

# EXPO NEWS

**Convergence  
India Expo**

**8th Smart Cities  
INDIA EXPO**

**27-29  
MARCH 2023**  
PRAGATI MAIDAN,  
NEW DELHI

29 MARCH 2023

DAY 3



From L to R: Dhruv Behl, Founder & Managing Editor, AutoX & Director, Exhibitions India Group; Sanket S. Bhandve (IAS) – PS to Hon'ble Minister, Ministry of Road Transport and Highways, Government of India; CV Raman, Chief Technical Officer, Maruti Suzuki India Limited; Puneet Anand, Assistant Vice President & Group Head- Corporate Affairs & Corporate Communication, Hyundai India

## Conferences on Day 2 explore the role of Technologies & Innovations in shaping a Modern and 'Smart' India

**D**ay 2 of the 30<sup>th</sup> Convergence India and 8<sup>th</sup> Smart Cities India expo saw a large-scale turnout as visitors comprising industry representatives, aspiring digitech students, and sector leaders thronged the booths to explore the latest technologies and solutions on display. A major highlight was the conference sessions organised throughout the day at the venue. A total of 14 sessions were held that touched on issues such as: Creating a Sustainable Mobility Ecosystem; Building an inclusive Digital Ecosystem; Changing Face of Generative AI and Chatbots; Preventing Cybercrime and innovative Strategies to deal with them; Mainstreaming Urban Resilience in India.

The highlight of the conferences was the City Leaders Conclave which held discussions on topics like the role of the city government in



From L to R: Dhruv Behl, Director, Exhibitions India Group; Sanket S. Bhandve (IAS) – PS to Hon'ble Minister, Ministry of Road Transport and Highways, Government of India

shaping the future and putting the citizen first to infuse inclusivity. During the session, Amit Aasrey, CEO, of Smart City Ltd., said, "We have been using the Integrated Command Centre as a hub for solving all citizen's problems. By having before and after geo-tagged photographs, we can generate the heat maps of different problems that we are facing".

Elaborating on how NDMC Smart City Ltd. has implemented smart city projects in New Delhi, Dr Ankita Chakravarty, Secretary and CEO shared, "NDMC has already addressed certain issues through the Smart City project like parking management. We have a parking management system where the availability is displayed on a real-time basis, for example, in Connaught Place."

In the session on Catalysing Digital Urban Future, Hardeep Singh, Joint Commissioner,



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From L to R: Apurba Mitra, Associate Partner & Lead- Climate Change, KPMG in India; H.E. Naor Gilon, Ambassador of Israel to India; H.E. Jinoos Shariati, First Secretary - Trade (Energy and Infrastructure), British High Commission Delhi; H.E. Søren Nørrelund Kannik-Marquardsen, Minister Counsellor and Head of Trade, Royal Danish Embassy, Denmark; Kamilla Kristensen Rai, Counsellor (Sustainable Urbanisation, Water & Air), Delegation of the European Union to India

Amritsar Municipal Corporation said, "Smart Cities are special purpose vehicles to implement need-based development. It does not apply to just big cities. We have to make every city 'smart'."

Another session that drew large crowds was on The Premiumisation of the Indian Smartphone Market, which was moderated by gadget guru and Managing Editor, NDTV, Rajiv Makhni. Nipun Marya, the CEO of iQOO, observed that with constant smartphone upgrades happening, the premium segment of smartphones is rapidly increasing. He further said, "As buyers know their phones well, they want to upgrade to better technology and experience. They want to upgrade to better use cases that are relevant to them."

On a query raised by Mr Makhni about why India is suddenly spending more on smartphones, Prabhu Ram, Head-Industry Intelligence Group, CyberMedia Research shared, "Consumers now realise that smartphones are truly what connects them to the world. Everything around us is connected to the mobile. And that's why consumers over the last two years have been spending more on durable devices, that offer more value and are premium in the true sense."

During the session on Building an Inclusive Digital Ecosystem, Dr Inder Gopal, CEO, of India Urban Data Exchange, observed, "The ability to understand, share and use data productively is a critical aspect enabling a public digital ecosystem. We have developed this exchange to be able to find the data and control the sharing of this data to be able to understand and standardise the way the data is represented."



From L to R: Dr Rashi Gupta, Managing Director, Vision Mechatronics (Batterywala); Divya Sampath, Partner, AWE (Achieving Women Equity) Funds; Priya Singh, Co-Founder and Director, Chalo; Shweta Aprameya, Founder and CEO, ARTH



From L to R: Chandrika Behl, MD, EIG; Shri Ajay Bhatt, Hon'ble Minister of State, Ministry of Defence and Tourism, Government of India

While Day 3 is expected to continue attracting large crowds, the planned conference sessions are expected to be the focal point. The Fintech India Summit will have panel discussions on Fintech Innovations to enable Inclusive Growth, Digital Disruption in Insurance, Blockchain for Business – The Building Blocks for a new Enterprise Landscape, and Fintech Data



From L to R: Nipun Marya, Chief Executive Officer, iQOO; Prabhu Ram, Head-Industry Intelligence Group, CyberMedia Research; Rajiv Makhni, Managing Editor, NDTV

Protection – Critical Data Security Measures and Roadmap ahead. Simultaneously, the Smart Energy Conclave will see discussions on Evolving Landscape of Green Hydrogen in India, Financing the Future of Energy, and Discovering Opportunities in India's Net-Zero Target. The session will conclude with the much-awaited Smart Cities India and Fintech India Innovation Awards. ■



**A. Dhanalakshmi**

Joint Secretary  
Ministry of Science & Technology  
Government of India

**T**his decade will bring transformational changes to the field of science in India with increased contributions from women. In the last eight years, more women have opted to pursue science, technology engineering, and math, including computer science (STEM/CS), thereby boosting their participation in R&D, innovation, and technological advancements. According to a World Bank report, about 43% of STEM graduates in India are women, as compared to developed nations like the United States, Canada, and the UK, with fewer women studying STEM at the tertiary level. Moreover, it was observed that one in three research papers in STEM are now written by female authors in India, in contrast to the global trend.

The Government of India has launched many initiatives to encourage women participation in STEM to enable larger contributions towards the country's economic activity. In addition to schemes such as "Vigyan Jyoti targeted at female students in higher secondary classes, scholarships like 'Pragati' are offered through the All India Council for Technical Education to make it easier for girls to access technical education at the undergraduate and diploma levels.

The Department of Science and Technology (DST) supports

the development of a gender-equitable ecosystem within research institutions. DST launched a pilot project 'Gender Advancement for Transforming Institutions' (GATI), under which several institutions have committed to adopting gender-sensitive policies and practices for women in STEM courses. Additionally, the 'Consolidation of University Research for Innovation and Excellence' (CURIE) initiative supports women universities in improving their R&D facilities. The 'Women Scientists Scheme' (WOS) provides a platform for female scientists and technologists to pursue research in basic or applied sciences in frontier areas of science and engineering. The scheme not only prevents brain drain from the S&T system, it trains and retains women in the system by offering the opportunity to work as bench-level scientists, and ultimately opens new avenues for a permanent position. The department has also initiated international collaborations to boost women's participation in scientific research. The 'Indo-U.S. Fellowship for Women in STEM', launched in collaboration with the Indo-US Science and Technology Forum, provides opportunities to women scientists, engineers, and technologists to undertake research in premier institutions in the US to enhance their research capacities and capabilities.

I am happy to note that Smart Cities Mission, Ministry of Housing & Urban Affairs, India Trade Promotion Organization (ITPO) and Exhibitions India Group are jointly organizing the 30<sup>th</sup> Convergence India & 8<sup>th</sup> Smart Cities India 2023 expo in New Delhi from 27-29 March 2023. Trade fairs like Convergence India and Smart Cities India expo provide a unique opportunity to explore and experience advancements in technologies, and how they can contribute towards strengthening businesses.

## Inxee Systems on a Mission to promote Smart Electronic Products

### INDUSTRY SPOTLIGHT



**Nate Srinath**

Co-Founder & Director  
Inxee Systems

**I**nxee Systems Pvt. Ltd. is an embedded electronic systems design and manufacturing company focused on industrial IoT and automation. Inxee has designed and manufactured many products encompassing various segments such as consumer, industrial, medical and defence electronics. Taking inspiration from the Make in India initiative, the company is on a mission to be a quality international brand in electronic product OEM/ODM manufacturing based out of India.

Over the years, the supply of components with low lead times and competitive

pricing has emerged as a challenge for the industry. The lead times on some electronic components are high due to shortages in the global semiconductor market. Besides components, the availability of skilled manpower and financial delays have also created roadblocks for the segment to grow at a healthy pace. Meantime, access to working capital for start-ups and MSMEs continues to hamper the growth of the Indian electronics industry. It is, therefore, heartening to see that the government is introducing the regulatory framework

required to address some of these issues.

This year, Inxee will be present at booth C284, Hall 4, in Convergence India. The technologies on display will include sensor technologies such as LIDAR, thermal and fabric sensors, and various industrial IoT products and solutions.

