mAh)	2,000	2,100	2,500	2,560	2,900	2,300	4,000
2G/3G/4G	Yes/Yes/No	Yes/Yes/No	Yes/Yes/Yes	Yes/Yes/No	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes
Dual SIM	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes	Yes
Music Player/FM	Yes	Yes	Yes	Yes	Yes	Yes/Yes	Yes/Yes
Launch	April, 2014	September, 2014	September, 2015	July, 2015	November, 2015	April, 2015	October, 2015
Price Rs.	**9,500**	**8,100**	**8,499**	**8,649**	**9,999**	**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					MEIZU	
Model	S660	K5 Plus NEW	A850	A7000	K3 Note	M2	M2 Note
Display (inches/res)	4.7/540 x 960	5.0/1080 x 1920	5.5/540 x 960	5.5/720 x 1280	5.5/1080 x 1920	5.0/1280 x 720	5.5/1080 x 1920
Dimension (mm)	137 x 68.8 x 10	142 x 71 x 8	153.5 x 79.3 x 9.5	152.6 x 76.2 x 8	152.6 x 76.2 x 8	68.9x140.1x8.7	150.9 x 75.2 x 8.7
Weight (grams)	155	142	184	140	150	131	149
Processor/RAM	MT6582M/1GB	QS616/2GB	MT6582M /1GB	MT6752m /2GB	MT6752 /2GB	MT6735/2GB	MT6753 /2GB
Operating system	Android 4.2	Android OS, v5.1	Android 4.4.2	Android 5.0	Android 5.0	Android v5.1	Android 5.0
Storage/Expandable	8GB/32GB	16GB/32GB	4GB/32GB	8GB/32GB	16GB/32GB	16GB/128GB	16GB,32GB/128GB
Rear/Front Camera	8MP/VGA	13MP/8MP	5MP/VGA	8MP/5MP	13MP/5MP	13MP/5MP	13MP/5MP
Battery (mAh)	3,000	2750	2,250	2,900	3,000	2,500	3,100
2G/3G/4G	Yes/Yes/No	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/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/No
Launch	June, 2014	April, 2016	August, 2013	April, 2015	March, 2015	July, 2015	June, 2015
Price Rs.	**8,450**	**8,499**	**8,800**	**9,000**	**9,199**	**6,999**	**9,999**

	RS. 6,000 – RS. 9,999		RS. 6,000 – RS. 9,999		RS. 6,000 – RS. 9,999		
MODELS							
PARAMETERS	MICROMAX				MOTOROLA		
Model	Canvas Xpress A99	Canvas Xpress 2	Canvas Nitro 2	Canvas Selfie 3	Moto E 4G	Moto G (2nd Gen)	Moto G (3rd Gen)
Display (inches/res)	4.5/480 x 854	5.0/720 x 1280	5.0/720 x 1280	4.8/720 x 1280	4.5/540 x 960	5.0/720 x 1280	5.0/720 x 1280
Dimension (mm)	132.4 x 64.5 x 8.7	NA	-	-	129.9 x 66.8 x 12.3	141.5 x 70.7 x 11	142.1 x 72.4 x 11.6
Weight (grams)	143	NA	-	-	145	155	155
Processor/RAM	MT6582V/X /1GB	MT6592M/1GB	MT6592 /2GB	MT6582 /1GB	QS 410/ 1GB	QS400/1GB	QS 410/2GB
Operating system	Android 4.4.2	Android OS, v4.4.2	Android 4.4.2	Android 5.0	Android OS, v5.0	Android 5.0.2	Android 5.1.1
Storage/Expandable	8GB/32GB	8GB/32GB	16GB/32GB	8GB/32GB	8GB/32GB	8GB/32GB	16GB/32GB
Rear/Front Camera	5MP/VGA	13MP/2MP	13MP/5MP	8MP/8MP	8MP/VGA	8MP/2MP	13MP/5MP
Battery (mAh)	1,950	2,500	2,400	2,300	2,390	2,390	2,470
2G/3G/4G	Yes/Yes/No	Yes/Yes/No	Yes/Yes/No	Yes/Yes/No	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	Yes/Yes
Launch	2014	August, 2015	May, 2015	August, 2015	April, 2015	October, 2015	July, 2015
Price Rs.	**6,132**	**6,199**	**8,549**	**8,899**	**6,999**	**8,999**	**9,999**

	RS. 6,000 – RS. 9,999		RS. 6,000 – RS. 9,999		RS. 6,000 – RS. 9,999		
MODELS							
PARAMETERS	OPPO		PHICOMM	RELIANCE	SAMSUNG		
Model	Neo 5	Neo 7	Passion 660	Wind 6	Galaxy J1 Ace NEW	Galaxy J2 (4G)	Galaxy On5
Display (inches/res)	4.5/480 x 854	5.0/540 x 960	5.0/1080x1920	4.5/480x854	4.3/480 x 800	4.7/540 x 960	5.0/720 x 1280
Dimension (mm)	132 x 65.8 x 9.2	142.7 x 71.7 x 7.6	139.50 x 69.00 x 7.40	143.50 x 72.00 x 8.7	130.1 x 67.6 x 9.5	136.5 x 69 x 8.4	142.3 x 72.1 x 8.5
Weight (grams)	132.5	141	110	156	131	130	149
Processor/RAM	QS400/1GB	MT6582,QS410 /1GB	QS 615/2GB	Qualcomm/1GB	Quad-core/1GB	Quad-Core/1GB	Quad-core/1.5GB
Operating system	Android 4.3	Android 5.1	Android 4.4.4	Android 5.1	Android OS, v4.4.4	Android 5.1.1	Android OS, v5.1
Storage/Expandable	4GB/32GB	16GB/128GB	16GB/64GB	8GB/32GB	4GB, 8GB/128GB	8GB/128GB	8GB/128GB
Rear/Front Camera	5MP/2MP	8MP/5MP	13MP/5MP	5MP/5MP	5MP/2MP	5MP/2MP	8MP/5MP
Battery (mAh)	1,900	2,420	2,300	2,250	1,900	2,000	2,600
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	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	June, 2015	October, 2015	June, 2015	February, 2016	April, 2016	September, 2015	October, 2015
Price Rs.	**6,990**	**9,180**	**8,999**	**6,500**	**6250**	**8,350**	**8,990**

	RS. 6,000 – RS. 9,999			RS. 6,000 – RS. 9,999			RS. 6,000 – RS. 9,999
MODELS							
PARAMETERS	SPICE			XIAOMI			VIDEOCON
Model	Stellar 549	Stellar 526	Stellar 519	Redmi 2 Prime 4G	Redmi Note Prime	Redmi Note 3	V50FG NEW
Display (inches/res)	5.5/1080x1920	5.0/720 x 1280	5.0/480 x 854	4.7/720 x 1280	5.5/720 x 1280	5.5/1080 x 1920	5.0-inch, HD IPS
Dimension (mm)	-	143.6 x 71.7 x 8.3	-	134.00 x 67.20 x 9.4	154 x 78.7 x 9.5	150 x 76 x 8.7	144.6 x 71.8 x 8.6
Weight (grams)	175	210	-	133	185	164	-
Processor/RAM	quad-core/1GB	MT6591 /1GB	quad-core/1GB	QS410/2GB	QS 410/2GB	QS650/2GB,3GB	1.3 Quad Core/2GB
Operating system	Android 4.4	Android OS, v4.4.2	Android 4.4.4	Android 4.4	Android 4.4	Android 5.0.2	Android Lollipop
Storage/Expandable	8GB/32GB	8GB/32GB	8GB/32GB	16GB/32GB	8GB/64GB	16GB,32GB/No	16GB/32GB
Rear/Front Camera	8MP/2MP	8MP/3.15MP	8MP/3.2MP	8MP/2MP	13MP/5MP	13MP/5MP	13MP/5MP
Battery (mAh)	2,200	2,500	2,500	2,200	3,100	4,000	2,200
2G/3G/4G	Yes/Yes/No	Yes/Yes/No	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/Yes	Yes/Yes	Yes/No	Yes/No	Yes/No	Yes/No
Launch	November, 2014	July,2014	April, 2015	August, 2015	December, 2015	March, 2016	April, 2016
Price Rs.	**7,300**	**7,300**	**8,000**	**6,999**	**7,999**	**9,999/ 11,999**	**8,559**

