



Sleek and stylish budget tablet from simmtronics

THE 7.85-INCH XPAD MINI'S UNIBODY DESIGN AND LOOKS ARE INSPIRED BY THE IPAD MINI

DUBAI
By NAUSHAD K. CHERRAYIL
Staff Reporter

Simmtronics' new tablet — Xpad Mini — looks exactly like Apple's iPad Mini. The unibody design and looks are inspired by the iPad Mini. Why spend more when you can get for less. It is a budget tablet so it has to have some drawbacks. The thin bezel and the placement of the front camera are exactly the same as iPad Mini. The device has a premium look. The sleek and stylish device weighs 150 grams.

Simmtronics claims to have designed the tablet for corporate use with its business suite. This tablet is rich in features and is lightweight.
The specs are impressive. The 7.85 inch device with a resolution of 1024 x 768 pixels is powered by 1GHz ARM Cortex A7 quad core processor with 1GB of RAM and 16GB of internal storage. It runs on Android 4.2.2 Jelly Bean operating system.

The internal storage is small. Out of the 16GB, only around 10GB is available for users. The microSD slot can expand the capacity up to 32GB. Users will be forced to depend on microSD cards if you are an avid user.

The 175 screen is very bright with excellent colours and good viewing angles even though it is not full high definition panel.

The metal rear panel is good to hold and does not feel slippery. The pinch to zoom function worked well and had no issues. Reading web pages are fast with no lag, but icons crop up when more apps are running in the background. The multitasking ability slows down and it becomes difficult to open new apps. Closing some of the background apps will be sufficient to make it run faster.

Bright and colourful
Graphic-rich games like Temple Run 2, Need for Speed 2 and Real Racing 3 played with ease. I played full HD videos and it handled everything fine. It also



has a 4K player and some songs loaded on it. The video look is bright and colourful but I am not sure of the quality of the 4K player, whether it can convert the content into 4K (3840 x 2160 pixels). I don't have the software to test the quality, but it is an advantage.
The device supports AVI, DV, H.264, H.263, H.26X, AVI, MOV, MP4, MP3, MKV, H.264, MPEG, H.26X, AVI, H.264, H.263, H.26X, MP4, MP3, MKV, MP3, AAC, AAC+, AAC-, AAC+, AAC-, AAC+, AAC-, AAC+, AAC-, AAC+, AAC-, AAC+, AAC-, AAC+, AAC-, AAC+, AAC-, AAC+, AAC-, AAC+, AAC- audio formats.
It supports JPEG, JPEG, BMP, PNG picture formats and also support for RAW image format.
The speaker placed at the back of the device is decent at minimum levels and the sound gets distorted at full volume levels.
The rear camera is 5MP with no LED and auto-focus. The qualities of the photos taken in bright light are decent, but

nothing worth talking about. The individual pixels can be seen when blown up. Night shot is dark but as it does not have a LED flash and colours look washed-out and grainy.
Impressive
There are 10 buttons for our users to play around with face detection and panorama is even fun as most people like to take a photo in one shot which is impressive.
Most budget tablet vendors do not focus on camera specs and usually compromise having these devices are not bothered by the camera specs. They care more about the features.
The 2MP front camera can only be used for video chatting. Snaps taken by the front camera are grainy. Regarding connectivity, the device has Bluetooth 3.0, Wi-Fi, mini USB 2.0, HDMI and support for 3G through external dongle.
The 4000mAh Li Polymer battery offers around five hours of continuous video playback

A QUICK LOOK

The breakdown
Price: Value for money
Good specs
Good build quality
Sleek and stylish
Decent battery life
Ergo
Camera specs
No Real-time support
Metal cover gets warm when playing 3D games for a long time
No FM radio
Hangs occasionally

which is decent and around nine hours of use with screen brightness set to 50 per cent and occasional surfing of internet and emails with Wi-Fi on. Not bad for the price of \$1699.

Leading brands all set for eight-day electronics extravaganza starting today

World's most advanced 3G tablet from Simmtronics

Muzaffar Rizvi

DUBAI — Simmtronics on Sunday launched the world's most advanced 3G tablet at Gitex Shopper.

The New Delhi-based world's No. 1 original equipment manufacturer for tablet PCs has once again undefined its leadership in the region's tablet industry by launching the XPad Freedom, the world's first high-speed quad-core tablet with 3G calling facility and high data speed.

