

Hrithik to promote "iBall Slide"

iBall has entered the tablet space with its offering iBall Slide. iBall has roped in, the Superstar Hrithik Roshan as brand ambassador for iBall Slide. iBall Slide is a powerful Tablet with 1 GHz ARM Cortex-A8 processor. The trendy 7 - inch iBall Slide incorporates a capacitive touch with Android 2.3 Gingerbread OS.

The product comes with BIG 4400 mAh lithium-ion-battery supporting up to 6.5 hours of music and 5 hours of Video. HD quality video and 3D games are supported on iBall Slide. The product is priced at Rs 13,995/-.



Hrithik Roshan said, "I was very impressed to know the growth of iBall in a short span of less than 10 years and passion of its team which has brought it to this level. It feels nice to get associated with iBall for its latest offering iBall Slide. This is an exciting product category and hope to see India Go Slide on iBall Slide."

AOC Introduces its 3D Monitor

AOC has introduced AOC FPR 3D Monitor, which uses Film type Patterned Retardation technology, to create 3D Display, using a special 3D Panel. AOC 3D Monitor is advanced, premium performing, thorough and an utter delight, after the traditional 3D displays using shutter glass technology.

AOC FPR 3D Monitor features FPR obtained 3D flicker free certification from TUV after testing in accordance with ISO9241-307 specifications. It gives Vivid and bright 3D Images and comes with Eco friendly 3D

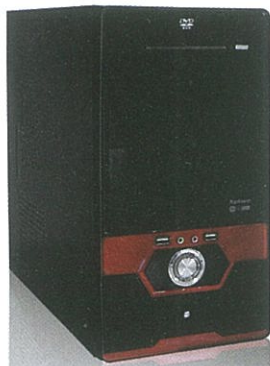
glasses without concern of electromagnetic waves. There is no need to change current PC's GPU when customer buy the FPR 3D. Also unlike SG 3D Monitor, AOC provides 1 pair of regular glasses, and 1 pair of 'clip on' glasses free with the AOC 3D monitor package. Just install the Tridef software programme included in AOC FPR 3D Monitor package, and enjoy 3D Contents.

The 3D Monitors are available in 23" size segment currently, placed in the market starting September, and is being priced at Rs 14,990/-

Mercury launches mCAB Chassis

Kobian has launched Xplore mCAB cabinet series from Mercury. The chassis supports current motherboards available in the market. The mCAB series is powered with Mercury SMPS.

The cabinets measure 335mm x 175mm x 345mm (H x W x D) respectively, excluding front panel. With a SECC metal structure, it offers 2 x 5.25" external, 1 x 3.5" external and 4 x 3.5" hidden drive bays. Being compact doesn't take away the much-needed features of USB and audio, Mercury mCAB are powered with 4 expansion slots and front



USB and audio ports and comes in red, black and silver colours. This series is named after the planets of universe Venus, Mars, Jupiter, Saturn, Neptune, Pluto and Zeus.

Mercury mCAB series cabinets are priced at Rs.700/-.

IP-Phones with its Hospitality IP-PBXs

Aiming to strengthen its presence in hotel telephony solution market, MatrixComsec has announced interoperability of Cetus make Teledex and TeleMatrix IP-Phones with its range of hospitality IP-PBXs.

Matrix ETERNITY is a feature rich IP-PBX designed to meet the diverse communication needs of hospitality industry. It incorporates specialized hospitality module, third-party PMS and CAS support and many other utilitarian and productivity enhancing features along with support for PSTN, GSM/3G, ISDN and IP networks. The IP-PBX actively contributes in routine functioning of the hotel with the increased staff mobility and productivity.

Luminous targets Rural India

Luminous Power Technologies has launched LED based Solar Lighting Solution, a low cost solution for Rural Home Lighting requirements. The energy efficient LED based design of this new product with a single light output is at par with 11W CFL. It can be termed as single solution for all daily household lighting needs.

This equipment has PWM based compact electronic circuitry with high efficiency. It offers uniform & constant bright light output over entire battery voltage range. It is specially designed for maximum energy harvesting from connected solar module, as compared to other products. This equipment can provide light output ranging between 11 to 102 hrs.

DirectCU Silent Graphics Cards

ASUS has launched the new HD 6770 DirectCU Silent Graphics Cards. The DirectX 11-compatible ASUS HD 6770 DirectCU Silent features 800 stream processors and 40 texture units. It's 0dB passive cooling runs 16% cooler than conventional passive cards. The heatsink on the HD 6770 DirectCU Silent offers up to 95% larger surface area than its respective reference design for faster heat dissipation.

ASUS Super Alloy Power components offer a 15% performance boost and 2.5 longer product



lifespan. The HD 6770 DirectCU Silent ships with 1GB of GDDR5 video memory to handle HD gaming in high detail and with most effects turned on. Therefore ASUS HD 6770 DirectCU Silent is priced at Rs.9,750/- (excluding taxes) and backed with 3 years warranty.

New software versions

Trend Micro has announced new software versions for its enterprise data protection software portfolio to help organizations of all sizes keep up with fast-evolving inbound and outbound data security risks.

Trend Micro also announced updates for other enterprise data protection products including Trend Micro Email Encryption 5.6 which now supports Microsoft Outlook 2010 and Instant Messaging Security 1.5 which added

support for Microsoft Lync earlier this year. ScanMail for Microsoft Exchange (SMEX) 10.2 is the mail-server-based security product with a web reputation service to block email containing URLs in addition to scanning for content and viruses.

Compared to Microsoft Forefront Protection for Exchange, Trend Micro ScanMail for Exchange blocks URLs, uses 10x less memory with its SmartScan technology, scans 57 percent faster, and is easier to use.

SanDisk's Suite of Retail Products

SanDisk has unveiled a lineup of new retail products and introduced a new preservation solution category. In the product lineup, SanDisk also created 64GB SanDisk Extreme Pro SDXC UHS-I Card, a new SD card based on the SD 3.0 specification's Ultra High Speed (UHS) bus architecture. SanDisk Extreme Pro SDHC and SDXC UHS-I cards come in 8GB to 64GB capacities with MSRPs at Rs.2,199/- (8GB) to Rs.16,299/- (64GB).

SanDisk's new Cruiser Fit USB flash drive is about the size of a dime, fitting easily into USB-



compatible tablets and notebooks for convenient storage expansion. The drive comes in 4GB to 16GB capacities with MSRPs at Rs.249/- (4GB) to Rs.749/- (16GB). Whereas SanDisk's Cruiser Switch USB flash drive features a cap-less, slider-less, flip top design for easy portability and comes in 2GB to 64GB capacities with MSRPs at Rs.499/- (2GB) to Rs.2,699/- (64GB).