	RS. 6,000 – RS. 9,999				RS. 10,000 – RS. 14,999		
MODELS							
PARAMETERS	YU		ZOPO		ASUS		
Model	Yunique	Yuphoria	ZP331	ZP353	Padfone Mini	Zenfone 2 (2GB RAM)	Zenfone Selfie
Display (inches/res)	4.7/720x1280	5.0/720x1280	4.5/ 854 x 480	5/ 1280 x 720	4.3/540 x 960	5.5/ 720 x 1280	5.5/1080 x 1920
Dimension (mm)	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	129.3 x 65.6 x 8.7	152.5 x 77.2 x 10.8	156.5 x 77.2 x 10.8
Weight (grams)	128	143	113	137	105	170	170
Processor/RAM	QS410 / 1GB	QS410 / 2GB	Quad core/1GB	Quad core/1GB	QS400 /1GB	IA Z3560 /2GB	QS615 /2GB,3GB
Operating system	Android 5.1.1	Android 5.0.2	Android 5.1	Android 5.1	Android 4.3	Android 5.0	Android 5.0
Storage/Expandable	8GB/32GB	16GB/32GB	8 GB/64 GB	8GB/64GB	16GB/64GB	16GB/128GB	16GB,32GB/128GB
Rear/Front Camera	8MP/2MP	8MP/5MP	5 MP/2 MP	8MP/2 MP	8MP/2 MP	13MP/5MP	13MP/13MP
Battery (mAh)	2,000	2,230	1,700	2,100	1,500	3,000	3,000
2G/3G/4G	Yes/Yes/Yes	Yes/Yes/Yes	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/-	Yes/Yes
Launch	September, 2015	May, 2015	-	-	December, 2014	March, 2015	August, 2015
Price Rs.	**6,300**	**7,999**	**7,500**	**8,600**	**12,999**	**13,999**	**14,999**

	RS. 10,000 – RS. 14,999			RS. 10,000 – RS. 14,999			RS. 10,000 – RS. 14,999
MODELS							
PARAMETERS	COOLPAD	GIONEE		HTC			HUAWEI
Model	Dazen X7	Marathon M4	Marathon M5 Lite	Desire 620 G+	Desire 626 G+	Desire 626	Honor 5X
Display (inches/res)	5.2/1080x1920	5.0/720 x 1280	5.0/720 x 1280	5.0/720x1280	5.0/720x1280	5.0/720x1280	5.5/ 1080 x 1920
Dimension (mm)	146 x 74 x 6.5	144.7 x 71.2 x 10.2	143 x 69.9 x 8.5	150.10 x 72.70 x 9.6	146.9 x 70.9 x 8.1	146.9 x 70.9 x 8.2	151.3 x 76.3 x 8.2
Weight (grams)	141	176	183	160	138	140	158
Processor/RAM	MT6595/2GB	Quad-core/2GB	MT6735 / 3GB	Octa core /1GB	octa-core/1GB	MT6752,QS410 /1GB,2GB	QS 616 /2GB,3GB
Operating system	Android 4.4	Android 5.0	Android 5.1	Android 4.4	Android	Android 4.4.4	Android 5.1.1
Storage/Expandable	16GB/32GB	16GB/32GB	32GB/128GB	8GB/32GB	8GB/32GB	16GB/32GB	16GB/128GB
Rear/Front Camera	13MP/8MP	8MP/5MP	8MP/5MP	8MP/5MP	13MP/5MP	13MP/5MP	13MP/5MP
Battery (mAh)	2,700	5,000	4,000	2,100	2,000	2,000	3,000
2G/3G/4G	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	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/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes
Launch	May, 2015	August, 2015	December, 2015	December, 2014	April, 2015	February, 2014	October, 2015
Price Rs.	**10,000**	**12,500**	**13,000**	**11,200**	**12,700**	**13,900**	**12,999**

	RS. 10,000 – RS. 14,999			RS. 10,000 – RS. 14,999			RS. 10,000 – RS. 14,999
MODELS							
PARAMETERS	HUAWEI	IN-FOCUS	LAVA	LEECO	LENOVO		
Model	Honor 6	M680	V5	Le 1S	Vibe X 2	Vibe K4 Note	Vibe P1
Display (inches/res)	5.0/ 1080 x 1920	5.5/720x1280	5.5/720x1280	5.5/1080x1920	5.0/1080x1920	5.5/1080x1920	5.5/1080x1920
Dimension (mm)	139.6 x 69.7 x 7.5	156 x 76.8 x 7.25	-	151.10 x 74.20 x 7.50	140.2 x 68.6 x 7.3	153.6 x 76.5 x 9.2	152.9 x 75.6 x 9.9
Weight (grams)	130	158	-	169	120	158	189
Processor/RAM	Quad core/3GB	MT 6753/2GB	Quad core/3GB	MT H X10/3GB	MT6595M /3GB	MT 6753 /2GB,3GB	QS615 /2GB
Operating system	Android 5.1.1	Android 5.1	Android 5.1	Android 5.1	Android 4.4	Android 5.1.1	Android 5.1
Storage/Expandable	16GB,32GB/128GB	16GB/32GB	16GB/32GB	32GB/No	32GB/No	16GB/128GB	32GB/128GB
Rear/Front Camera	13MP/5MP	13MP/13MP	13MP/8MP	13MP/5MP	13MP/5MP	13MP/5MP	13MP/5MP
Battery (mAh)	3,100	2,600	3,000	3,000	2,300	3,300	5,000
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
Music Player/FM	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes
Launch	July, 2015	December, 2015	January, 2016	January, 2016	October, 2014	January, 2016	October, 2015
Price Rs.	**12,999**	**10,499**	**11,299**	**10,999**	**10,940**	**11,999**	**14,999**

	RS. 10,000 – RS. 14,999		RS. 10,000 – RS. 14,999		RS. 10,000 – RS. 14,999		
MODELS							
PARAMETERS	LENOVO		LG	MEIZU	MICROMAX		
Model	Vibe S1	Phab Plus	G3 Beat	MX 5	Canvas 5	Canvas Knight 2	Canvas Sliver 5
Display (inches/res)	5.0/1080x1920	6.8/1080 x 1920	5.0/720x1280	5.5/1080 x 1920	5.2/1080 x 1920	5.0/720 x 1280	4.8/720 x 1280
Dimension (mm)	143.3 x 70.8 x 7.8	186.6 x 96.6 x 7.6	137.7 x 69.6 x 10.3	149.9 x 74.7 x 7.6	-	-	-
Weight (grams)	132	229	134	149	-	-	97
Processor/RAM	MT6752/3GB	QS 615 /2GB	QS400 /1GB	MT6795 /3GB	MT6753/3GB	QS615 /2GB	QS 410 /2GB
Operating system	Android 5.0	Android 5.0	Android 5.0	Android 5.0.1	Android v5.1	Android v5.0	Android v5.0.2
Storage/Expandable	32GB/128GB	32GB/64GB	8GB/64GB	16GB,32GB,64GB/No	16GB/64GB	16GB/32GB	16GB/No
Rear/Front Camera	13MP/8 MP + 2 MP	13MP/5MP	8MP/1.3MP	20.7MP/5MP	13MP/5MP	13MP/5MP	8MP/5MP
Battery (mAh)	2,420	3,500	2,540	3,150	2,900	2,260	2,000
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/Yes	Yes/Yes	Yes/No	Yes/Yes	Yes/Yes	Yes/Yes
Launch	November, 2015	October, 2015	September, 2014	July, 2015	November, 2015	2015	2015
Price Rs.	**14,999**	**14,999**	**11,000**	**13,499**	**10,430**	**14,999**	**14,999**

	RS. 10,000 – RS. 14,999		RS. 10,000 – RS. 14,999		RS. 10,000 – RS. 14,999		
MODELS							
PARAMETERS	MOTOROLA		OBI	PANASONIC	RELIANCE	SAMSUNG	
Model	Moto G Turbo Edition	Moto X (2nd Gen)	Worldphone SF1	Eluga Arc NEW	LYF Water 2	Galaxy On7	Galaxy J5
Display (inches/res)	5.0/720 x 1280	5.2/1080 x 1920	5.0/1080x1920	4.7/720x1280	5.0/720 x 1280	5.5/1280 x 720	5.0/1280 x 720
Dimension (mm)	142.1 x 72.4 x 11.6	140.8 x 72.4 x 10	146 x 74 x 8	139 x 67 x 8.10	144 x 77 x 70.7	77.5x151.8x8.2	142.1 x 71.8 x 7.9
Weight (grams)	155	144	147	-	135	171	146
Processor/RAM	QS 615 /2GB	QS810 /2GB	QS615/2GB	QS 410/2GB	QS 615/2GB	Quad-core/1.5	QS 410/1.5GB
Operating system	Android 5.1.1	Android 5.0	Android 5.0.2	Android 5.1	Android 5.1	Android 5.1	Android 5.1
Storage/Expandable	16GB/32GB	16GB,32GB/64GB	16GB/64GB	16GB/32GB	16GB/32GB	8GB/128GB	8GB,16GB/128GB
Rear/Front Camera	13MP/5MP	13MP/2MP	13MP/5MP	8MP/5MP	13MP/5MP	13MP/5MP	13MP/5MP
Battery (mAh)	2,470	2,300	3,000	1,800	2,400	3,000	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	No	Yes	Yes	Yes	Yes	Yes
Music Player/FM	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes
Launch	2015	2015	2015	April,2016	2016	October, 2015	June, 2015
Price Rs.	**12,499**	**14,999**	**11,999**	**12,490**	**13,800**	**10,990**	**12,390**