Featuring a quad-core 1.2GHz processor and 4.2.2 Android Jelly Bean operating system, the ultra-slim and light tablet features advanced high-definition graphics on its 7.85-inch display screen. The new product sets the benchmark in future tablet technology through 2G and 3G calling facility with dual SIM-card and high-definition In-Plane Switching Retina display feature.

"XPad Freedom is now the most



highly-advanced tablet ever to be launched in the Middle East. We launch this product at Gitex Shopper and will introduce in other markets after the event," Indrajit Sahbarwal, managing director of Simmtronics, told Khaleej Times on the sidelines of region's premier electronics show.

The tablet also empowers end-users with several other technological advances — an 8MP rear camera and 2MP front camera, Bluetooth,

HDMI connectivity, high-definition graphics and longer lasting battery power. "We are confident to sell about 5,000 units of XPad Freedom this month," he said.

Sahbarwal said that Simmtronics is keen to capitalise its leadership position in the mid-price tablet segment. He said the affordable tablet category would continue to drive the consumer demand in emerging markets such as the Middle East and Africa.

"The Mena region is an important market for Simmtronics and through products such as XPad Freedom, we will continue to boost our range with solutions that address the needs of all tablet users."

In reply to a question, he said the Middle East is the second-biggest market for Simmtronics after India.

"We generate about one-third of our business from Middle East markets and this region is very important for us," he said, adding that the company sells 0.6 million tablets annually in the region and it

has also established one support centre in Dubai to serve Middle East customers.

To a question, he said Simmtronics is exploring new international markets for sustainable growth in coming years.

About the outlook for wearable gadgets, he said it is highly unlikely that gadgets like the smart watch will find a place in market because of its small size and multi-functions. However, he said the outlook for smartphones is promising and Simmtronics is focusing this growing segment to get its due market share.

"We have launched two smartphones (Q1 and M1) at Gitex Shopper and both models have generated good demand," he said, adding that the company is expecting a 200 per cent sales growth during Gitex Shopper this year.

He said the company is going to launch another tablet during Gitex Technology Week. "We will launch the X723 after Gitex Shopper at

Technology Week. We have launched 12 tablets so far including three this year," he said.

"Our latest tablet showcases the strengths of Simmtronics' own manufacturing and R&D facilities while setting the benchmark in future tablet technologies. It also reinforces our position as the world's No. 1 original equipment maker for tablets," Sahbarwal said.

The XPad Freedom is priced at Dh999 and is aimed at a growing market segment that seeks advanced IT solutions at affordable cost. It is distributed across the UAE by Simmtronics' exclusive UAE distributor, Jumbo Electronics, and is available across all retail outlets and consumer electronics stores in the country.

During Gitex Shopper, Simmtronics is offering the XPad Freedom bundled with its advanced smartphone M1 for Dh1,299 at outlets of Jackys, Emax, Jumbo and Crazy Deals.
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Tablet firm aims for 100% growth

Consolidation sure to happen in tablet industry as there are too many low-cost brands

DUBAI
By NAUSHAD K. CHERRAYIL
Staff Reporter

Indian technology company Simmtronics, acknowledged as the third biggest tablet manufacturer after Apple and Samsung in volume terms, expects its business to grow more than 100 per cent this year in the Middle East.

Revenues
46%
Rise in global revenues to \$170 million in 2013.
127%
Growth in Middle East to \$75 million this year.

Simmtronics to go for IPO by June

Indian company may set up tablet manufacturing facility in Dubai; \$1b revenue in sight

Muzaffar Rizvi

DUBAI — Simmtronics, the world's third-largest tablet PC maker after Apple and Samsung, plans to launch an initial public offering, or IPO, and list the company on the National Stock Exchange in Mumbai, its top official said.

The 21-year-old firm, based in New Delhi, which is known to develop, manufacture, sell and support memory module, motherboard, tablet PC, low-cost PC and computer parts, will launch the IPO by June.

"We are in process to complete the formalities to list the company by June next year," Indrajit Sabharwal, managing director of Simmtronics, told *Khaleej Times* on the sidelines of Gitex Shopper 2013.

Simmtronics Semiconductor was established in 1992 and today it has operations in 14 countries across the globe. It has four manufacturing facilities — three in India and one in Singapore — and also has a tablet-assembling unit in Dubai. The company also has sales and subsidiary offices in Algeria, France, Mauritius, Macedonia,



Nepal, Singapore, Sri Lanka, Thailand, the UK, the US, Vietnam and the UAE.

