



# COMMUNICATION AND Computers

MADHYA PRADESH FOCUS

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1 Based on Dell analysis of staff time required to maintain balanced PowerStore cluster vs. traditional multi-array deployment, March 2022. Actual results may vary.



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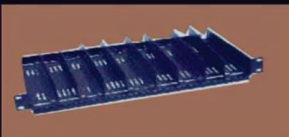
- \* Data Center Applications
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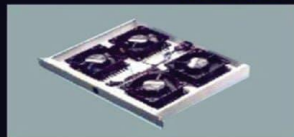
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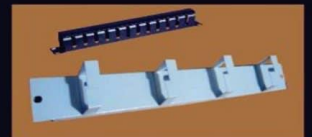
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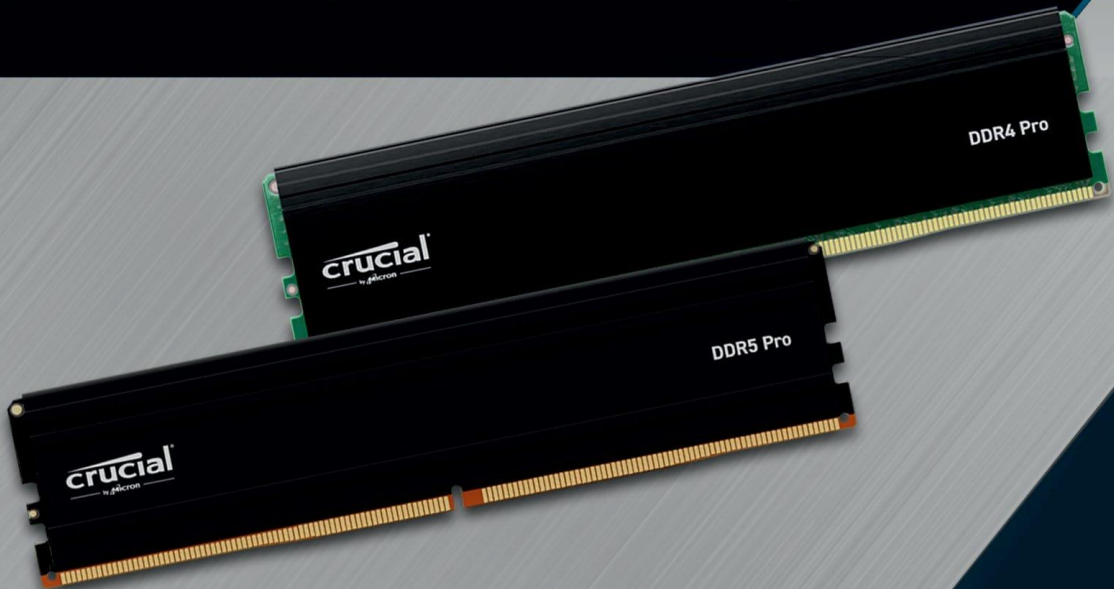
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## Big News: Amazon and Flipkart Revise Return Policies for Electronic Items

### CHANGE IN RETURN AND REPLACEMENT POLICIES OF ELECTRONIC ITEMS



21st February, 2024: In a recent update, e-commerce giants Amazon and Flipkart have made significant changes to their return and replacement policies for some electronic items. The companies have decided to halt the option of returns and replacements through door pickup services for some electronic items.

As per the new guidelines, customers can still opt for replacements if there is an issue with their electronic products. However, the process for replacement has been redirected, and customers are now required to coordinate directly with the respective service centers of the brand.

This shift in policy marks a departure from the previous convenience of

door pickup for returns and replacements. Customers seeking to replace a faulty or unsatisfactory electronic item will now need to initiate the process through the official service centers affiliated with the brand.

The decision may have been implemented to streamline the return and replacement procedures, potentially offering a more direct and efficient resolution for customers. While this adjustment could enhance the overall customer experience, it also signals a change in the traditional approach to handling returns for electronic items.

This change could once again be the beginning of customers trust in the offline market. We are set to see a rise in the sales via IT channel in the country.

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# What is Metaverse and how will it effect us ?

A digital world where virtual and augmented realities converge to create immersive experiences. This interconnected space transcends traditional boundaries, offering a new frontier for exploration, innovation, and collaboration. In the simple terms, the Metaverse is like a big inter connect and immersive digital world where people can hangout, play, work, and socialize. It's not just about using the internet on a screen; it's about feeling like you are really there through virtual reality or augmented reality. In this digital universe, you can explore different places, meet others, and even create and own things/ assets. It is like a huge, interactive playground/ marketplace/ meeting place where you can connect, play, trade, meet and experience the confluence of real and virtual world.

