

SIMMTRONICS ADDS ONE MORE FEATHER TO ITS CAP.

Simmrtronics ties-up with Star CJ Network India Pvt. Ltd. Now XPAD Smartphones available on Star CJ Alive 24x7 Home Shopping Television Channel.



(Left to Right) Mr. Anamoh Sahharwal, Director - Simmrtronics | Arpita Sukhani, Indian Film Actor and Model | Mr. Kenny Shie, CEO - STAR CJ Network India Pvt.

Buy a smartphone from the comfort of your living room

This is a tie-up that tech freaks will love - Simmrtronics recently announced its tie-up with STAR CJ Network India Pvt Ltd. The company, which has forayed into the smartphone segment, with series like Pundroid, Amazoid and Smartroid, will make these products available to its customers through the STAR CJ ALIVE 24x7 Home Shopping Television Channel, which will feature a full demo of the company's products.

Actor and model Arpita Sukhani, who's the part of this new initiative, says, "I remember using Simmrtronics products in my computer when I was a kid and it's quite a reliable brand. Their tablets are authentic and very handy to use. It is the only brand so far to promote Indian products - very few Indian companies have done so - which makes it a pioneer in the field."

Kenny Shie, CEO, STAR CJ Network India Pvt, said, "We are pleased to be associated with Simmrtronics, which has secured the distinction of being a growing name in the IT sector within a very short span of time. In association with Simmrtronics, we are looking forward to providing the best services to their customers."

Anamoh Sahharwal, director, Simmrtronics, says, "We are overwhelmed by our association with the network, which has empowered us to provide extensive reach and value proposition to our patrons."

For XPAD smartphone deals, tune into STAR CJ ALIVE tonight at 8pm.

XPAD
3RD LARGEST TABLET MANUFACTURER

buyer's guide

I'm looking for head/earphones that will also allow me to answer calls on my mobile phone. My budget is up to ₹3,500.

— Mitul Shah, Louis Fernandes, Sakshi S

News Flash: The 'standard' 3.5mm audio jack is not standard. A few branded earphones and headphones may not be compatible with handsets from home-grown OEMs such as Micromax, Karbonn, Spice, etc. These devices work best with what's bundled with them. In our experience, third-party earphones – when used with these handsets – suffer from tinny sound, non-existent bass, and even echoes. So before choosing a model or brand, it is best you test it with your device. That said, here are a few of our favourites that boast of good and honest music reproduction, with a clear mic for phone calls.

COWON EM1 (₹1,000–1,200): This in-ear monitor is pure value for money. It comes with a flat tangle-free cable that's usually found on premium models – as well as three silicone ear tips (small, medium and large) for comfortable in-ear fit and noise isolation.

SKULLCANDY S2IKDY-101 INK'D 2 (₹1,200–1,400): If you can't get your hands on the Cowon, try the Ink'd 2. Our only issue is that its cord is not the most durable we have seen.

BLAUPUNKT SPORT TALK (₹3,200–3,500): These canalphones come with behind-the-ear attachments to keep them in place even when you exercise and jog. Here, you get a cable that's protected by a fabric weave cover for durability – and a bunch of accessories: three silicone ear tips, a cable extension, and another with a mic attachment. This means you can use the Sports Talk with or without the extended cable, and you simply need to attach the mic, when you want to use it with your phone.

URBAN EARS TANTO (₹3,500–3,700):

An absolute favourite with us, these supra-aural headphones are comfortable to wear. Its classic design, with metal headband, lets you carry it around your neck when not in use, while its braided fabric cable cover assures you of tangle-free durability, making these the pair to buy if you're looking for small headphones. — Savio D'Souza



I want to assemble a PC, with monitor and speakers, within a budget of ₹55,000. It will be used for 3D animation software

— Abhishek Deouskar, Rishabh Sharma

Given your requirement and your budget, you can consider the following components...

PROCESSOR AND MOTHERBOARD: Buy the fourth-gen Intel Core i5 4430 (₹12,000) quad-core processor, and pair it with the Gigabyte GA-B85M-D3H (₹6,000) motherboard.

GRAPHIC CARD: Opt for the LeadTek Nvidia Quadro K600 (₹14,500) that's designed to work with software like 3DS Max, Maya and AutoCAD.

RAM: Add (2x) 4GB DDR3 sticks from Kingston/Corsair (₹4,000).

MONITOR: The Dell 52240L (₹9,500) is a 21.5-inch monitor with an IPS panel that's capable of punchy colours.

HARD DRIVE: A 1TB HDD from Seagate or Western Digital (₹3,800) should do the trick.

CABINET AND POWER SUPPLY: The Cooler Master Elite 344 (₹2,500) comes with a front USB 3.0 port, while the Corsair VS450 (₹2,300) supplies clean 450 watts of power.

KEYBOARD AND MOUSE: Opt for the Logitech MK120 (₹900) kit.

OPTICAL DRIVE: LG /Samsung (₹950).

SPEAKERS: The entry-level Creative SB5 A40 (₹600).

TOTAL: ₹57,050. If you want to cut corners, buy a 500GB hard disk, and a Core i5 3330, though we strongly recommend the Core i5 4430.