We welcome all potential clients, partners, associates and collaborators to come to visit us at our booth and join our journey as we strive to make India a viable and definite destination for OEM/ODM manufacturing of electronic products all over the world. ■

## THE LEAD TIMES ON SOME ELECTRONIC COMPONENTS ARE HIGH DUE TO SHORTAGES IN THE GLOBAL SEMICONDUCTOR MARKET



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## 3Gen Data Systems: Platform Solutions with Enterprise-class Performance

### IN CONVERSATION



### Chanchal Deshwal

Director, 3GEN Data Systems (India)

#### Tell us about the philosophy and vision of the company?

3Gen Data Systems is a leading developer of solutions that converge server, storage, virtualisation and networking with resilient and automated self-tuning intelligence. Founded in 2006, the company is the brainchild of three prominent Cloud platform industry leaders with over five decades of combined industry experience. They saw the labyrinth of hodgepodge platforms prevalent in IT rooms, which inspired them to seek an integrated answer to the current patchwork of servers, storage and network.

3Gen's cloud platform solutions are known for their advanced, enterprise-class performance, extended reliability, and sophisticated ILM capabilities. The products feature easy-to-use centralised data management, just-in-time scalability, and high data availability. 3Gen technologies are installed worldwide to handle mission-critical applications, centralised backup, disaster recovery, and email storage. A single software fabric unifies all your private and public clouds and delivers one-click simplicity in managing multi-cloud deployments.

#### What are the new innovations being developed by the company?

Both 3GEN HCI and Storage are on Block-based distributed Architecture, which has improved performance by 8X - 10X in comparison to market leaders. 3Gen has also tried to solve various requirements of corporates like GPU clustering in the HPC environment, and GPU/USB tagging to VMs. Another requirement was Windows clustering across the physical host. The company has developed software from scratch keeping all these things in mind.

#### What have been the challenges faced by your company in last few years?

Due to the increasing capacity of Hard disks and SSDs and losses suffered by corporates during the lockdown, the requirement for our Storage bays have come down post-Covid. As a new entrant in India during the pandemic, we had limited options for marketing and have since seen limited growth. I believe that participating in Smart Cities India will provide us with the opportunity to make a place for ourselves in the marketplace.

#### What can we expect from the company in the near future?

Till now, HCI did not have a reach in the mid-enterprises and institutions, so we are targeting these two segments. The government is also our focus area because of various smart city projects and the Digital India initiative. We are also planning to cater to more FT cases in the surveillance industry with VMS vendors like Milestone GENETEC, etc.

3Gen's vision is to help remove legacy Data Center flaws and ease the struggle of managing isolated layers of servers, storage, virtualisation, networking, etc., for the mid-enterprises along with universities. We are looking to improve HA performance issues by developing software that can solve all the problems as highlighted above, to create a block-based solution that will not only consolidate CPU, storage, networking, etc.; but also improve performance by 8x to 10x in comparison to VMWARE and NUTANIX, the two main players in the HCI market.

#### Which technologies will be displayed at the expo?

The technologies that we plan to showcase at the expo include the Scale-out Storage, Unified NAS, SAN, and the Hyper-converged Infrastructure Appliances for HA/FT. ■

## OUR VISION IS TO REDUCE THE COST FOR DATA CENTRES WITHOUT COMPROMISING ON PERFORMANCE THROUGH OUR STORAGE FOR DEEP LEARNING WORKLOADS





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31<sup>st</sup>  
 **Convergence  
India Expo**

  
**9<sup>th</sup> Smart Cities  
INDIA EXPO**

# BUILDING A DIGITAL & SMART INDIA

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**17-19 JANUARY 2024**

**PRAGATI MAIDAN, NEW DELHI, INDIA**

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## INDUSTRY SPOTLIGHT

# A&T: Technology Revolutionising Hybrid Work Environments

**A**&T Video Networks has been a pioneer in the AV space since 1998. With many firsts to its name, A&T has created innovative technology solutions that have revolutionised hybrid work environments across various industry verticals.

With a vision to strengthen the Government of India's 'Make-In-India' initiative, A&T has set up a cutting-edge manufacturing facility in south Tamil Nadu. The facility provides invaluable training in advanced electronics manufacturing technology to the local youth besides creating hundreds of jobs. At this unit, A&T designs and manufactures AV systems that are not just in high demand in India, they are also exported to the Middle East and Africa.

Having a manufacturing capacity of over 50,000 cameras per month, A&T recently supplied 65,000 VC systems for 4,500 government schools across Gujarat. The order was completed in a record time of less than 35 working days.

A&T has also entered into a technology partnership with UbiCast of France. In addition to hosting UbiCast's advanced Video SaaS platform - Nudgis, in India, A&T has received

specialised training to install, configure and manage Nudgis for Indian customers.

Recently, the prestigious Karnavati University has adopted Nudgis to serve as a digital library of lecture recordings from 100+ classrooms across all seven schools of the university, benefitting more than 3,000 students.

### A&T at Convergence India

At the Convergence India 2023, A&T will be showcasing advanced VC systems such as:

- AI-driven PTZ cameras that track the speaker within a room or seminar hall.
- Nudgis Video SaaS and its powerful features and analytics that make it a valuable



tool for universities, educational institutes and L&D centers.

- Cameras and video soundbars with AI-driven framing capabilities that ensure all participants in a room are captured during a video conference.
- Web cameras and PTZ cameras with powerful zoom capabilities.

A&T will also be demonstrating hybrid work environment solutions for various domains like:

- Healthcare
  - Surgery recording & streaming
  - Consent recording
  - Virtual ICU
- Government
  - Office cabin VC systems
  - VC set up for seminar halls
- Education
  - Hybrid classrooms
  - Smart classrooms
  - Lecture recording & streaming
- Enterprise
  - Work from home systems
  - AV solutions for board rooms & conference rooms
  - VC systems for small meeting rooms & huddle rooms. ■



# ADN Broadband aims to become a pan-India ISP Provider

## INDUSTRY SPOTLIGHT



**Mudhit Sethi**  
CEO ADN Broadband

**A**DN Broadband is one of Delhi's leading broadband service providers for the last 25 years. ADN brings a wide choice of Internet speeds depending on customer requirements. It employs special technologies that resolve most of the problems faced by regular Internet connections. In the coming years, ADN Broadband aims to emerge as a pan-India Internet services provider and promote the 'Digital India' initiative to the next level.

ADN boasts of a dynamic team led by Rajiv Sethi, a pioneer in the cable TV business in India. ADN Broadband was established by Mudhit Sethi in Delhi in 2020, who helped the company to diversify into broadband and related services. "We have been able to expand at a fast pace despite the challenges posed due to the Covid-19 pandemic, owing to our 'Out of the Box' offerings. We offer uninterrupted broadband speed of up to 1 GB/second with zero outages. We are truly setting new standards in delivering high-speed gaming experience, sports, songs, and movies at the place and time of customers' choice," explains Mudhit Sethi, CEO of ADN Broadband.

ADN Broadband's target for 2023 is to strengthen its network and services in the Delhi-NCR region and expand to two more cities. It also aims to get its ISP license converted from Category B to Category A. "Going ahead, we aim to become a pan-India player and a leader in broadband services. We want to upscale the market with our exclusive offerings and services, including Broadband, OTT, landline, cable TV, and other IoT services in a combo. We are also set to launch IPTV services," elaborates Mudhit Sethi.

The company provides its services directly to customers as well as through local cable operators. It is riding on the Nokia backbone, one of the best in the industry, with zero latency to the customers. It is also building the next-generation digital fibre-to-the-



home (FTTH) network to provide fast and secure broadband, leased lines, and Internet application services. Besides the revenue-sharing platform with LCOs, the company also provides comprehensive assistance ranging from device support to marketing & customer support etc., to boost employment opportunities and promote entrepreneurship.

ADN Broadband is experimenting with multiple innovative technologies to enhance the backbone performance, improve uptime on distribution and last mile fibre network, and build innovations across CPE (Fibre ONU) for building intelligence to resolve customer issues proactively and promptly. The company is also in the process of sourcing the Business

Analytics tool to collaborate with multiple data points to extract actionable and relevant information, thereby improving its decision-making capacity, optimising customer service, and demonstrating efficient operations.

During the last year, ADN Broadband has exhibited a staggering growth of 300%, allowing it to explore further opportunities. The company added 300k HP to its FTTH during 2020 and now has prepared a roadmap to expand its network to multiple Tier-2 and Tier-3 cities. It has a broader vision to connect every home with high-quality fibre, offering high-speed Internet services along with multiple converged services such as IPTV/OTT/Gaming/Voice/VOD at an affordable cost. ■

**WE HAVE BEEN ABLE TO EXPAND AT A FAST PACE DESPITE THE CHALLENGES POSED DUE TO COVID PANDEMIC OWING TO OUR 'OUT OF THE BOX' OFFERINGS**

## INDUSTRY SPOTLIGHT

# MediaTek: Proudly delivering Quality Technology the World Relies On

**M**ediaTek Inc. is the world's fourth-largest global fabless semiconductor company enabling nearly 2 billion connected devices annually. We are a market leader in developing innovative systems-on-chip (SoC) for mobiles, home entertainment, connectivity and IoT products.

MediaTek is the only fabless semiconductor company that can deliver solutions across IT, consumer electronics and communications. We work with leading brands who love to make great technology accessible to everyone. MediaTek empowers and inspires people to expand their horizons and achieve their goals through innovative technology easily and efficiently.