	RS. 10,000 – RS. 14,999			RS. 10,000 – RS. 14,999			
MODELS							
PARAMETERS	SAMSUNG	SONY		XIAOMI		VIVO	
Model	Galaxy J7	Xperia T2 Ultra	Xperia M2 Dual	Mi 4i	Mi 4	Y51L	Y27L
Display (inches/res)	5.5/720 x 1280	6.0/1280 x 721	4.8/540 x 960	5.0/1080 x 1920	5.0/1080 x 1920	5.0/ 540x960	4.7/ 720x1280
Dimension (mm)	152.2 x 78.7 x 7.5	165.2 x 83.8 x 7.7	139.7 x 71.1 x 8.6	138.1 x 69.6 x 7.8	139.2 x 68.5 x 8.9	143.80 x 71.70 x 7.52	136.90 x 68.10 x 6.99
Weight (grams)	171	172	148	130	149	157	137
Processor/RAM	QS 615/1.5GB	QS400/1GB	QS 400/1GB	QS 615/2GB	QS 801/1GB	QS 410/2GB	QS 410/2GB
Operating system	Android 5.1	Android 5.1	Android 5.1	Android 5.0.2	Android 4.4	Android 5.0.2	Android 4.4
Storage/Expandable	16GB/128GB	8GB/32GB	8GB/32GB	16GB,32GB/No	16GB,64GB/No	16GB/128GB	16GB/128GB
Rear/Front Camera	13MP/5MP	13MP/1.1MP	8MP/VGA	13MP/5MP	13MP/8MP	8MP/5MP	8MP/5MP
Battery (mAh)	3,000	3,000	2,300	3,120	3,080	2,350	2,260
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	No	Yes	Yes	Yes	Yes	Yes
Music Player/FM	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes
Launch	2015	May, 2014	April, 2014	April, 2015	August, 2014	January, 2016	September, 2015
Price Rs.	**14,250**	**12,990**	**13,990**	**11,999/ 14,999**	**11,999/ 14,999**	**10,700**	**10,399**

	RS. 10,000 – RS. 14,999		RS. 10,000 – RS. 14,999		RS.15,000–RS.19,999		
MODELS							
PARAMETERS	YU	ZOPO			ASUS		
Model	Yureka Plus	ZP350	ZP370	Hero 1	Zenfone 6	Zenfone 2 Laser ZE601KL	Zenfone 2 (4GB RAM)
Display (inches/res)	5.5/1080x1920	5.0 / 1280 x 720	5.5/ 1280 x 720	5.0/1280 x 720	6.0/720 x 1280	6.0/ 1080 x 1920	5.5/ 1080 x 1920
Dimension (mm)	155 x 78 x 9	145.9 x 71.4 x 8.5	153.8 x 77.1 x 9	146.1 x 70.6 x 8.65	166.9 x 84.3 x 9.9	164.6 x 84 x 10.6	152.5 x 77.2 x 10.9
Weight (grams)	155	137	167	136	196	190	170
Processor/RAM	QS 615/2GB	Quad-core/1GB	Ouad-core/1GB	Quad-core/2GB	IA Z2580/2GB	QS 616/2GB,3GB	IA Z3580/2GB,4GB
Operating system	Cyanogen OS 12	Android 5.1	Android 5.1	Android 5.1	Android 5.0	Android 5.0	Android 5.0
Storage/Expandable	16GB/32GB	8GB/64GB	8GB/64GB	2 GB,16 GB/64 GB	16GB,32GB/128GB	16GB,32GB/128GB	16GB,32GB,64GB/128GB
Rear/Front Camera	13MP/5MP	8.0MP/2.0MP	8.0MP/2.0MP	13.2 MP/5.0MP	13MP/2MP	13MP/5MP	13MP/5MP
Battery (mAh)	2,500	2,100	3,000	2,500	3,300	3000	3000
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/No	Yes/Yes
Launch	July, 2015	NA	NA	NA	May, 2014	December, 2015	June, 2015
Price Rs.	**11,000**	**10,000**	**11,000**	**14,500**	**15,499**	**16,499**	**16,999**

	RS. 15,000 – RS. 19,999			RS. 15,000 – RS. 19,999			RS. 15,000 – RS. 19,999
MODELS							
PARAMETERS	GIONEE			HTC			HUAWEI
Model	Marathon M5	Elife E6	S6	Desire 728 LTE	Desire 728G	Desire 828	Honor 6 Plus
Display (inches/res)	5.5/ 720 x 1280	5.0/1080 x 1920	5.5/ 720 x 1280	5.5/ 720 x 1280	5.5/ 720 x 1280	5.5/720 x 1280	5.5/1080 x 1920
Dimension (mm)	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 7.9	157.9 x 77.8 x 7.9	157.7 x 78.9 x 7.9	150.5 x 75.7 x 7.5
Weight (grams)	211	-	147	153	153	-	165
Processor/RAM	MT6735/3GB	Quad-core/2GB	MT6753T /3GB	MT6753/2GB	MT6753 /1.5GB	MT6753/2GB	Quad core/3GB
Operating system	Android v5.1	Android 4.2	Android 5.1.1	Android 5.1.1	Android 5.1.1	Android 5.1	Android 5.0
Storage/Expandable	32GB/128GB	32GB/No	32GB/128	16GB/200GB	16GB/200GB	16GB/200GB	16GB,32GB/128GB
Rear/Front Camera	13MP/5MP	13MP/5MP	13MP/5MP	13MP/5MP	13MP/5MP	13MP/4MP	Dual 8MP/8MP
Battery (mAh)	6020	2000	3150	2800	2801	2,800	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	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	November,2015	2013	November, 2015	November, 2015	November, 2015	November, 2015	December, 2014
Price Rs.	**17,500**	**18,999**	**19,999**	**15,500**	**15,900**	**18,700**	**19,999**

	RS. 15,000 – RS. 19,999			RS. 15,000 – RS. 19,999			RS. 15,000 – RS. 19,999
MODELS							
PARAMETERS	IN-FOCUS	LENOVO	LG		MOTOROLA	OPPO	RELIANCE
Model	M812	Vibe X3	G3 Stylus	G4 Stylus	Moto X Play	F1	LYF Water 1
Display (inches/res)	5.5/1080x1920	5.5/1080x1920	5.5/ 540 x 960	5.7/ 720 x 1280	5.5/1080 x 1920	5.0/720 x 1280	5.0/1080x1920
Dimension (mm)	157.60 x 77.10 x 7.38	154 x 76.5 x 9.3	149.3 x 75.9 x 10.2	154.3 x 79.2 x 9.6	148 x 75 x 10.9	143.5 x 71 x 7.3	-
Weight (grams)	-	175	163	163	169	134	122
Processor/RAM	QS 810 /3GB	QS 808 /3GB	MT6582 /1GB	QS 410,MT6592M / 1GB,2GB	QS615 /2GB	QS 616 /3GB	Qualcomm /3GB
Operating system	Android	Android 5.1	Android 4.4.2	Android 5.0	Android 5.1.1	Android 5.1	Android 5.1
Storage/Expandable	16GB/128GB	32GB,64GB/128GB	8GB/32GB	8GB,16GB/128GB	16GB,32GB/128GB	16GB/128GB	16GB/128GB
Rear/Front Camera	13MP/8MP	21MP/8MP	13MP/1.3MP	13MP/5MP	21MP/5MP	13MP/8MP	13MP/5MP
Battery (mAh)	2,900	3,500	3,000	3,000	3,630	2,500	2,600
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/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes
Launch	November, 2015	December, 2015	August, 2014	May, 2015	August, 2015	March, 2016	January, 2015
Price Rs.	**19,680**	**19,999**	**15,999**	**16,490**	**16,999**	**15,990**	**15,000**