— Javed Anwer

Can't decide which gizmo is right for you? Looking for buying suggestions? Write in to techttonic@timesgroup.com

new launches



Karbonn Titanium X

The Karbonn Titanium X not only boasts high-end hardware specs and slick unibody design, it also includes a healthy dose of 'smart' call features. You can answer an incoming call by simply bringing the handset to your ear or silence it by turning the phone over. And with USB OTG (on-the-go) support, you will be able to catch up on your movie collection by directly connecting a flash drive to the handset.

Specs: 5-inch, Full HD (1920x1080px) IPS touchscreen | 1.5GHz quad-core processor | 1GB RAM | 16GB storage, microSD up to 32GB | 13MP rear cam, 5MP front cam | 3G, Wi-Fi, Bluetooth, USB OTG, A-GPS, NFC | 2300mAh battery | Android 4.2 (Jelly Bean)

Website: www.karbonnmobiles.com

Price: ₹18,490

Creative T30 Wireless

If all your music is stored digitally, the Creative T30 speakers could well replace your CD-based music system in your bachelor pad, or bedroom. Just pair these stereo speakers with a Bluetooth- or NFC-enabled device and the dual drivers in each unit will individually deal with the highs and midrange. The built-in BasXPort technology ensures that you get to 'feel' the beat, while its aptX high-definition codec ensures that sound quality is on par with wired audio. What's more? The T30 seals the deal with individual control for treble and bass on the right satellite.

Specs: 2.5-inch full-range driver, one-inch tweeter per satellite | 2-channel | Bluetooth v3.0, A2DP | NFC | aptX, SBC codecs | 3.5mm line-in, headphone jack

Website: asia.creative.com

Price: ₹13,999



Simmtronics XPAD Freedom

The Simmtronics XPAD Freedom is a dual-SIM slate with slots for both – a full-sized, as well as micro-SIM. The tablet includes a USB OTG adapter that lets you extend storage by connecting a flash drive. It also sports an HDMI port that lets you connect to, and watch personal videos on a television. Besides, you can use its free cover as a stand.

Specs: 7.85-inch, HD (1024x768px) IPS touchscreen | 1.2GHz quad-core processor | 1GB RAM | 8GB storage, microSD up to 32GB | Dual SIM | 5MP rear cam, 2MP front cam | 3G, Wi-Fi, Bluetooth, USB on-the-go, HDMI | 5000mAh battery | Android 4.2.2 (Jelly Bean)

Website: www.simmtronics.com

Price: ₹13,999



Leading national media covered the grand launch of XPAD Smartphones by former Miss India VANYA MISHRA



Indrajit Sabharwal (L) and Amoooh Sabharwal with Vanya Mishra (centre), showcasing the latest XPAD smartphones

cap - it has grabbed 10% tablet - market share in India in the third - quarter (July - September) of 2013, says the latest report of CMR (Cyber Media Research).

At the launch, Indrajit Sabharwal, managing director, Simmtronics, said, "We're enthralled to expand our product line by foraying into the smartphone segment. The company is also geared up for the local production of the same." Vanya added, "The smartphones are perfect to keep anyone engrossed. Their design and style is attractive - they're sleek and handy and can be flaunted."

Amoooh Sabharwal, director, Simmtronics, said, "The smartphone usability is increasing day by day. We decided to enter this segment with the launch of the XPAD range, which is affordable." The range comprises of Fundroid, Amazoid and Smartdroid series of phones.

Experience cool new tablets and phones

Among the many offerings at the trade fair, there are many interesting tech products as well. These include the products of Simmtronics, among the leading manufacturers of tablet PCs, smartphones and IT products in the world. Ranked the number 3 tablet manufacturer in the world, it is among the top five technology companies globally. Simmtronics has five manufacturing facilities globally, along with its own sales offices in Algeria, France, India, Mauritius, Macedonia, Nepal, Singapore, Sri Lanka, Thailand, Taiwan, the United Arab Emirates, the United Kingdom, the United States and Vietnam. They've won more than 75 awards globally in the past five years, including the award for Best Tablet Manufacturer for the past two years.

Simmtronics Semiconductors Ltd, the company which dominated the IT market for more than two decades, has now forayed into the tablets and mobile segment with the launch of XPAD – tablets and smartphones in India. After the successful launches of the XPAD tablet series – XPAD XQ1, XPAD X722, XPAD Mini and XPAD Freedom – the company has launched their XPAD range of smartphones across all segments, starting from entry to high-end technology products. The company has already launched these products in the UAE market – during GITEX 2013 – and gotten a very promising response globally.



Indrajit Sabharwal, managing director (L), with Amogh Sabharwal, director, Simmtronics, at their stall at the trade fair

On the occasion, Indrajit Sabharwal, managing director, Simmtronics, said, "We are happy to expand our product line by foraying into the smartphone segment. It is really a wonderful feeling to receive such a response from GITEX 2013, Dubai. I hope we will get a similar response in India. These innovatively designed devices are enriched with the latest high-speed processors. I am sure these devices will enrich users'

experience with their great technology and features."

Simmtronics is the only manufacturer of tablets in India. As the company has now forayed into the smartphones segment, it is also gearing up for local production of the same. To know more, you can visit the Simmtronics stall, Hall No 12A – Stall 10 at Pragati Maidan, and experience the latest range of tablets and smartphones.