Our dedication to innovation has positioned us as a driving market force in major key chipset technology areas, including smartphones, smart homes, networking & connectivity, IoT and Chromebook & Tablets. We build chips that are less about connecting people to their devices and more about connecting your devices to what matters. Connecting to the things that shape our lives makes us smarter and healthier and improves everyday life.

## Technology powered by MediaTek

### 1. Smartphone Solutions

#### (a.) MediaTek Dimensity 5G Series

MediaTek Dimensity 5G smartphone platforms for 5G offer cutting-edge, professional-grade imaging and multi-camera videography, brilliant non-stop gaming and advanced AI that helps everywhere. Of the MediaTek Dimensity 5G Series, the latest is the flagship MediaTek Dimensity 9200, 9000+, 9000, 8200, 7200, and 8000 among others.

MediaTek Dimensity® 5G Open Resource Architecture is another key differentiator, allowing device makers to unleash new, more customised consumer experiences. This helps them to differentiate and make their flagship and premium 5G smartphones stand out.

#### (b.) MediaTek Helio G Series

MediaTek HyperEngine boosts every aspect of smartphone gaming because every millisecond matters. The Helio G series of chipsets offer superlative gaming capabilities to consumers. The latest 6nm Helio G99 chip brings 4G

gaming smartphones into the next generation.

### 2. Digital & Smart TV Solutions

#### MediaTek Pentonic Series

MediaTek Pentonic TV platforms feature five essential technology pillars: Display, Audio, AI, Broadcasting and Connectivity, enabling the biggest global brands to build powerful, big-screen Smart TVs that make home entertainment experiences simply incredible. MediaTek Pentonic 1000 is the latest flagship smart TV system-on-chip (SoC) designed for 4K 120Hz displays.

### 3. Networking and Connectivity Solutions

#### (a.) MediaTek Filogic Series

MediaTek Filogic is ushering in a new era of smart Wi-Fi 6/6E & Wi-Fi 7 solutions with extreme speeds, low latency, superb power efficiency, and EasyMesh certification, for smoother, always-connected experiences.

#### (b.) 5G Broadband

As the world's leading 5G and Wi-Fi chip supplier, MediaTek's innovative connectivity technologies bring the performance and coverage benefits of 5G sub-6GHz (FR1) and mmWave (FR2) connectivity into devices, before distributing the Internet to users via superfast Wi-Fi 6/6E/7 wireless, or multi-gigabit wired Ethernet connections.

### 4. Internet of Things Solutions

#### MediaTek Genio Series

MediaTek Genio is a complete platform stack for the AI IoT with powerful and ultra-efficient chipsets, open platform software development kits (SDKs), and a developer portal with

comprehensive resources and tools. The Genio series includes premium, mid-tier, and entry-level system-on-chips (SoCs) and modules to address different market and application needs, the latest being Genio 700, Genio 1200, Genio 500, and Genio 350.

### 5. Arm-based Chromebook Solutions

#### MediaTek Kompanio Series

MediaTek Kompanio is the reliable and innovative 'do anything, everywhere' companion chip that brings an incredible Chromebook experience; whether it's for classroom or remote education, business needs, streaming entertainment, video conferencing or exploring one's creativity. Kompanio 520 and 528, featuring upgraded computing performance and battery life for entry-level Chromebooks, are the newest Kompanio chipsets from MediaTek's stable.

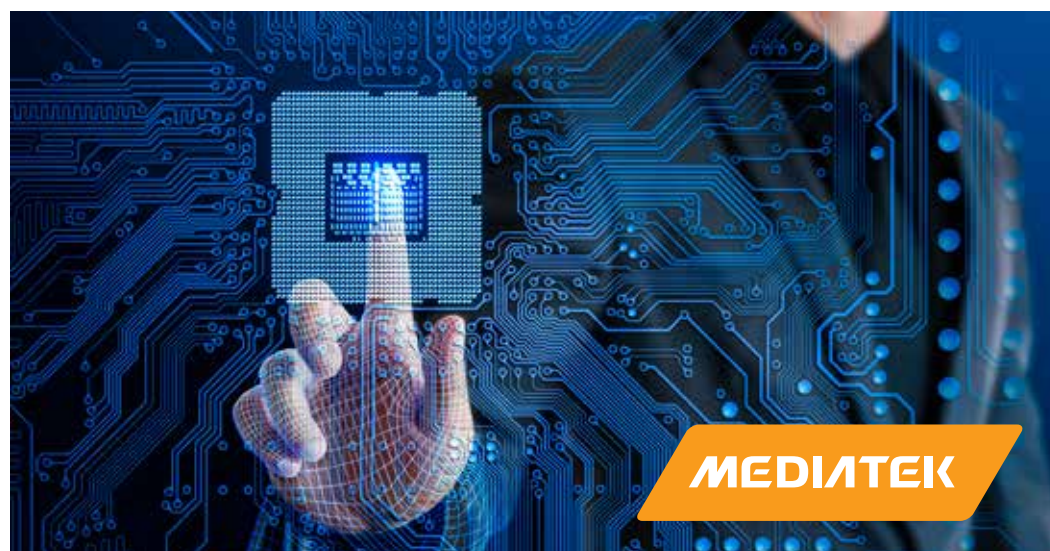
### 6. Set-top Box Solutions

#### (a.) MediaTek MT5751 UHD

This is a hybrid set-top box solution with best-in-class A/V experience and an advanced security engine. With Improved power efficiency and AI performance, it enables Wi-Fi connections up to the latest Wi-Fi 6, and power top-tier video and audio experience.

#### (b.) MediaTek MT5711

This flagship zapper solution is a built-in DVBS2X compliant front-end, with improved picture quality and hardened AI that supports H265 to bring the advantage in the zapper market, USB CAM capability, and robust security. ■





## Bluepixel: Scaling Industrial Growth by connecting Dots with IoT

### INDUSTRY SPOTLIGHT



**Himen Patel**  
CEO, Bluepixel Technologies

**B**luepixel Technologies LLP as an innovative and competent technology partner, has found a position among the top Internet of Things (IoT) and mobile app development companies in the country.

Founded in 2015 and headquartered in Ahmedabad, Bluepixel Technologies holds a top position in providing IoT business solutions that cater to the customised requirements of clients to help them grow faster and more efficiently. The company aims to provide smart and effective solutions for developing mobile and web applications for versatile technologies like IoT, Bluetooth Low Energy, Beacons, NFC/QR codes, Sensors & WIFI, RFID, and Wearables to serve people across the globe.

As an innovative and smart technology partner, Bluepixel's mission is to build IoT solutions for business and personal needs to keep its clients ahead in this digital age.

### Striving for client satisfaction

Bluepixel's goal is 'Client Satisfaction'. The company believes in designing the foundation of the client's raw idea and subsequent consultation on how it can build this into a digital platform. The company follows a

standardised coding structure to make sure that implementation of the concept and requirement specification should be technically strong and modular.

Bluepixel has a special team to scrutinise the developed product in-house before delivering it to the client. With a strong knack for offering solutions across different industries like healthcare & fitness, construction & home automation, automotive, proximity marketing, asset tracking, IoT, and many more. The company boasts of state-of-the-art R&D facilities for developing new products using Artificial Intelligence for the healthcare domain, along with indoor navigation for live locations.

Post the pandemic, Bluepixel has started expanding its radar in new technologies like Python, Blockchain, and Cross platforms in IoT.

The company will be launching its new product 'BLE Health+', besides showcasing its other services at the expo this year.

### BLE Health+

Bluepixel has developed a healthcare product that will be launched in this year's IoT India Expo. The company believes that the expo is one of the best platforms to introduce 'BLE Health+'. The product falls in Smart Healthcare domain.

BLEHealth+ is a "Licensed Application" that is developed to ease the process of keeping medical readings that can be recorded by

medical devices based on the international standard Bluetooth protocol.

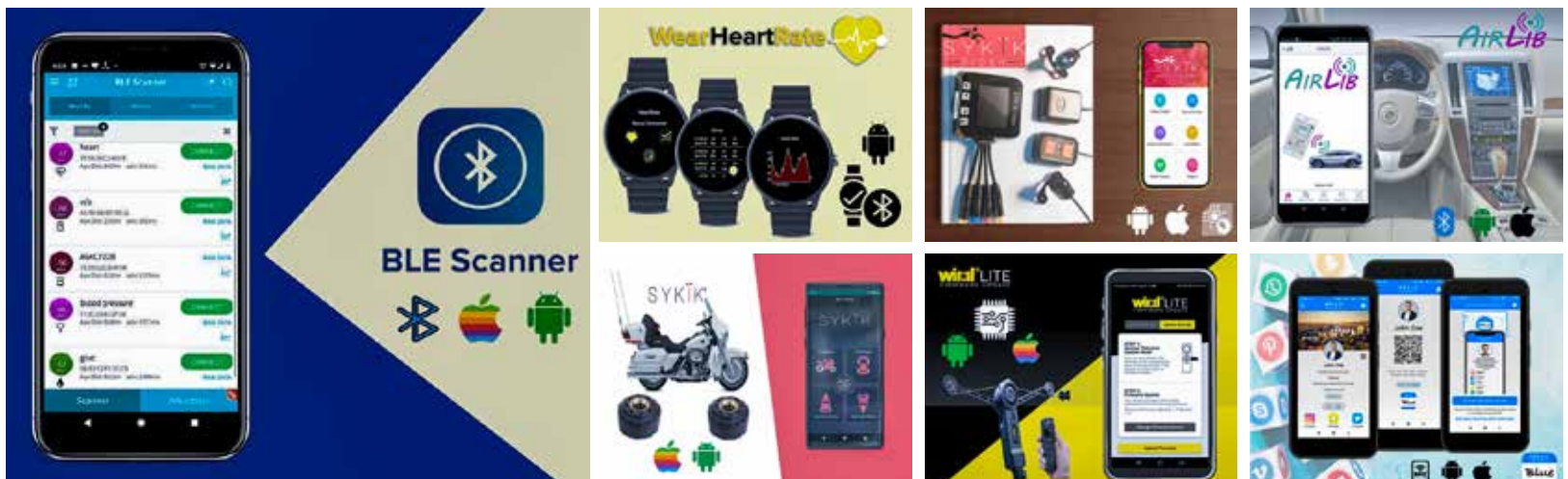
### Key Features:

- Health profile supported by the app: Gluco meter, heart rate, blood pressure, and weight scale.
- Creating and maintaining health reminders.
- Managing multiple profiles of different family members from one account.
- Backup and restore on Google drive and iCloud.
- Import health data from Google Fit and Apple Health kit.
- Multi-language support (English, French, German, Spanish).
- Share health reports in PDF format.
- Set the customised range of particular health profiles.
- Graphical representation of health data in the app.