	RS. 15,000 – RS. 19,999			RS. 15,000 – RS. 19,999		RS. 15,000 – RS. 19,999	
MODELS							
PARAMETERS	SAMSUNG	SONY				ZOPO	
Model	Galaxy A5	Xperia C3	Xperia Z1	Xperia M4 Aqua	Xperia C4	ZOPO SPEED 7	ZOPO SPEED 7 PLUS
Display (inches/res)	5.5/720 x 1280	5.0/720 x 1280	5.0/1080 x 1920	5.0/720 x 1280	5.5/1080 x 1920	5.0/1920 x 1080	5.5/ 1920 x 1080
Dimension (mm)	139.3 x 69.7 x 6.7	156.2 x 78.7 x 7.6	144 x 74 x 8.5	145.5 x 72.6 x 7.3	150.3 x 77.4 x 7.9	153.6 x 76.5 x 8.8	153.6 x 76.5 x 8.8
Weight (grams)	123	150	170	136	147	164	164
Processor/RAM	QS 400/2GB	QS 400/1GB	QS 800/2GB	QS 615/2GB	MT6752/2GB	Octa-core/3GB	Octa-core /3GB
Operating system	Android 5.1	Android 5.0	Android 5.1	Android 5.0	Android 5.0	Android 5.1	Android 5.1
Storage/Expandable	16GB/64GB	8GB/32GB	16GB/64GB	8GB,16GB/128GB	16GB/128GB	16 GB/64 GB	16 GB/64 GB
Rear/Front Camera	13MP/5MP	8MP/5MP	20.7MP/2MP	13MP/5MP	13MP/5MP	13 MP/5.0MP	13 MP/5.0MP
Battery (mAh)	2,300	2,500	3,000	2,400	2,600	2,500	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	No	Yes	No	Yes	Yes
Music Player/FM	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes
Launch	December, 2014	August, 2014	September, 2013	June, 2015	June, 2015	NA	NA
Price Rs.	**17,900**	**16,990**	**17,990**	**17,000**	**19,300**	**15,500**	**17,500**

	RS. 20,000 – RS. 29,999						RS. 20,000 – RS. 29,999
MODELS							
PARAMETERS	APPLE	GIONEE	HTC		HUAWEI	LENOVO	LG
Model	iPhone 5S	E7	One E9S	Desire 826	Honor 7	Vibe Shot	Nexus 5 16GB/32GB
Display (inches/res)	4.0/640 x 1136	5.5/1080 x 1920	5.5/720 x 1280	5.5/1080 x 1920	5.2/1080 x 1920	5.0/1080 x 1920	4.95/1080 x 1920
Dimension (mm)	123.8 x 58.6 x 7.6	150.6 x 75 x 9.5	157.7 x 79.7 x 7.6	158 x 77.5 x 8	143.2 x 71.9 x 8.5	142 x 70 x 7.3	137.9 x 69.2 x 8.6
Weight (grams)	112	150	165	183	157	145	130
Processor/RAM	Dual-core/1GB	QS 800 /2GB,3GB	MT6752M/2GB	QS 615 /2GB	quad core/3GB	QS 615/3GB	QS 800/2GB
Operating system	iOS 9.2.1	Android 4.2	Android 5.0	Android 5.0.1	Android 6.0	Android 5.0.2	Android 5.0
Storage/Expandable	16GB,32GB,64GB/No	16GB,32GB/No	16GB/128GB	16GB/128GB	16GB,32GB,64GB /128GB	32GB/128GB	16GB,32GB/No
Rear/Front Camera	8MP/1.2MP	16MP/5MP	13MP/4MP	13MP/4MP	20MP/4MP	16MP/8MP	8MP/1.3MP
Battery (mAh)	1,560	2,500	2,600	2,600	3,100	3,000	2,300
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	No	No	Yes	Yes	Yes	Yes	No
Music Player/FM	Yes/No	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/No
Launch	September, 2013	2013	October, 2015	March, 2015	July, 2015	June, 2015	November, 2013
Price Rs.	**21,999**	**21,999**	**21,000**	**22,500**	**21,999**	**24,199**	**22,490/28,990**

	RS. 20,000 – RS. 29,999			RS. 20,000 – RS. 29,999			RS. 20,000 – RS. 29,999
MODELS							
PARAMETERS	LG			MOTOROLA	OPPO	QIKU	RELIANCE
Model	Nexus 5X	G Flex 2	G3	Moto X Style	F1 Plus NEW	Q Terra	LYF Earth 1
Display (inches/res)	5.2/ 1080 x 1920	5.5/1080 x 1920	5.5/ 1440 x 2560	5.7/ 1440 x 2560	5.5/ 1080 x 1920	6.0/1080x1920	5.5/1080x1920
Dimension (mm)	147 x 72.6 x 7.9	149.1 x 75.3 x 7.1-9.4	146.3 x 74.6 x 8.9	153.9 x 76.2 x 11.1	151.8 x 74.3 x 6.6	157.6 x 79.8 x 8.6	154 x 76.6 x 7.25
Weight (grams)	136	152	149	179	145	185	163
Processor/RAM	QS 808/2GB	QS 810/3GB	QS 801/2GB,3GB	QS 808/3GB	MT6755/4GB	QS 808 /3GB	Qualcomm/3GB
Operating system	Android 6.0	Android 5.0.1	Android 5.0.2	Android 6.0	Android OS, v5.1	Android 5.1.1	Android 5.1.1
Storage/Expandable	16GB,32GB/No	16GB,32GB/128	16GB,32GB/129	16GB,32GB,64GB/128GB	64GB/128GB	16GB/128GB	32GB/32GB
Rear/Front Camera	12.3MP/5MP	13MP/2.1MP	13MP/2.1MP	21MP/5MP	13MP/16MP	13MP/8MP	13MP/5MP
Battery (mAh)	2,700	3,000	3,000	3,000	2,850	3,700	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	No	No	No	No	No	Yes	Yes
Music Player/FM	Yes/No	Yes/No	Yes/No	Yes/No	Yes/No	Yes/No	Yes/Yes
Launch	October, 2015	February, 2015	June, 2014	September, 2015	March, 2016	November, 2015	2,016
Price Rs.	**24,490/30,645**	**26,000**	**27,799**	**26,999**	**26,990**	**21,999**	**20,000**

	RS. 20,000 – RS. 29,999			RS. 20,000 – RS. 29,999			RS. 20,000 – RS. 29,999
MODELS							
PARAMETERS	SAMSUNG		SONY	XIAOMI	VIVO		YU
Model	Galaxy A7	Galaxy A5 (2016)	Xperia C5 Ultra Dual	Mi 5 NEW	X5 Pro	V3 Max NEW	Yutopia
Display (inches/res)	5.5/1080 x 1920	5.2/1080 x 1920	6.0/1080 x 1920	5.15/1080 x 1920	5.2/ 1080 x 1920	5.5/1080 x 1920	5.2/1440 x 2560
Dimension (mm)	151 x 76.2 x 6.3	144.8 x 71 x 7.3	164.2 x 79.6 x 8.2	144.6 x 69.2 x 7.3	147.9 x 73.5 x 6.4	153.9 x 77.1 x 7.6	146.6 x 72.7 x 7.2
Weight (grams)	141	155	187	129 / 139	151	168	159
Processor/RAM	QS 615/2GB	QS 615/2GB	MT6752/2GB	QS 820/3GB,4GB	QS 615/2GB	QS 652/4GB	QS 810/4GB
Operating system	Android 5.0.2	Android 5.1.1	Android 5.1	Android OS, v6.0	Android 5.0	Android OS, v5.1	Android 5.1.1
Storage/Expandable	16GB/64GB	16GB/128GB	16GB/200GB	32GB,64GB,128GB/No	16GB/128GB	32GB/128GB	32GB/128GB
Rear/Front Camera	13MP/5MP	13MP/5MP	13MP/13MP	16MP/4MP	13MP/8MP	13MP/8MP	21MP/8MP
Battery (mAh)	2,600	2,900	2,930	3,000	2,450	3000	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
Music Player/FM	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/-
Launch	February, 2015	December, 2016	August, 2015	April, 2016	June, 2015	April, 2016	December, 2015
Price Rs.	**22,900**	**29,400**	**25,999**	**24,999**	**21,400**	**23,980**	**24,999**

	RS. 30,000 AND ABOVE					RS. 30,000 AND ABOVE	
MODELS							
PARAMETERS	APPLE					ASUS	BLACKBERRY
Model	iPhone 6	iPhone 6Plus	iPhone SE NEW	iPhone 6S	iPhone 6S Plus	Zenfone Zoom	Passport
Display (inches/res)	4.7/750 x 1334	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
Dimension (mm)	138.1 x 67 x 6.9	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 12	128 x 90.3 x 9.3
Weight (grams)	129	172	113	143	192	185	196
Processor/RAM	dual core/1GB	dual core/1GB	Dual-core/2GB	Apple A8/2GB	dual core/2GB	IA Z3580/2GB,4GB	QS 801/3GB
Operating system	iOS 8	iOS 8	iOS 9.3	iOS 9	iOS 9	Android 5.0	BlackBerry OS 10.3
Storage/Expandable	16GB,64GB,128GB/No	16GB,64GB,128GB/ No	16GB,64GB/No	16GB,64GB,128GB/ No	16GB,64GB,128GB/ No	16GB,32GB,64GB,128GB/ 64GB	32GB/128GB
Rear/Front Camera	8MP/1.2MP	8MP/1.2MP	12MP/1.2MP	12MP/5MP	12MP/5MP	13MP/5MP	13GB/2GB
Battery (mAh)	1810	2915	1624	1715	2750	3000	3,450
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/No	Yes/No	Yes/No	Yes/No	Yes/No	Yes/No	Yes/No
Launch	September,2014	September,2014	March, 2016	September,2015	September,2015	January, 2016	June, 2014
Price Rs.	**38,000/46,000/75,00**	**49,500/57,000/75,990**	**39,000/49,000**	**46,000/59,500/65,000**	**53,500/68,000/77,000**	**37,999**	**40,000**