To a question about the IPO size and amount to be raised, Sabharwal said it is yet to be decided.

"We are still working to finalise the details and I'm unable to disclose anything more at this point of time," he said.

Simmtronics, which is known to launch breakthrough solutions for budget-conscious consumers, is confident to achieve \$1 billion revenues during next four years.

"We are doing well and explor-

“ We are doing well and exploring new markets for our products, so we are confident of achieving a \$1 billion revenue target by 2017

Indrajit Sabharwal

ing new markets for our products, so we are confident of achieving a \$1 billion revenue target by 2017," he said.

He said the company generated \$140 million revenue during financial year 2012-13 that ends in March. "We will be achieving \$180 million revenue in present fiscal as the company remained well on track during the first half of 2013-14."

Sabharwal said Simmtronics produces approximately 4.8 million tablets annually in its manufacturing facilities and its tablets

sales stand firm at 2.4 million units per annum.

He said India is the biggest growth market for the company and it sells approximately 1.5 million tablets annually in the country, where demand is on the rise.

About the Middle East market, he said the region is very important for the company because of growing demand for its products.

"The region contributes significantly to our business and we generate about one-third of revenue from Middle East. If the strong demand persists, we may consider setting up one manufacturing facility for tablets in Dubai," Sabharwal said, and adding that the company already has one tablet-assembling unit in Dubai Airport Freezone.

In reply to a question, he said Simmtronics has laid down solid foundation for its products and feel no competition threat from leading international players. "Our products are competitive and offering value for money to customers with quality and durability," Sabharwal concluded.

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SEE ALSO PAGE 38

أطلقت الجيل الثالث من الكمبيوترات اللوحية

40 ألف كمبيوتر مبيعات «سيمترونيكس» في الإمارات شهرياً



جهاز إكس باد فريدم اللوحي

وأشار إلى ان منطقة الشرق الأوسط وشمال إفريقيا تعد سوقاً مهمة لشركة «سيمترونيكس»، وستواصل الشركة من خلال منتجات مثل «إكس باد فريدم» العمل لتعزيز منتجاتها بحلول تلبية احتياجات جميع مستخدمي أجهزة الكمبيوترات اللوحية.

المتقدمة عالية الوضوح على شاشة بمقاس 7.85 بوصة. وتابع: «ستواصل فئة الكمبيوترات اللوحية التي تطرح للمستهلكين بأسعار معقولة بدفع مؤشرات الطلب على السلع الاستهلاكية في الأسواق الناشئة كسوق الشرق الأوسط وشمال إفريقيا.



إندراجيت سبهاروال

■ دبي - «الخليج»:

قال إندراجيت سبهاروال، العضو المنتدب لشركة «سيمترونيكس»، الهندية المتخصصة في تصنيع الهواتف الذكية وأجهزة الكمبيوتر اللوحية: إن الشركة تباع نحو 40 ألف كمبيوتر لوحي شهرياً في سوق الإمارات بما فيها حصة إعادة التصدير إلى أسواق أخرى في المنطقة.

أضاف سبهاروال في تصريحات على هامش «جيتكس شوهر- الخريف 2013»: إن مبيعات الشركة في المنطقة ككل شهرياً تصل إلى نحو 200 ألف جهاز، مشيراً إلى أن الشركة تستحوذ على حصة من سوق الأجهزة منخفضة ومتوسطة السعر تصل إلى 40٪.

وأعلنت سيمترونيكس (Simtronics)، المصنفة ثالثاً ضمن قائمة أكبر الشركات المصنعة لأجهزة الكمبيوتر اللوحية في العالم، عن إطلاق كمبيوتر «إكس باد فريدم» (XPad Freedom)، أول كمبيوتر لوحي مزود بمعالج رياضي الخواصة عالي السرعة بتقنيات الجيل الثالث، ونقل البيانات بسرعة عالية.

وقال العضو المنتدب لشركة «سيمترونيكس»: يتضمن «إكس باد فريدم»، أحدث منتجات شركة «سيمترونيكس»، مجموعة من المزايا

الرائعة والتقنيات المتقدمة. فهو يقدم أداء ديناميكيًا من خلال معالجه الرياضي الخواصة الذي تصل سرعته إلى 1.2 غيغاهيرتز، ويعمل على نظام التشغيل «جيلي بين» 4.2.2 كما يتميز الجهاز الفائق النحافة، الذي يعمل على منصة أندرويد، برسوماته

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