### Primary services provided

- Bluetooth (BLE) app development
- Custom Bluetooth SDK development
- Android wear & Apple Watch development
- iBeacon/NFC/RFID App development
- Web/Cloud development
- Firmware & Hardware development
- Quality Analysis
- UI/UX Design. ■

## BELIEVE IN FACTS TO DELIVER QUALITY BY MAKING THE BASE OF TRANSPARENCIES



## DE-CIX India: Best-in-Class Services

### IN CONVERSATION



**Sudhir Kunder**  
Country Director,  
DE-CIX India

### Tell us about the philosophy and vision of the company?

Established 26 years ago, the basic founding principle of DE-CIX is to make the Internet an easily accessible service, rather than profit being the motto.

We endeavour to provide our customers with the best-in-class services centred on reliability, security, and ease of doing business. We envision a world in which "Digital Everywhere, for Everyone" exists, and this aspect will promote the vision of Digital India. We strive to enhance our services and make interconnection easy anywhere.

As India's first legally compliant interconnection platform, our goal is to make our services available to a larger audience while maintaining the highest level of customer satisfaction.

### What are the innovations being developed by the company?

The world is evolving at the pace; thus, to meet the ever-increasing demand for efficient connectivity, we need to make the Internet infrastructure future-ready. We are constantly improvising our Peering and DirectCLOUD services and have introduced unique innovations like Microsoft Azure Peering Services (MAPS).

The unique proposition we bring to the table is that 'all our services can be availed via a single access port'.

### How have you adapted to the changes brought about by the pandemic?

The pandemic was the acid test of survival for a majority of enterprises, but it became a motivation for us to boost efficiency. Before the onset of the pandemic, we invested heavily in our network to meet the customer's demands. As adaptation is essential to improvisation, we upgraded our systems, services and infrastructures in a manner in which we were able to serve the multiple surges of demand with great ease. At that

time, workloads shifted from enterprise hubs to locations that were heavy on residential and commercial establishments.

We were also able to give an understanding to several enterprises on how to interconnect with a global standard inter-connection platform like DE-CIX to help continue their business processes and achieve efficiency in terms of cost, security, latency and other benefits. This allowed us to serve the enterprises that were shifting their workload to work from home, thereby assisting them in their digital transformation endeavours.

### What are the challenges and roadblocks faced by your industry?

One of the challenges we observed is a lack of awareness about the benefits of connecting IXPs to new ISP business owners, SMEs, SMBs and other enterprises. It would be ideal if all the telco operators, irrespective of size, would onboard IXPs to enhance serviceability for their customers and ecosystem with robust infrastructure development.

We expect the government to incentivise industry operators, ISPs, and ecosystem providers like network device and equipment manufacturers, suppliers, fibre-providing companies, etc., which would in turn help ISPs to upgrade their legacy networks to FTTH and FTTX.

ROW is still one of the major stumbling blocks in rapid network expansion, and the same needs to be addressed and resolved at the earliest.

### Please tell us about your focus areas for the future.

We are focusing on setting up our Point of Presence (PoPS) across various strategic locations in India at data centers being built by reputed and reliable national and international organisations. A quickly growing economy offers an exciting chance for our Internet Exchange and Cloud Exchange to provide vertically concentrated proposals to SMBs, MSMEs, and big companies.

DE-CIX Mumbai maintains its position as APAC's largest Internet Exchange among

the 29 countries and 153 exchanges. We are now focusing on market leadership at DE-CIX Chennai and DE-CIX Delhi.

Our PoPs are ready to go live this year in Bangalore and Hyderabad.

### Are there any modifications in the regulatory framework that you would advocate for?

The policies encourage cooperation amongst all stakeholders in the initial establishment process, the development of IXs along with fiscal incentives, and a re-look at Roadblocks like ROW for infra builders.

The cost of connecting to an Internet Exchange can be reduced by policies that encourage competitive access to leased lines.

To make interconnection possible, you need to come up with a growth-based government model that is acceptable to everyone and meets all of the technical and security requirements.

Encouragement of non-traditional members such as government networks, research networks, and education networks to join the exchanges while also raising awareness of the necessity for all local carriers and content providers to connect to them.

Incentive programmes are required at all levels of the Internet inter-connected infrastructure ecosystems to make sure that the connectivity solutions each ecosystem provides are utilised to the fullest and can reach all corners of the country.

### Please elaborate on the technologies on display at the expo.

We feel excited to be able to present our global services to a wide array of individuals coming in from various walks of life, and plan to take advantage of this special opportunity to showcase our unique services at the show under the Interconnection Platform, where Internet Exchange and Cloud Exchange coexist across a single access port, that provides access to interconnection services like Peering, DirectCLOUD & MAPS. ■

## AS INDIA'S FIRST LEGALLY COMPLIANT INTERCONNECTION PLATFORM, THE GOAL IS TO MAKE OUR SERVICES AVAILABLE TO A LARGER AUDIENCE





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## INDUSTRY SPOTLIGHT

# ExperientialEtc disrupts Traditional Advertising with Tech-led Solution



**Karan Bhardwaj**

CEO, ExperientialEtc

**E**xperientialEtc started its journey five years ago, banking on the potential of visual technology, Web 3 opportunities, and Metaverse applications. The company is in the business of digital advertising using the latest technology, such as holograms, Augmented Reality, Mixed Reality, Immersive games, and innovative tech-led OOH.

ExperientialEtc has served more than 200 brands with creative visual solutions employing AR, VR, Gaming, Blockchain technology and Metaverse applications. The company has worked for brands like Amazon, SonyPix, MPL, BCCI, Tata Motors, and Amazon, to name a few. The company also serves the top advertising agencies in India for creative branding, using next-generation technology, riding on the tech opportunities for delivering innovative branding solutions.

The company came into the limelight as it was invited to the Shark Tank to pitch its ideas. The experience fuelled the imagination of the investors, leading to seed funding by Startupplanes and Preseries A by Snard Finance, We Founder Circle, and India Accelerators, among others.

The founders of the company - Karan Bhardwaj (CEO), Prashant Pandey (COO), and Sonal Mahendru (CTO), believe that the faith of the investors reflects the impending digital transformation, which presents endless opportunities for an ad-tech startup.

Recently, the startup has started allocating ESOPS to eligible employees. ExperientialEtc believes that this would motivate the employees to push the boundaries of performance and help the company to sustain the growth momentum and support the entrepreneurial culture.

### Product line

ExperientialEtc offers different types of products and services to give an immersive experience to its clients.

**Liveglass** - Tell your tale through this transparent display unit that uses real products and blends them with augmented and interactive content to create an engaging and informative experience for the consumer.

**Holopyramid** - A glass construct that contains your product and creates punchy, realistic effects around it. This takes your product into a multi-dimensional world.

**Digiplay** - An LED screen that is transparent and displays holographic & 3D images of your brand. With its crystal-clear clarity and see-through quality, it gives that extra edge to the brand's presence and recall.

**Holomist** - Step into an awe-inspiring layer of thin smoke and let your customers own your brand like never before. HOLOMIST displays holographic creatives on a canvas of fog, allowing consumers to engage with the content and hence etch the brand in their minds forever.

**Video Production** - Lights, Camera, Action - A production team that breathes creativity at all times. VFX or not, the results are breathtaking. Masterpieces are a visual treat.

**Anamorphic Displays** - Forced perspective content creates unbelievably dynamic stories that became viral organically. Curved LED simply adds to the magic!

**Holo-lazr** - A visual laser show like never before. A pocket-sized laser cube that delivers a customised delight, resulting in larger-than-life effects.

**Holo-Table** - Mixed reality has a new meaning, especially when it's an engaging game on a table - Engage and Excite!

**Sensor Games** - Load gauge or motion sensors, we've got it all. Once integrated with thematic fabrication, the results are fantastic.

**Sound Showers** - An audio kiosk meant to give an exclusive experience by creating a private audio-sensory environment.

**Innovation Centers** - Smart hardware and smarter applications. The combination generates experience zones that create a 360-degree, immersive and engaging journey for the visitors.