	RS. 30,000 AND ABOVE		RS. 30,000 AND ABOVE			RS. 30,000 AND ABOVE	
MODELS							
PARAMETERS	BLACKBERRY	GIONEE	HTC			HUAWEI	LEECO
Model	Priv	Elife E8	One A9	One E9 Plus	One M9+	Nexus 6P	Le Max
Display (inches/res)	5.4/1440 x 2560	6.0/1440 x 2560	5.0/1080 x 1920	5.5/ 1440 x 2560	5.2/1440 x 2560	5.7/1440 x 2560	6.33/2560 x 1440
Dimension (mm)	147 x 77.2 x 9.4	164 x 82.3 x 9.6	145.8 x 70.8 x 7.3	156.5 x 76.5 x 7.5	151 x 72 x 9.6	159.3 x 77.8 x 7.3	83.5x167.1x8.95
Weight (grams)	192	210	143	150	168	178	204
Processor/RAM	QS 808/3GB	MT6795 /3GB	QS 617/2GB,3GB	MT6795M /3GB	MT6795T /3GB	QS810 /3GB	QS 810 /4GB
Operating system	Android 5.1	Android 5.1	Android 6.0	Android 5.1	Android 5.0.2	Android 6.0	Android 6.0
Storage/Expandable	32GB/200GB	64GB/128GB	16GB,32GB/200GB	32GB/128GB	32GB/128GB	32GB,64GB,128GB/No	128GB/-
Rear/Front Camera	18MP/2MP	24MP/8MP	13MP/4MP	20MP/13MP	20MP/4MP	12.3MP/8MP	21MP/4UP
Battery (mAh)	3410	3500	2,150	2,800	2,840	3,450	3,400
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	Yes	No	Yes	No	No	Yes
Music Player/FM	Yes/No	Yes/No	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes
Launch	October, 2015	June, 2015	September, 2015	March, 2015	May, 2015	September, 2015	January, 2016
Price Rs.	**60,000**	**34,999**	**31,990**	**32,000**	**46,500**	**34,999/ 39,999**	**32,999/ 36,999**

MODELS	RS. 30,000 AND ABOVE		RS. 30,000 AND ABOVE				RS. 30,000 AND ABOVE
							
PARAMETERS	LG		MOTOROLA		SAMSUNG		
Model	G2 16GB	G4 Dual SIM	Moto G Turbo (64GB)	Moto X force	Galaxy A7 (2016)	Galaxy S6	Galaxy S6 Edge
Display (inches/res)	5.2/1080 x 1920	5.5/1440 x 2560	5.0/720 x 1280	5.4/1440 x 2560	5.5/ 1080 x 1920	5.1/ 1440 x 2560	5.1/ 1440 x 2560
Dimension (mm)	138.5 x 70.9 x 8.9	149 x 76.2 x 9.8	142.1 x 72.4 x 11.6	149.8 x 78 x 9.2	151.5 x 74.1 x 7.3	143.4 x 70.5 x 6.8	142.1 x 70.1 x 7
Weight (grams)	143	155	155	169	172	138	132
Processor/RAM	QS 800 /2GB	QS 808 /3GB	QS 615 /3GB	QS 810 /3GB	QS 615 /3GB	Quad core /3GB	Quad core /3GB
Operating system	Android 5.0	Android 5.1.1	Android 5.1.1	Android 5.1.1	Android 5.1.1	Android 5.0.2	Android 5.0.2
Storage/Expandable	16GB,32GB/No	32GB/128GB	16GB/32GB	32GB,64GB/200GB	16GB/128GB	32GB,64GB,128GB/No	32GB,64GB,128GB/No
Rear/Front Camera	13MP/2.1MP	16MP/8MP	13MP/5MP	21MP/5MP	13MP/5MP	16MP/5MP	16MP/5MP
Battery (mAh)	3,000	3,000	2,470	3,760	3,300	2,550	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	Yes	No	Yes	No	No
Music Player/FM	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/No	Yes/No
Launch	September, 2013	May, 2015	November, 2016	November, 2015	December, 2015	March, 2015	April, 2015
Price Rs.	**30,000**	**34,800**	**31,999**	**49,999**	**33,400**	**33,900**	**40,900**

MODELS	RS. 30,000 AND ABOVE					TABLETS	
							
PARAMETERS	SAMSUNG		SONY			APPLE	
Model	Galaxy S6 Edge Plus	Samsung Galaxy Note 5	Xperia Z3+	Xperia Z5 Dual	Xperia Z5 Premium	iPad Mini 2	iPad Mini Wi-Fi With Retina Display
Display (inches/res)	5.7/ 1440 x 2561	5.7/1440 x 2560	5.2/ 1080 x 1920	5.2/1080 x 1920	5.5/ 2160 x 3840	7.9/1536 x 2048	7.9/1536x2048
Dimension (mm)	154.4 x 75.8 x 6.9	153.2 x 76.1 x 7.6	146 x 72 x 6.9	146 x 72 x 7.3	154.4 x 75.8 x 7.8	200 x 134.7 x 7.5	200 x 134.7 x 7.2
Weight (grams)	153	171	144	154	180	331	341
Processor/RAM	Quad core /4GB	Quad core /4GB	QS 810 /3GB	QS 810/3GB	QS 615/3GB	Dual core/1GB	dual core/1GB
Operating system	Android 5.0.2	Android 5.1.1	Android 5.0	Android 5.1.0	Android 5.1.1	iOS 7	iOS 7
Storage/Expandable	32GB,64GB/No	32GB,64GB,128GB/No	32GB/128GB	32GB/200GB	32GB/200GB	16,32,64,128GB/No	16GB/No
Rear/Front Camera	16MP/5MP	16MP/5MP	20.7MP/5.1MP	23MP/5.1MP	23MP/5.1MP	5MP/1.2MP	5MP/1.2MP
Battery (mAh)	3,000	3,000	2,930	2,900	3,430	6470	-
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	No	No
Music Player/FM	Yes/No	Yes/No	Yes/No	Yes/Yes	Yes/Yes	Yes/No	Yes/No
Launch	August, 2015	August, 2015	June, 2015	November, 2015	November, 2015	November, 2015	October, 2012
Price Rs.	**56,900**	**58,900**	**37,599**	**48,950**	**53,398**	**17,949**	**21,500**

	TABLETS		TABLETS			TABLETS	
MODELS							
PARAMETERS	APPLE						
Model	iPad Mini Wi-Fi	iPad Air	iPad Mini 4	iPad Mini Wi-Fi+3G	iPad Air 2 with Wi-Fi	iPad Pro 9.7 NEW	iPad Pro WiFi 32GB
Display (inches/res)	7.9/ 768 x 1024	9.7/2048x1536	7.9/1536 x 2048	7.9/768 x 1024	9.7/2048x1536	9.7/1536 x 2048	12.9/2732 x 2048
Dimension (mm)	200 x 134.7 x 7.2	-	203.2 x 134.8 x 6.1	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
Weight (grams)	308	-	399	312	437	437g/444g	171
Processor/RAM	Dual core/512MB	dual core/1GB	dual core/2GB	dual core/512MB	dual core/1GB	dual core/2GB	m9 motion /4GB
Operating system	iOS 7	iOS 7	iOS 9	iOS 8	iOS 8	iOS 9.3	iOS 9
Storage/Expandable	16,32,64/No	16GB/No	16GB,64GB,128GB/No	16GB,32GB,64GB/No	64GB/No	32GB,128GB,256GB/No	32GB/128GB/No
Rear/Front Camera	5MP/1.2MP	5MP/1.2MP	8MP/1.2MP	5MP/1.2MP	8MP/1.2MP	12MP/5MP	8MP/1.2MP
Battery (mAh)	4490	8,820	5,124	4,490	27.3W	27.9 W	38.5W
2G/3G/4G	-	-	Yes/Yes/Yes	Yes/Yes/No	-	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, 2013	November, 2013	Spetember, 2015	November, 2012	October, 2014	March, 2016	November, 2015
Price Rs.	**21,665**	**28,000**	**28,500**	**31,500/39,900**	**35,500**	**39,790/59,700**	**66,500**

	TABLETS		TABLETS			TABLETS	
MODELS							
PARAMETERS	APPLE		ASUS	IBALL		MICROMAX	
Model	iPad Pro WiFi only	iPad Pro WiFi 128GB Cellular	ZenPad 8	Slide i701	Slide Brillante 3G	Tabby	Canvas Tab P690
Display (inches/res)	12.9/2732 x 2048	12.9/2732 x 2048	8.0/1280 x 800	7.0/600x1024	7.0/-	7.0/1024x600	8 inch/1280 x 800
Dimension (mm)	305.7 x 220.6 x 6.9	305.7 x 220.6 x 6.9	209 x 123 x 8.5	610 x 201 x 125	-	-	120.5 x 209.8 x 7.8
Weight (grams)	171	171	350	599	-	-	318
Processor/RAM	m9 motion /4GB	m9 motion /4GB	QS 410, QS415/2GB	quad core/1GB	IA x3-C3130/1GB	Dual core/1GB	quad core/1GB
Operating system	iOS 9	iOS 9	Android 5.0	Android 4.4	Android 4.4	Android 4.4	Android 4.4.4
Storage/Expandable	32GB, 128GB/No	32GB, 128GB/No	16GB/Yes	16GB/32GB	8GB/32GB	8GB/32GB	8GB/32GB
Rear/Front Camera	8MP/1.2MP	8MP/1.2MP	8MP/2MP	2MP/0.3MP	2MP/2MP	2MP/VGA	5MP/2MP
Battery (mAh)	38.5W	38.5W	4,000	3,200	3,000	3,200	4,000
2G/3G/4G	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/No/No	Yes/Yes/No	Yes/Yes/No	Yes/Yes/No
Dual SIM	No	No	No	No	No	Yes	No
Music Player/FM	Yes/No	Yes/No	Yes/No	Yes/No	Yes/No	Yes/No	Yes/Yes
Launch	November, 2015	November, 2015	July, 2015	May, 2015	September, 2015	October, 2015	June, 2014
Price Rs.	**79,000**	**91,000**	**12,496**	**3,499**	**5,799**	**5,499**	**6,999**

	TABLETS		TABLETS				TABLETS
MODELS							
PARAMETERS	MICROMAX		SAMSUNG				XIAOMI
Model	Canvas P666	LapTab	Galaxy Tab 4 231	Galaxy Tab E	Galaxy Tab A	Galaxy Tab S2 9.7	Mi Pad
Display (inches/res)	8 inch/1280 x 800	10.1/1280X800	7.0/ 800 x 1280	9.6/800 x 1280	8.0/ 768 x 1024	9.7/ 1536 x 2048	7.9/2048x1536
Dimension (mm)	-	-	-	241.9 x 149.5 x 8.5	208.3 x 137.9 x 7.4	237.3 x 169 x 5.6	202 x 135.4 x 8.5
Weight (grams)	-	-	-	495/490	313	389/392	360
Processor/RAM	Intel Atom /1GB	Intel 4 Gen/2GB	Quad Core/1.5GB	Quad Core/1.5GB	Quad-core/1.5GB,2GB	Quad-core/3GB	Quad-core/2GB
Operating system	Android 4.4.4	Windows 10	Android 4.4	Android OS	Android 5.0	Android 5.0.2	Android 4.4.4
Storage/Expandable	8GB/32GB	32GB/64GB	8GB/32GB	8GB/128GB	16GB,32GB/128GB	32GB,64GB/128GB	16GB/128GB
Rear/Front Camera	5MP/2MP	2MP/2MP	3GB/1.3GB	5MP/2MP	5MP/2MP	5MP/2.1MP	8MP/5MP
Battery (mAh)	4,400	7700	4000	5000	4200	5870	6700
2G/3G/4G	Yes/Yes/No	Yes/Yes/Yes	Yes/Yes/No	Yes/Yes/No	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes
Dual SIM	No	No	No	No	No	No	No
Music Player/FM	Yes/Yes	Yes/No	Yes/No	Yes/No	Yes/No	Yes/No	Yes/No
Launch	January, 2015	2015	May, 2014	June,2015	May, 2015	September, 2015	June, 2014
Price Rs.	**9,399**	**10,999**	**11,290**	**16,500**	**18,000**	**38,900**	**12,999**

	CDMA		CDMA				CDMA
MODELS							
PARAMETERS	CDMA						
Model	MTS Striker C121	MTS Striker C132	Micromax GC222	MTS Mtag 281	MTS Dute	MTS Dute II	Moto G
Display (inches/res)	1.44/ 128x128	1.77/128 x 160	1.80/128x160	2.8/320 x 240	3.5/-	4.0/ 320x480	4.5/720 x 1280
Dimension (mm)	106.80 x 44.70 x 13.15	-	4.20 x 1.77 x 0.61	104x57x13.3	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)	65.5	-	80	-	-	-	143
Processor/RAM	NA	NA	NA	QS/256MB	QS 7625A /256MB	QS 7625A /256MB	QS 400/1GB
Operating system	NA	NA	NA	Android 2.3	Android 2.3	Android 2.3	Android 4.4
Storage/Expandable	0.04MB/Yes	1MB/Yes	5MB/4GB	NA/32GB	NA/32GB	120MB/32GB	8GB,16GB/No
Rear/Front Camera		No	0.3MP/No	3.0MP/No	3.0MP/No	3.2MP/No	5MP/1.3MP
Battery (mAh)	1000	1000	1000	1200	1200	1650	2070
2G/3G/4G	Yes/No/No	Yes/No/No	Yes/No/No	Yes/No/No	Yes/No/No	Yes/No/No	Yes/Yes/No
Dual SIM	Yes	Yes	Yes	Yes	Yes	Yes	No
Music Player/FM	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes
Launch	2013	2013	2013	NA	2013	2013	2013
Price Rs.	**1,500**	**1,650**	**2,289**	**3,199**	**5,199**	**5,648**	**13,490**



Price: Rs. 999

Omega IEM Noise Isolating Earphones: Efficent and Affordable

Brainwavz has recently released its Omega IEM Noise Isolating Earphones. And as its name suggests, the ear buds support noise cancellation feature, actually isolating you from the outer world, when you plug them in. The Omega ear buds are designed with steel body and soft ear plugs which sits comfortably in your ear - if they do not fit well, you have three different sized ear buds in the pack, go ahead and pick the one that suits your ears best. Near the wire split for the ear plugs is a plastic V-shaped rubber holder, which gives sturdy look to the device and a universal 3-button remote control is built into the cable for both audio playback and microphone for audio calls. On the other end, it has a long rubber cord which ends with an L shaped 3.5 mm audio jack. Overall, the ear plugs look sober yet sturdy.

On the music front, the Omega is a decent choice for the audio and fashion savvy. It delivers sharp, crisp sound which will suit most genres of music, from rock to classic. The build quality of the device is good and the performance a clear notch above that of earphones you get bundled with most smartphones. The Brainwavz Omega comes in 3 colours: White, Black and Red and Blue. They are sturdy and serve up a good music experience at a relatively affordable price point. ■

20000 mAh Mi Power Bank Charge... everything!