**Kinetic Sculptures** - Moving architectural installations that use kinetics and laws of physics to create a mesmerising art form.

**Smart Kiosks** - Kinect-based vending machines, AI-integrated games, and speech-enabled displays - as smart as a kiosk can get. ■

## TILL NOW HAS SERVED OVER 200+ PREMIUM BRANDS WITH SOLUTIONS BASED ON AR, VR, MR, GAMING AND METAVERSE APPLICATIONS





# Glasier Inc is Revolutionising the IT Industry

## INDUSTRY SPOTLIGHT



**Ridham Modi**  
Tech Preneur & CEO

**A**t Glasier Inc., we provide comprehensive web and mobile solutions to help businesses reach their full potential. Our services range from web development to mobile app development, custom software development to design and UI/UX, and digital marketing to cloud and infrastructure. Our team has extensive experience in developing minimum viable products (MVPs) and proof of concepts (POCs), ensuring that our clients have a clear understanding of the product before it goes to market. Quality assurance and testing are integral parts of our development process, and we provide maintenance support to ensure that our client's products continue to perform optimally.

We are also experienced in digital transformation, helping businesses transition to the digital world by leveraging technology to streamline processes, increase efficiency, and reach new customers. Our dedicated resource model provides clients with a dedicated team of experts who work exclusively on their project, ensuring the project is completed on time and to the highest quality standards.

Additionally, our design and UI/UX team develop user-centred designs that enhance the user experience and boost conversions, in addition to looking amazing. Our digital marketing services assist companies in connecting with their target market, increasing website traffic, and increasing their online presence. We offer scalable, secure, and dependable solutions through our cloud and infrastructure services to help organisations meet their changing demands.

### Mission, Vision Values

Our goal is to provide top-notch, cutting-edge, and efficient solutions that enable organisations to fulfil their digital goals and objectives. We aim to be the top service provider for website and mobile app

development, providing the best outcomes for our customers. Everything we do is centered around our values, which also direct our decisions and behaviours.

Let us examine Glasier Inc.'s purpose, vision, and values:

**MISSION:** Our mission is to provide top-notch, cutting-edge, and efficient solutions, allowing organisations to fulfil their digital goals and objectives.

**VISION:** Our vision is to be the top service provider for website and mobile app development, providing the best outcomes for our customers.

#### VALUES:

**Quality** - At Glasier Inc., we understand the delicate balance between creativity and technicality in delivering top-notch website architecture, mobile app UI/UX, and digital branding. That is why we prioritise quality in every aspect of our work to ensure that your expectations are not just met, but exceeded. Our team takes a meticulous approach to address even the smallest details, guaranteeing that you receive the best possible outcomes.

**Transparency** - We take transparency very seriously because it is one of our company's basic values. We want to make sure that every stage of the process is thoroughly explained to and involves our clients. To make sure you are always in charge of your project, we maintain open lines of communication, constantly update you on any development, and proceed only with client approval. We are devoted to giving our clients an open and

transparent experience, and our strategy is centered on fostering trust and respect among all parties.

**Client focus** - We emphasise trust and credibility in our services to build strong relationships with our clients. Our focus is on delivering high-quality services to ensure customer satisfaction. We take responsibility for the results we deliver and work with a sense of purpose to achieve the desired outcome. Our ultimate goal is to make our clients happy with the results we deliver and ensure their business success. We stay in touch with our clients through multiple channels of communication to ensure a collaborative approach to projects.

**Technology driven** - At Glasier Inc, we are driven by technology and strive to incorporate the latest and most innovative solutions into our services. Our goal is to deliver outstanding results with a fast turnaround time while keeping costs low. Our team is continuously seeking new and improved methods to achieve your business objectives through effective design, development, and promotion strategies. Let us be your partner in success, with a commitment to guiding you toward your goals.

### We are committed to embracing new technologies

As a company, we are committed to staying at the forefront of innovation and are actively embracing new technologies and concepts. We recognise that in today's fast-paced business environment, it is essential to keep up with the latest advancements to remain competitive and meet the evolving needs of our customers.

Through ongoing research and development, we are exploring new technologies and concepts that can help us improve our operations, enhance our products and services, and deliver better outcomes for our clients. We are not afraid to take risks and try new things and are always looking for ways to innovate and push the boundaries of what is possible. ■



## QUALITY ASSURANCE IS INTEGRAL TO OUR DEVELOPMENT PROCESS TO ENSURE THE PRODUCTS PERFORM OPTIMALLY

## KSUM: Creating Conducive Environment for Startups in Kerala

### INDUSTRY SPOTLIGHT



**Anoop Ambika**  
CEO, Kerala Startup Mission

**K**erala has set an ambitious target of having over 15,000 startups and 200,000 jobs in emerging technologies in the next five years. India is the world's third-largest startup ecosystem with more than 80,152 startups. Over the years, Kerala has introduced policies to boost the startup ecosystem and move up the Startup India ranking, which places the Kerala Startup Mission (KSUM) as one of the top Indian States for building a robust startup environment.

Proactive interventions by KSUM have made the State a startup paradise and attracted large investments into its growing economy. The number of startups with scalable products and those generating early or steady revenues has increased considerably in the past few years. The organisation has now shifted its focus to creating a thriving ecosystem that allows technology startups to pursue their goals by providing full support throughout the startup life cycle. Presently, 900 companies are operating, with around 1.5 lakh IT professionals and over 2 crore sq. ft of built-up space used for IT and supplementary facilities. An additional 10 million sq. ft. is currently under construction across various cities.

Various initiatives have been undertaken by the Kerala Startup Mission, such as Innovation and Entrepreneurship Development Centres for colleges, Young Innovators Programme, programmes for incubation & acceleration, corporate innovation, etc., have made Kerala the best place to start and grow your business. KSUM has introduced the Youth Entrepreneurship Development Programme that fosters entrepreneurship skills among the youth. This includes initiatives like the Raspberry Pi Programme, Startup Box Campaign, Startup Boot camp, Startup Leadership Academy & Training programme, International Entrepreneurial Exchange Programme, FABLAB Programme, Performance Linked Scheme and Patent Support Scheme. RINC, India's first international accelerator for hardware startups,

and the Biomedical Research Innovation and Commercialisation in cancer care, an incubator dedicated to developing solutions for cancer diagnosis and care, are other initiatives.

The Kerala Startup Mission proactively supports startups through various means like mentoring, business and investor connects, online sessions, one-on-one investor and corporate interaction, reverse pitch by corporates, and 'Big Demo Days', besides showcasing startup products on the virtual platform. As a result, Kerala has witnessed an increase in the number of startup equity investments and recognitions coming to the State through various sources.

During the pandemic, many startups faced challenges in sustaining their businesses due to the economic downturn. To forward support to such startups, several initiatives were introduced, such as providing rent waivers for four months along with a two-month rent subsidy, which reduced the operational expenses for the startups. Additionally, activities such as Demo Days, Reverse Pitches, Industry Challenges, and Product showcasing were organised to display their products and provide networking opportunities.

KSUM organised Big Demo Days that saw the participation of over 102 startups, which showcased 150 products. The events attracted 4,672 visitors, resulting in 538 live interactions and 803 business card sharing. Another initiative was a virtual Women Startup Summit that aimed to empower women entrepreneurs and provide them with networking opportunities. Investor Connect programmes were organised to help startups connect with potential investors, which is crucial for their growth and expansion. Lastly, Global Entrepreneurship Week was celebrated to promote entrepreneurship and provide a platform

for startups to share their ideas and innovations. These activities provided a much-needed boost to startups during a challenging time, helping them to sustain and grow their businesses.

With the support offered by KSUM and the State government, many startups have also made inroads into the international market. KSUM has aided many businesses to test services and products in the Indian market, whether it be by functioning as an incubator, offering networking chances with the industry and State government, or providing the appropriate financial support for grants. Even amidst the pandemic-infused economic downturn, the State has seen a rise in the number of startups and entrepreneurship activities, a testament to the work put in by KSUM.

The idea is to transform almost every facet of society, including education, health services, business and delivery of government services, using technology tools like AI and machine learning. It is not just physical infrastructure that KSUM focuses on; we are preparing the much-required digital infrastructure. KSUM is promoting startups like never before with both technical and financial support. We are also investing in skill development platforms apart from ensuring last-mile connectivity.

Converting Kerala into a startup paradise has been the mission of KSUM. The relentless activities and interventions made have brought about a sizable contribution to the growing economy of the State. The number of startups coming up with viable and scalable products and those generating early or steady revenue have increased considerably in the past few years. The organisation will continue to build matured startups and focus on an ambitious goal of creating 15,000 startups over the next five years. ■





## KINELEC: Solutions that satisfy Customer Requirements

### IN CONVERSATION



**Balvinder Singh,**  
Proprietor, Kinelec

### Please tell us something about KINELEC.

KINELEC is a leading power solutions manufacturer in India. Established in 1991, it gained ISO-9001 certification in 2004. We

have over 3,600 standard models widely used in automation, communication, LED lighting, medical, telecommunication, wireless, surveillance, cable TV, cable internet, and other solutions for the POE Ethernet.

### What is the mission of KINELEC?

Our mission is to offer total solutions that satisfy our customer's requirements. We have earned a good reputation based on the quality, competitive prices, and punctual delivery of our products.

### Please share something about your product line.

Every product in the KINELEC range is the

result of rigid procedures governing the design, design verification test (DVT), design quality test (DQT), and good component selection.

We specialise in DC-DC/DC-AC/AC-DC/AC-AC converters, PoE adapters, PoE injectors, surge protector devices, IP66 PoE adapters, PoE switches, reverse PoE switches, Desktop PoE switches, LED drivers, LED modules, battery chargers, adapters, solar power, CCTV and cable TV solutions.

### Who are your customers?

Some big players that are our customers include Airspan, Tikona, Infinet, Huber+Sunher, Hathway Cable, Airtel, TATA SKY, DEN, and more. ■

### INDUSTRY SPOTLIGHT

## Corsis Technologies: Manufacturing Quality Optical Fibre Cable

**C**orsis Technologies, a brand of Pratap Digital Communications Pvt. Ltd. (a unit of the Pratap Group) is ISO 9001:2015 & TL 9000:2016 certified company located in Pithampur near Indore, Madhya Pradesh. They are one of India's largest and fastest-growing optical fibre cable manufacturing companies having a wide range of optical fibre cable from 1F to 576F.

Optical fibre cable is the backbone of any communications network. The cable is equipped with 20+ fully-automatic lines for a wide range of products for laying underground, aerial, indoor, undersea and overhead cables. The company boasts of a manufacturing capacity of approx. 4.5 million fibre kilometres (fkm) of optic fibre cable annually. Its advanced R&D continuously works on innovation to create quality cables for its customers by offering customised solutions of cable designs and technologies based on their application. ■





## INDUSTRY SPOTLIGHT

# Phando: World's leading Video Delivery Solution Provider

**P**hando is a global leader in video engineering services with over 10 years of experience in providing high-quality and scalable video delivery solutions to organisations worldwide. Its solutions handle accumulated traffic of 700+ million users per month at its peak. Over the years, the company has forged partnerships with leading companies in the publishing industry, including McGraw Hill, S. Chand Group, Digit, and Achieve 3000, besides prominent players in the cable TV arena such as Brightway, Digiana, Darsh Digital, and Candor. It has also made business relationships with production houses like Mitwa TV, AARYAA Digital, Lokdhun, and OMTV, among others. Phando's solutions have helped our clients achieve a growth rate of over 250% year-on-year.

As a leading video delivery solution provider, the company has successfully served over 100 clients worldwide. Its expertise lies in optimising video delivery and constructing a scalable infrastructure that can handle an unlimited number of concurrent users, ensuring the solution runs efficiently.

### Company's Vision

The vision of Phando is to transform the world

of video engineering by delivering optimised, high-definition video content with a focus on user-centric design. The company aims to revolutionise the way video content is created, distributed, and consumed, making it accessible to everyone and everywhere.

Phando envisions a future where video technology is not just an entertainment medium, but an essential tool for communication, education, and collaboration. The company strives to create a world where every organisation, no matter the size or industry, can leverage the power of video to grow and connect with its audience.

Phando is dedicated to innovation and staying ahead of the curve in the video engineering industry. The company is continuously investing in research to develop new technologies that enhance its solutions and meet the ever-evolving needs of its clients.

### Committed towards Client Satisfaction

Phando is focused on providing exceptional video engineering solutions that enhance user experience and meet the evolving needs of organisations across the world. The company is committed to delivering unparalleled expertise, innovative solutions, and top-notch customer

support to ensure the client's success.

Phando aims to be at the forefront of the video engineering industry, constantly pushing the boundaries of what is possible with cutting-edge technology and innovative approaches. Through its solutions, the company is helping organisations leverage the power of video to communicate more effectively, educate more efficiently, and reach more people than ever before.

Phando constantly upgrades its technology to make the platform delivery process seamless for end-users. The focus is on providing innovative solutions that enable people to experience the power of video content irrespective of their geographical location. Efforts are made to bridge the gap and provide an unparalleled user experience.

At Phando, we understand the importance of staying ahead of the curve in a constantly evolving industry. The company is heavily investing in research and development to ensure that the solutions are always cutting-edge and future-proof. Its customer-centric approach is what sets the company apart from the competition. Phando works closely with its clients to understand their unique needs and accordingly tailor-made solutions to ensure maximum ROI and customer satisfaction. ■



# PHP InfoSec: Empowering Businesses with Innovative Technology Solutions

## INDUSTRY SPOTLIGHT



**Pritesh Patel**  
CEO, PHP InfoSec, India

**P**HP Infosec is a leading technology solutions provider that aims to empower businesses with innovative software products. The company offers a wide range of solutions to meet diverse needs. Whether it is Bandwidth Management Software, Guest WiFi Hotspot Management System, or IoT solutions, PHP Infosec has been at the forefront by providing cutting-edge products that address the challenges faced by modern businesses.

At the heart of the company's product suite is **PHP Radius Server**. This cloud-based bandwidth management software provides a complete solution for Internet Service Providers (ISPs) to manage their network and clients' usage. One of the unique features of PHP Radius is its OLT management solution, which allows ISPs to easily create and manage their fibre network topology.

With PHP Radius, ISPs can create a diagram of their fibre network, including the OLT, PON, splitter, node, ONU, and fibre colour. This helps them to easily visualise their network topology, track network usage, and troubleshoot issues. In addition, PHP Radius also supports mikrotik NAS management, user management, real-time bandwidth monitoring, various types of plans, load balancing, and failover.

The OLT management feature is particularly useful for ISPs that have a fibre-based network infrastructure. Fibre optic networks are becoming increasingly popular due to their high bandwidth capacity and speed. However, managing them can be complex and requires specialised knowledge and tools. PHP Radius simplifies this process by providing an easy-to-use interface for managing OLTs and other network components.

PHP Radius also supports TR069 protocol, which allows for remote management of CPE devices. This is particularly useful for ISPs that have a large number of clients with different types of CPE devices. With TR069 support, they can remotely manage

their clients' CPE devices, such as modems, routers, and set-top boxes, without having to visit their premises. PHP Radius provides OLT management features, including the ability to create a diagram of the fibre network and configure the OLTs and ONUs with ease. With its intuitive user interface, TR069 support, and centralised management capabilities, PHP Radius is an essential tool for managing a fibre-based network infrastructure.

**FusionSpot** is the intelligent guest WiFi hotspot management system that can be used in a cloud or on-premise server. It is designed to cater to a wide range of businesses, including hospitality, restaurants, education campuses, hospitals, and corporate offices. FusionSpot makes it easy for businesses to manage guest WiFi access and prevent unauthorised access. It provides a straightforward way to manage user accounts and enable secure Internet access for guests. One of the key benefits of FusionSpot is the ability for businesses to monetise the guest WiFi with their own brand and logo. This means that businesses can offer WiFi to their customers, while promoting their own brand and

increasing brand awareness.

FusionSpot is also equipped with advanced features like real-time user monitoring, bandwidth management, and quality of service (QoS) management. This ensures that businesses can optimise their network performance and provide a high-quality Internet experience for their guests. Another feature is its advanced analytics and reporting capabilities that help businesses with insights into the usage patterns of their guests, enabling them to make informed decisions about their operations. This includes data like the number of users, peak usage times, and the types of devices being used.

PHP Infosec is committed to providing the customers with the latest technological advancements. The company recognises the need for secure and reliable software solutions, which is why it is developing a range of new products. One of the key focus areas of the company is Internet of Things (IoT). IoT is the inter-connectivity of devices that enables them to exchange data and communicate with each other. It has become a significant driver of digital transformation, with many industries adopting IoT technologies to increase efficiency and reduce costs. The IoT market is growing rapidly, with the number of connected devices expected to reach 41.6 billion by 2025.

In conclusion, PHP Infosec is committed to providing high-quality products and services. The company specialises in a range of software solutions, including PHP Radius, FusionSpot, and IoT-based projects. It is dedicated to staying up-to-date with the latest technologies and innovations, and exploring ways to improve the products to better serve the clients. ■



## INDUSTRY SPOTLIGHT

### RR PARKON: Best Automatic Car Lift Manufacturers in India

**R**R Parkon is a part of RR Global, a \$1.25 billion conglomerate in the electric sector with a presence in more than 90+ countries globally. The new-age infrastructure worldwide has had a sizeable amount of strain due to lack of adequate spacing including space for easy and safe parking. Back in 2001, we at RR Global saw this as an opportunity and for the first time in India introduced the concept of automated multilevel car parking solutions under the brand - RR Parkon. After 20+ years of relentless commitment, we have steered to become the pioneer and go-to brand in the automated car parking industry in India.

Present in more than 50 cities across India, we have expanded RR Parkon's footprint in the global market, including Nepal, Uganda,



Sri Lanka, Myanmar and Kenya to name a few. Since 2001, we have successfully installed parking solutions for some of the most prominent names in the industry across sectors like real estate, hospitality, automobile, government authorities and many more. With more than 19 variants on offer, we at RR Parkon have completed more than 1,500 projects across India. We as a company also believe in being environment friendly. We have 500 kW fully solar powered manufacturing facility and we are also taking conscious efforts to considerably reduce our carbon footprint by 2025.