Price: Rs. 1,699

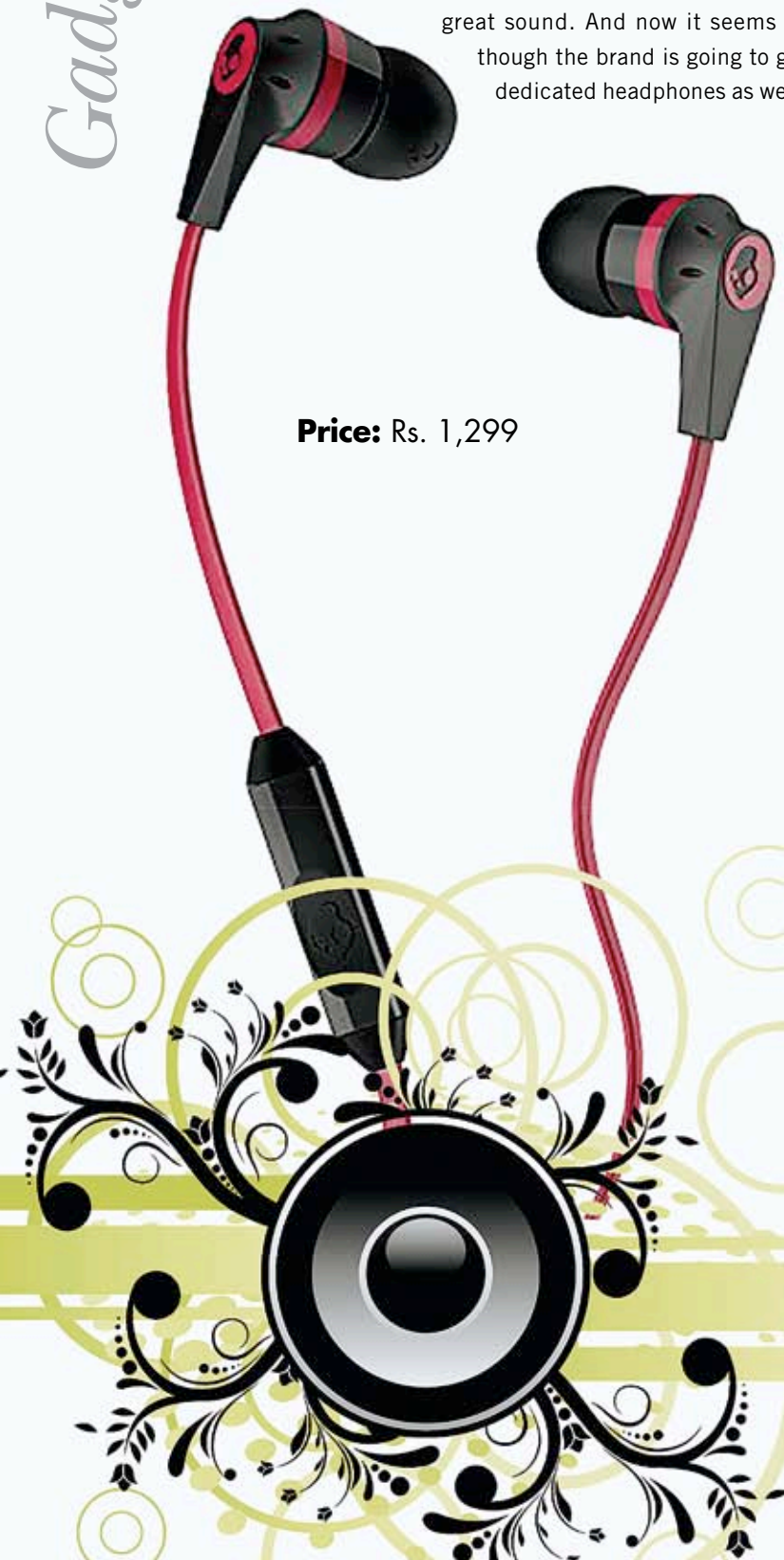


Xiaomi seems to think that you can never have too much battery back up. We had barely finished digesting the idea of massive 10,000 mAh power banks when the company surprised us with one of the largest portable power banks we have ever seen—the 20000 mAh Mi Power Bank, as its name indicates, packs in 20,000 mAh of juice. That's actually more than twice as much battery as in the Mi 5 and Redmi Note 3 put together. You can actually charge an iPad Mini three times with it and a MacBook once. And in best Xiaomi tradition, it comes in a surprisingly light and well designed package, at a jaw droppingly affordable price. The power bank bank comes with two USB ports with support for fast charging. It itself charges very fast—7 hours to charge fully and three hours to charge 11,000 mAh. And at 338 grammes, it is lighter than two 10,000 mAh Mi Power Banks. A no brainer for anyone with multiple gadgets, we say. ■

Gadget Corner

Skullcandy Ando for Lenovo For an optimized music experience

Lenovo has been highlighting the audio muscle of its phones in recent times. Be it the K4 Note, the Vibe X3 or the recently released Vibe K5 Plus, rare indeed is the Lenovo device these days which does not come with support for Dolby Atmos and in many cases even with speakers designed to deliver great sound. And now it seems as though the brand is going to get dedicated headphones as well.

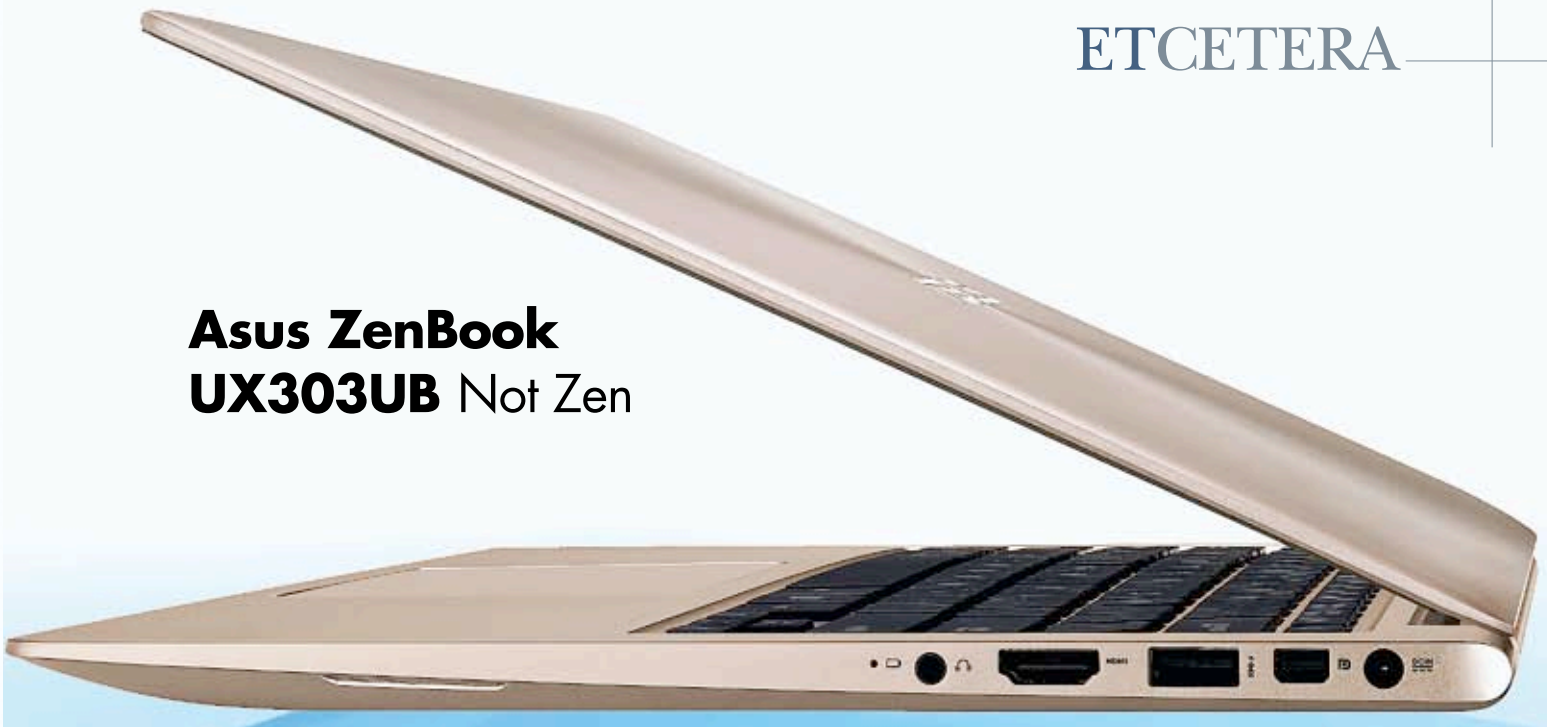


Price: Rs. 1,299

The Ando headphones from Skullcandy come with a 'for Lenovo phones' branding and well, they do deliver a very good experience. The headphones come with silicone gel ear buds which are comfortable to wear but rather surprisingly, there are no extra ear buds in the package. The headphones also come with a tangle free cord, which means that you won't be trying to sort it out or unknot it. There is a single button along with a microphone for calls, which can be used to play or pause music and receive calls. Moving on to the sound department, Skullcandy Ando does deliver loud and clear sound. We tried the headphone with the Lenovo Vibe Shot, and were satisfied with its performance. The headphone did deliver some good high bass and notes but was not able to handle treble effectively. Sometimes at high volumes, you could feel a pinch of treble and the bass also got distorted a bit. But our overall experience was good and with some customized equalizer settings and volume level controls, you can get the optimum output from the headphones. So if you are a music buff and have a Lenovo smartpone, the Skullcandy Ando is definitely worth investing in. ■



Asus ZenBook UX303UB Not Zen



There is a widely accepted "standard" design for notebooks, eventually mimicking Apple's design aesthetics seen on the MacBook family. Asus' ZenBook UX303UB notebook is not in the same league. The 13-inch ultrabook comes in an elegant aluminum casing, and with its circular-patterned metal lid and matte-finish metal base, feels solid, premium in nature. The notebook is slim and light, weighing at 1.45kg and measuring 22.3mm in thickness, making it as portable as the 13-inch MacBook Air. It packs in a 13-inch IPS Full HD display with deep blacks and exceptionally wide angles, which is oddly enough, not a touchscreen. Our review unit was running the Intel i5-6200U processor with a clock speed of 2.3GHz, which can be clocked up to 2.8GHz alongside 8GB RAM and 1TB storage.