Right from initiation, we have focused on innovation and quality and continue to develop and install advanced parking solutions. Our systems are of the highest international quality and safety standards. All our systems are CE and ISO 9001:2015 compliant. Since inception, our ethos of 'Service driven is Success driven' is part of our DNA, this in turn helps us focus on providing excellent service to the customer from conceptualization to installation and post installation maintenance. Therefore a majority of our customers continue to work with us and have utmost faith in our product and services. ■

### Prokyor Innovations: Global Platform for Product Manufacturers, Innovators

#### INDUSTRY SPOTLIGHT



**Rajath C**  
Director,  
Prokyor Innovations

**S**ourcing components is a significant step in any manufacturing process that directly impacts the product output. The process gets more complex when sourcing customised components that fit your design, forcing product manufacturers and innovators to fret over issues such as volume, competency of vendors and micromanagement of a large number of low-volume suppliers.

Prokyor Innovations Private Limited was founded with a vision to create a manufacturing ecosystem in India that enables product manufacturers and innovators to focus on the creative side

and forget about the challenges that come with sourcing. Prokyor simplifies product manufacturing and innovation. In a country with more than 8 million manufacturers, the company acts as the focal point for a network of highly vetted partners on a single platform. Prokyor was founded to become a reliable one-stop shop for all procurement needs.

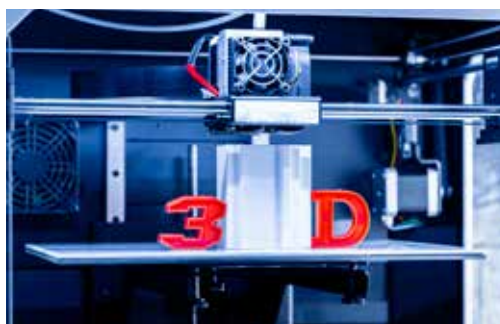
With the culture of continual improvement

and customer feedback as core values, Prokyor empowers product manufacturers and innovators to create by establishing a reliable and cost-effective global platform for all scales of manufacturing and prototyping.

#### Services offered by Prokyor

Our services include precision components, 3D printed components, PCB fabrication, electronic component sourcing, PCB assembly, sheet metal fabrications, plastic injection moulding, thermoforming, customised silicon rubber products, customised springs, surface finishes, etc.

After establishing a successful procurement network across India and with its head office located at its Gurgaon plant, Prokyor is the contract manufacturer that enables you to focus on marketing and frees you from the hassles. ■



**WALK ALONE IF YOU WANT TO GO FAST, BUT WALK TOGETHER IF YOU WANT TO GO FAR**



# NATIONAL INDUSTRIAL CORRIDOR DEVELOPMENT PROGRAMME



4 Industrial Smart Cities with Multi-modal Connectivity,  
Plug n Play Infrastructure with immediate allotment

**DHOLERA** (Gujarat), **AURIC** (Maharashtra), **Integrated Industrial Townships** at Greater Noida (UP) & Vikram Udyogpuri (MP)



Fuji Silvertech, AURIC



ReNew Power, Dholera



Airox, AURIC



Hyosung, AURIC



300 MW TATA Sola Park, Dholera



JWorld, IITGN



CP Paints, IITVU



Amul, IITVU

**227** PLOTS ALLOTTED | **24** OPERATIONAL | **71** UNDER CONSTRUCTION



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## Industries came so far

- FMCG
- Pharmaceuticals
- Automotive
- Lifestyle & Apparel
- Engineering
- Electrical & Electronics and many more



LAND  
ALLOTTED (ACRE)

**1205**



INDUSTRIAL LAND  
AVAILABLE (ACRE)

**2432**



INVESTMENT  
MOBILISED (CRORE)

**18291**

## Xboom: Using Drone Technology to create a Safer, Efficient World

**X**boom aims to provide innovative and reliable drone solutions that improve efficiency, safety and productivity across industries. We are looking to push the boundaries of drone technology and advance the industry to new heights by creating a sustainable and ethical drone ecosystem that benefits the people and the planet.

The company has set ambitious goals. It is looking to develop and manufacture high-quality drones that meet the needs of various industries such as agriculture, construction, surveying, and cinematography. Our mission is to improve drone capabilities, such as flight time, range and payload capacity to expand their applications and enhance performance. We are implementing advanced safety features such as collision avoidance systems, to ensure safe drone operation and prevent accidents. We support environmental sustainability by developing eco-friendly drone technologies and minimising their impact on the environment.

Xboom provides exceptional customer service and support to ensure customer satisfaction and build long-term relationships. We foster partnerships and collaborations with industry leaders and organisations to promote drone technology and drive innovation. We promote responsible and ethical drone use by adhering to regulations and guidelines and supporting education and training initiatives.

### New innovations taking place at Xboom

**Advanced Sensor Technology:** Developing new sensor technologies that can enhance the accuracy and efficiency of drone operations. This could include improving obstacle detection and avoidance capabilities, developing new sensing technologies for specific applications (eg. gas detection, thermal imaging), and creating algorithms that can process sensor data in real time.

**Autonomous Navigation:** Developing autonomous navigation systems that enable drones to fly safely and efficiently without human intervention. This could include developing new computer vision and machine learning algorithms that can recognise and respond to changing environments and creating advanced flight planning software capable of optimising flight paths based on specific objectives.

**Payload Capacity:** Increasing the payload capacity of drones to allow them to carry heavier loads for



longer distances. This would involve developing new lightweight materials and engineering designs that can increase the drone's lifting capacity, as well as create new power and propulsion systems that can support heavier payloads.

**5G Connectivity:** Developing drone platforms that can take advantage of high-speed 5G networks to enable faster, more reliable data transmission and enable remote control of drones from anywhere in the world.

**Hydrogen Fuel Cells:** Developing drone platforms that use hydrogen fuel cells as a power source to enable longer flight times and faster recharging times compared to traditional batteries.

**Artificial Intelligence:** Integrating artificial intelligence into drones, enabling them to perform more advanced tasks such as autonomous inspection & maintenance of infrastructure, precision agriculture, and search & rescue operations. This would involve developing new AI algorithms and training models, as well as integrating AI hardware into drone platforms.

### Industry challenges and roadblocks

**Regulatory barriers:** One of the biggest challenges facing the drone industry is the complex and inconsistent regulations around drone operations. Different countries and regions have different rules and regulations, making it difficult for companies to operate across borders. This can lead to delays and additional costs for

drone companies as they must navigate complex regulatory frameworks.

**Safety concerns:** As the popularity of drones grows, safety concerns have emerged. Drones can pose a risk to people, property, and other aircraft, especially when flown in crowded areas or near airports. This has led to increased scrutiny and regulation of drone operations, which can limit their potential applications.

**Limited flight time:** Most drones have limited flight times, typically ranging from 20 to 30 minutes, thus limiting their usefulness for certain applications, such as long-distance delivery or aerial surveillance. Although battery technology is improving, it is still a major challenge for the industry.

**Weather dependence:** Drones are highly dependent on weather conditions, especially wind and rain. Adverse weather can prevent drones from flying or limit their effectiveness, making it difficult for companies to rely on them for critical operations.

**Public perception:** Due to the lack of information, public perception is mixed. While some see drones as useful tools for various applications, others see them as intrusive or dangerous. Negative perceptions can lead to increased regulation or public backlash against drone companies, limiting their growth potential.

**Limited talent pool:** The drone industry requires highly skilled engineers, software developers and data analysts. However, there is a limited pool of talent with the specific skill sets required to work in the industry, which can make it difficult for companies to find and retain the right talent.

Overcoming these challenges will require collaboration between industry leaders, regulators and other stakeholders to create a regulatory environment that supports safe and innovative drone operations. Additionally, continued investment in research and development will be necessary to overcome technical challenges and improve the performance of drones. Finally, companies will need to work to educate the public about the benefits of drones and build trust in their operations to overcome negative perceptions.

### Drones for a better tomorrow

Drones have the potential to become a transformative technology and can be leveraged in numerous ways to create a better tomorrow. Here are some examples:



- **Disaster response** - Drones can be used to quickly assess the damage and search for survivors in the aftermath of natural disasters, such as earthquakes or hurricanes. They can also deliver critical supplies, such as food, water, and medical supplies to disaster-hit areas.
- **Environmental monitoring** - Drones can be used to monitor and assess environmental conditions, such as air and water quality, wildlife, and climate change impacts. This information will guide conservation efforts and improve our understanding of the natural world.
- **Precision agriculture** - Drones can be used to collect data on crop health, soil moisture, and other agricultural metrics to optimise crop yields and reduce waste. This can improve food security and help reduce the environmental impact of agriculture.
- **Infrastructure inspection** - Drones can be used to inspect and monitor infrastructure such as bridges, pipelines, and power lines, reducing the need for expensive and dangerous manual inspections. This can improve safety and reduce maintenance costs.
- **Emergency medical services** - Drones can be used to transport medical supplies such as defibrillators, blood products, or vaccines, to remote or hard-to-reach areas, as well as organs for transplant, thus reducing transport times and improving the chances of success.
- **Public safety** - Drones can support law

enforcement, fire departments, and other first responders by providing aerial surveillance, monitoring crowds during public events, and helping with search and rescue operations.

- **Delivery services** - Drones are widely being used to deliver goods such as packages, groceries, or medication to homes and businesses, reducing traffic congestion and carbon emissions from traditional delivery methods.

By leveraging drones in these and other ways, we can create a better tomorrow with improved efficiency, safety and sustainability. However, it is important to address the challenges and roadblocks facing the drone industry, such as regulatory barriers and public perception to fully realise the potential of this technology.

### Policy advocacy

The drone industry in India is still in its nascent stage, and there is a significant need for policy advocacy to create a favourable regulatory environment for the growth and development of the industry. There is a need for a clear and streamlined regulatory framework for drones in India, which would guide operators on key issues such as safety, privacy and security. This framework should be developed in consultation with industry stakeholders while taking into account global best practices.

The licensing process for drones is currently complex and time-consuming, which can be a

significant barrier for new and existing operators. Streamlining the licensing process and reducing the associated costs could encourage more operators to enter the market and promote innovation.

The Indian government should also engage with industry stakeholders to better understand their needs and challenges. This could involve regular consultations, forums, and roundtables, which would help build a stronger relationship between the government and the industry. The government should support R&D initiatives to encourage innovation and create new opportunities for growth in the sector. This could involve funding for research institutions, and support for startups and entrepreneurs. There is also a need for greater public awareness of the benefits of drone technology. The Indian government should develop public awareness campaigns to educate citizens on the safe and responsible use of drones, as well as the benefits they can bring to various sectors such as agriculture, infrastructure and public safety.

In conclusion, a favourable policy and regulatory environment can help support the growth and development of the drone sector in India, which has the potential to create significant economic and social benefits for the country. It is crucial that the government engages with industry stakeholders to develop policies that promote innovation, safety, and responsible use of drone technology. ■

## Soroo: Advanced Products at Affordable Cost

### What is the philosophy of Soroo?

Soroo has a philosophy of 'Har Ghar Soroo'. We envision that every house in the country will use our products. When it comes to audio products, people are always looking for affordable, durable and ultra-fashionable audio products to groove on. Soroo is looking to add more advanced products at affordable costs.

### Any new products being developed by the company?

We have introduced Bluetooth/NFC speakers keeping in mind the youth of today who love to groove while on the move.

### What are the problems faced by your industry?

Accessories are supposed to make interaction with a mobile device more efficient and pleasant. However, they also

### IN CONVERSATION



**GULSHAN Kumar**  
Managing Director

create an additional load on a mobile device. Among the problems faced by our industry in recent years is that inputs or outputs may not function or function improperly. Additionally, video or audio information may be recorded or reproduced with corruption. Another issue is that information input through an accessory could be received by a software product with delays. The device may also perform poorly because of accessories. ■

**THE SIZE OF THE MOBILE ACCESSORIES MARKET IS GROWING FAST. SO WE ARE PRODUCING MORE AFFORDABLE, DURABLE FASHIONABLE SOROO PRODUCTS.**

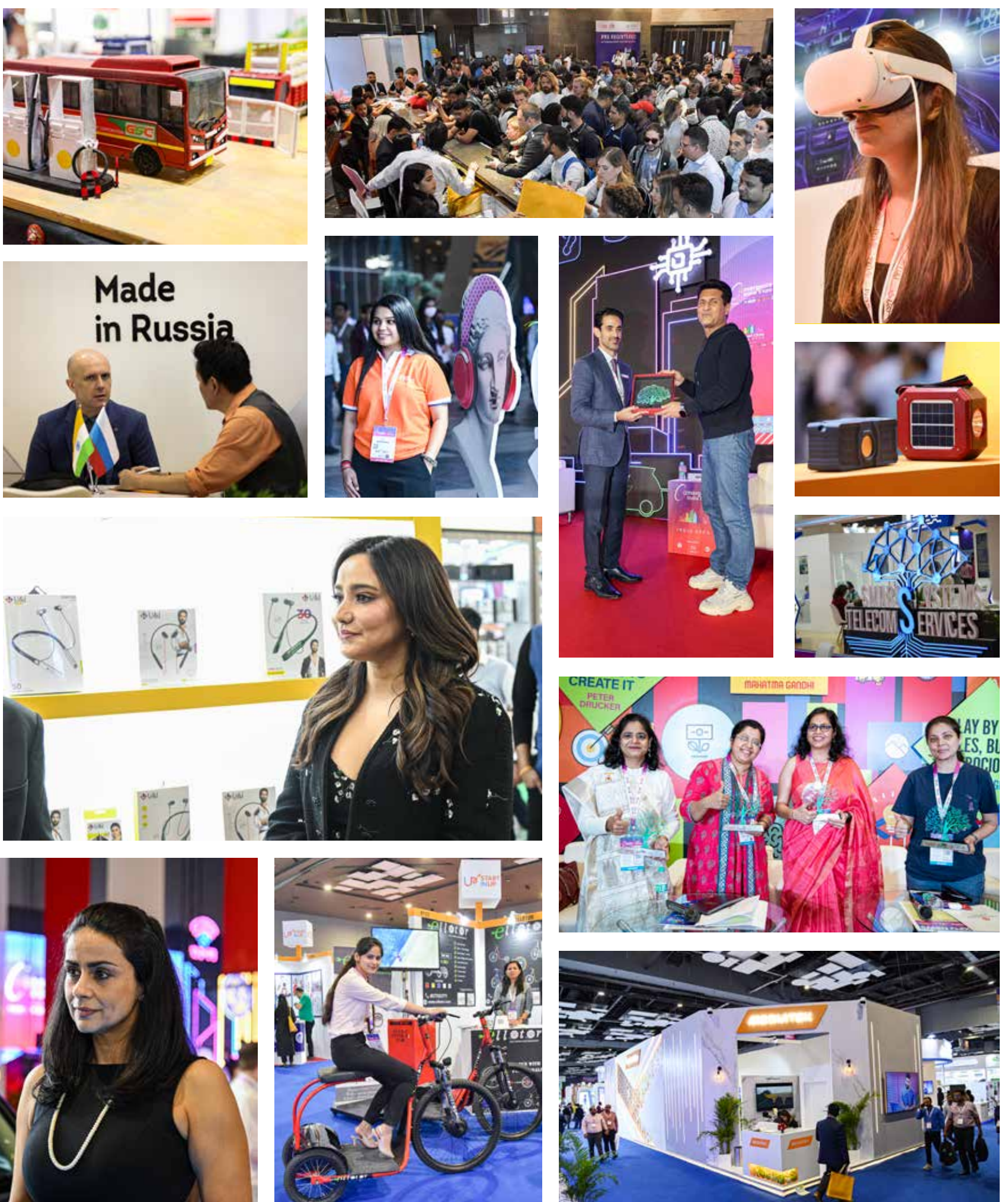


# GLIMPSES OF THE SHOW





# EXPO NEWS 2023







## Saimaa Technologies: Cost-effective Solutions to Customers

### IN CONVERSATION



**Suraj Katara**  
Director, Saimaa Technologies

### What is the philosophy and vision of Saimaa Technologies?

Saimaa Technologies LLP is a leading systems integration company serving MSO and ISP customers in India and APAC countries. With a focus on providing high-quality and cost-effective solutions, we have established a strong reputation in the industry. Our team of experienced professionals is dedicated to delivering exceptional service and technical expertise to our clients.

With a vision of becoming the most trusted partner in the IT, telecommunications, physical security, and video/broadcasting domain, our mission is to provide world-class solutions with an emphasis on matching the specifications of the customers. We aim to gain the highest level of customer satisfaction by implementing solutions that meet the expectations and needs of the customers.

### What services do you provide to

### your customers?

We offer several services to our customers, including MSO and ISP network design and implementation; system integration and deployment; technical support and maintenance; and network optimisation and upgrades.

### What do you think are the challenges being faced by the industry?

The IT/Telecom sector and mainly ISPs/MSPs are presently facing many challenges that can impact their ability to provide high-quality and affordable Internet services. Addressing these challenges will require a multi-stakeholder approach involving ISPs, regulators, policymakers, and other stakeholders, to ensure that the necessary infrastructure is built and that the regulatory environment supports competition and innovation in the telecom sector.

### What will be the focus areas for the company in the near future?

In the near future, we will be working on AI-driven network intelligence and Open Networking solution for our clients.

### Please share something about the technologies being displayed at the expo?

We will be displaying multiple products at the expo. This will include:

- Aprecomm, the AI-driven network intelligence
- Edge-core Networks, the Open Networking solution
- Harmonic, the video processing & delivery solution
- Ray Life, the SDWAN & enterprise Wi-Fi access points
- GX Group, FTTH solutions
- Juniper Networks, leader in AI networking, Cloud & Connected security solutions.

### What can we expect from the industry in the times to come?

The next big move for the electronics industry is 'Make in India'. The Government of India has put a lot of focus on placing the country on the global stage by helping the manufacturing sector to grow. Saimaa Technologies is a firm believer in manufacturing the products domestically, and with the government's Make in India initiative, we hope to get more products manufactured locally to supply to the Indian market and even export overseas. ■

## BET BIG ON MAKE INDIA, FOR INDIA AND FOR THE WORLD



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We are a market leader in developing innovative systems-on-chip (SoC) for mobile device, home entertainment, connectivity and IoT products.



Smartphones



Feature phones



arm-based Chromebooks



Android Tablets



Smart Speakers



Set-top Boxes



Smart TVs & Digital TVs



Connectivity, Broadband & Networking

Source: (2020 market share): Strategy Analytics, Gartner, IDC, IC Insight, IHS and MediaTek company data.  
Revenue Share based on Q1-Q3 2021