This ultrabook is going to be able to handle most tasks but has its own little quirks. It ran for 6 hours and 30 minutes on a single charge - not impressive when compared to the 13-inch MacBook Air's 12 hours of battery. The touchpad is fairly large, but was unresponsive and inaccurate in our week long testing. On the plus side, the backlit keyboard provided a decent amount of travel and feedback, and the Bang & Olufsen speakers were of a very high quality. The notebook boasts standard connectivity options - three USB 3.0 ports, HDMI and mini-DisplayPort video outputs, plus an SD card reader and a 3.5mm headset jack. There's no Ethernet port on the chassis of the laptop, but Asus supplies a 10/100 USB dongle in the box. We would not recommend it ahead of the 13-inch MacBook Air, but Windows fans might consider investing Rs. 78,990 in it. ■

Price: Rs. 78,990





Price:
Rs. 15,999

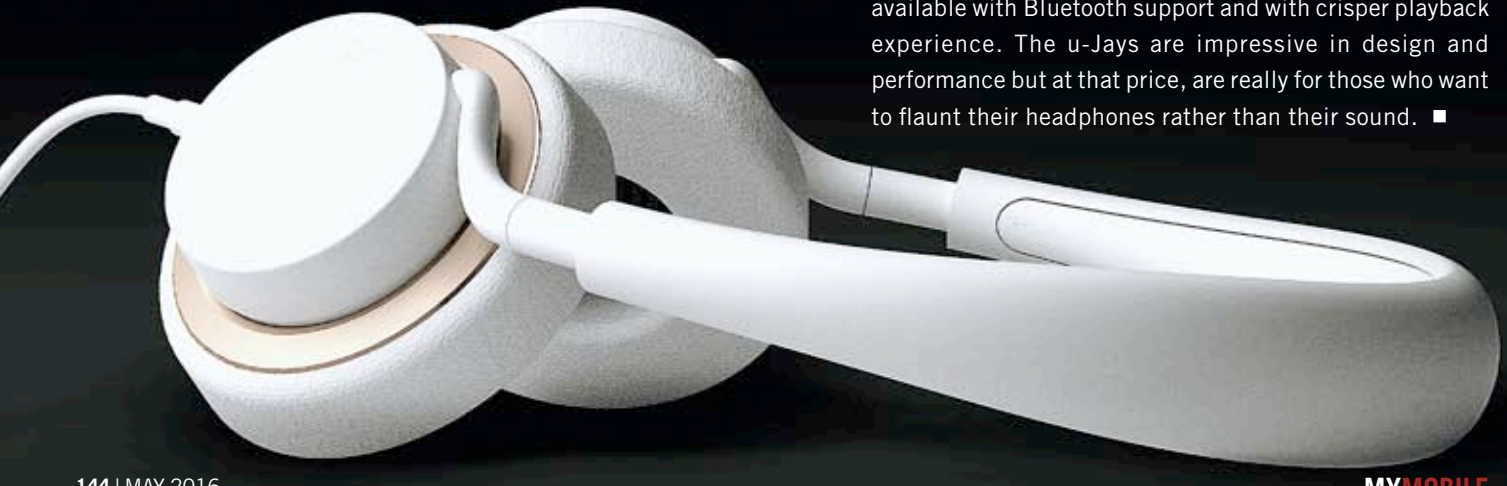
Jays u-Jays Swanky Looks, Great Sound

Sweden-based Jays are trying to deliver a top notch music listening experience through the u-Jays headphones. The headphones not only look classy, but pack in some very impressive hardware as well. The u-Jays come in a sassy, swanky, massive box, which praise be, also has a carrying pouch inside (you will need it with these headphones).

The headphones themselves are a premium affair although their appearance sticks to the basic rather than the spectacular. The device which we got for the review was black on black, but those who love a touch of bling can also opt for black on gold, white on silver, and white on gold. The ear cups are detachable, so you have to screw them on the ear cups holder on the chassis of the headphone just like you mount the lenses on your DSLR camera. The headband is flexible and made of sturdy silicon. The ear cups are small yet comfortable, with very soft leather cushions. We would say the u-Jays tick the design and material boxes.

In terms of sound, the headphones delivered clear beats and music with measured bass. But we felt that the bass was a bit on the lower side. Sound quality in general is however very good. The device is good if you prefer listening to clear music of all genres. Overall, the device delivers some good music with comfortable ear cups that look sturdy, classy and yet seem durable enough.

The only drawback which we noticed is the lack of Bluetooth connectivity at such a price point. We already have many devices below this price range which are available with Bluetooth support and with crisper playback experience. The u-Jays are impressive in design and performance but at that price, are really for those who want to flaunt their headphones rather than their sound. ■





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Price: Rs. 11,999

Asus ZenWatch 2 One to watch out for

Asus' first-generation ZenWatch was never introduced in the Indian market, but its successor, the ZenWatch 2 is here. Like the ZenWatch, the second-generation watch has a square face and is made out of stainless steel. The square case has rounded corners, and on the right-hand side you will notice a crown, meant to turn the screen on and off.

The larger ZenWatch 2 has a 1.63-inch (the 42mm version has a 1.45-inch display) AMOLED screen with a 320 x 320 pixels resolution (277ppi) The display looks sharp but we didn't like the thick bezels around it. Like the original ZenWatch, ZenWatch 2 is also IP67 rated, though, so it can take a splash of water but not a swim. The watch features a Snapdragon 400 processor (along with 512MB of RAM and 4GB of storage). The ZenWatch 2 is smooth and snappy, with no noticeable lags, and the 400mAh battery lasts a full day. The ZenWatch 2 comes with dual digital mics, an accelerometer, gyroscope and Bluetooth but does not feature a heart rate scanner or GPS. Being powered by an Android Wear OS, the watch is compatible with any Android smartphone and also works fluidly with iOS devices. As expected, it will notify incoming calls, messages, WhatsApp messages and emails. Asus is also offering a separate app called the ZenWatch Manager which adds new features beyond Android Wear such as remote call control, which lets you answer and control phone calls from the watch. The ZenWatch Manager also offers a number of exclusive watch faces.

At Rs 11,999, Asus' ZenWatch 2 is a great buy and perfect for anyone wanting to try out a smartwatch without splurging on the likes of an Apple Watch or a Moto 360. ■

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Exclusive

Wearing it on your sleeve:The future of wearable technology

To say that technology today is an extremely pervasive presence is stating the obvious, but up until a few years ago nobody could have accurately predicted just how integral tech will eventually become to our everyday functioning. This penetration of technology into everyday life has transformed the World Wide Web into the Internet of Things, and has resulted in the evolution of a completely newindustry – that of wearable technology or wearable devices.From wristbands, anklets and headwear to sensors that can easily fit in a pocket,these devices come in a host of forms and look very fashionable. But unlike an accessory, wearable devices serve several vital practical functionsfor the user.

Take, for example, the fitness tracking wearables. These handy devices come equipped with features such as movement pattern analysis, heart rate monitoring, diet logging, galvanic bio-impedance and sleep analysis to give a detailed insight into the user's lifestyle and predict the impact the said lifestyle has on the overall wellbeing of the individual. Just by monitoring their users' behavioural patterns, these wearable fitness devices can generate personalised insights that help users in optimising their lifestyles.



Similarly, there are a host of other functions that wearable tech can enable for the common consumer, allowing them to streamline their priorities and complete their day to day activities much more conveniently. But that begs a question – what is next for the wearable technology industry?

In an innovation-led industry, the only way forward is even more innovation. Be it synchronising your mail into your smart watch to acting as navigational tools and media players, smart wearable devices today, are breaking the mould and leading to a better integration between technology and lifestyles. We are even now witnessing a movement away from wearable devices to wearable clothing such as smart garments, which generate more accurate and detailed insights into the body's constitution. This will also lead to more accuracy in determining the efficacy of workout routines or predicting the onset of a health complication.

But physical fitness is not the only aspect that wearable techcan optimise. Imagine a 'wearable stamp' that allows contactless payments. So if you've felt the need for even quicker payments or accessibility at your next hotel stay; cashless payments or visit to the mall could be effortless without having to worry about carrying another piece of hardware. There are now wearable devices available that can interpret the mood and emotional state of the wearer, and can accurately indicate the proper response according to the situation. A jacket that can remotely simulate the feeling of a hug without any human contact. Or a diaper that can alert parents about a possible health complication their baby might be facing just by analysing the discharge. These examples are not some futuristiccases; these are current developments.

A recent PwC report indicated that one in five users in the United States already owns a wearable device. The coming few years might see rapid developments in the form factors and the use-case scenarios of tech-based wearable devices, even as IoT becomes more integrated into everyday human behaviour. Decreasing device sizes, greater efficiency, better power utilisation, more features and lowering entry-level price points will definitely drive theadoptionof smart wearable technology, while the concept of 'connected' homes and cities will make the transition from one aspect of life to another almost seamless. With our lives becoming more and more interconnected by the day, houses which automatically open doors for those with biometric patternsmatching the pre-setsignatures and smart appliances which automatically change their behaviour to suit the user's requirements will no longer the domain of Sci-Fi. Instead,theyare rapidly becoming a tangible reality. ■

Vinay Shetty,
ASUS, Regional Director,
Components Business – India and South Asia
(Opinions in this article are those of the author and do not reflect the stance of the magazine)

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