As we delve into the concept of the Metaverse, let us explore its impact on our lives, economies, and the way we connect in this rapidly evolving digital landscape. Metaverse has the potential to reshape how we connect, communicate, and collaborate. Here are few key aspects of the impact:

**Social Impact of Metaverse on our lives:**

1- Enhanced Social Interaction: The Metaverse offers more immersive and interactive ways for people to connect, breaking down geographical barriers. Through Virtual Environments, Individuals can engage in activities together, feel sense of presence, and closeness despite physical distances.

2- New form of Communication: Traditional terms of communication may evolve within the Metaverse, incorporating virtual gestures, expressions, and interactions. This can lead to more engaging ways of expressing ourselves in the digital realm.

3- Virtual Communities: The Metaverse enables the formation of diverse online communities centered on shared interests, hobbies, or professions. These communities can provide a sense of belonging, allowing individuals to connect with the like-minded people globally.

**Education and Learning:**

1- Immersive Learning Environments: The Metaverse provides virtual classrooms and interactive simulations, offering students immersive and engaging learning experiences beyond traditional methods.

2- Global Access to Education: Students from around the world can connect and learn together in the Metaverse, breaking down geographical barriers and providing access to diverse educational resources.

3- Hands-On Experiences: Virtual reality (VR) and Augmented Reality (AR) in the Metaverse enable hands-on learning experiences, allowing students to explore subjects like science, history, and art in a more interactive way.

4- Collaborative Projects: The Metaverse facilitates collaborative projects, where students can work together on assignments or group activities in a virtual space, fostering teamwork and communication skills.

5- Personalized Learning: AI-driven technologies in the Metaverse can adapt to individual learning styles, providing personalized educational content tailored to each student's needs.

6- Professional Development: The Metaverse offers opportunities for continuous learning and professional development. Professionals can attend virtual workshops, conferences, and training sessions without physical constraints.

**Commercial Impact:**

1- Entertainment and Gaming Industry:

• Virtual worlds offer new revenue streams for gaming companies through in-game purchase. Virtual real estate, and digital assets.

• Live events, concerts, and experiences within the Metaverse attract both audiences and advertisers.

2- Retail and E-Commerce:

• Virtual stores and marketplace within the Metaverse enable brands to reach a



global audience.

• Digital fashion and accessories have emerged as a market, allowing users to purchase virtual goods.

3- Advertising and Marketing:

• Brands explore immersive advertising methods within virtual spaces.

• Product placements and sponsored events in the Metaverse offer new avenues for promotion.

4- Real Estate and Construction:

• Virtual real estate transactions are becoming a reality. With users buying, selling, and developing virtual properties Architects and designers are entering the Metaverse to showcase their work and collaborate on projects.

5- Remote Work and Collaboration:

• The Metaverse facilitates virtual offices, meetings, and conferences, transforming traditional work structures.

• Companies invest in Metaverse technologies for team collaboration and project development.

**Economical Impact:**

1- Job Creation:

• Emerging professions include virtual architects, designers, developers, and moderators.

• Content creation within the Metaverse generates employment opportunities.

2- Monetization Opportunities:

• Creators can earn income through the sale of virtual goods, experiences, and services.

• Entrepreneurs explore: metaverse – based businesses, contributing to economic growth.





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# GIGABYTE Launches the GeForce RTX 40 EAGLE OC ICE Series Graphics Cards

## White aesthetic offers gamers an alternative option



February 7, 2024 – GIGABYTE TECHNOLOGY Co. Ltd, a leading manufacturer of premium gaming hardware, today launches the GeForce RTX 40 EAGLE OC ICE series graphics cards powered by NVIDIA® ADA Lovelace architecture. The latest EAGLE OC ICE series presents a white iteration of the well-received EAGLE OC graphics card series. With exceptional performance catering to the diverse requirements of gamers, creators, and AI developers, it features an extensive integration of white materials in its design. This introduces an alternative choice for gamers who appreciate white-themed setups.

GIGABYTE has introduced four models in the GeForce RTX 40 EAGLE OC ICE series, corresponding to the GeForce RTX 4070 Ti SUPER, GeForce RTX 4070 SUPER, GeForce RTX 4060 Ti, and GeForce RTX

4060 GPUs. The EAGLE OC ICE series features a brand-new white exterior design inspired by space technology and incorporates futuristic design elements. The graphics cards come with white covers and backplates, complemented by cosmic-themed graphics, symbols, and geometric shapes, providing a unique and personalized appearance for white-themed desktop setups.

Additionally, the GeForce RTX 4070 Ti SUPER EAGLE OC ICE 16G and the GeForce RTX 4070 SUPER EAGLE OC ICE 12G come with RGB lighting, allowing users to customize different colors and modes through the GIGABYTE CONTROL CENTER software for a distinctive and vibrant lighting effect.

The GIGABYTE GeForce RTX 40 EAGLE OC ICE series graphics cards are powered by the WINDFORCE cooling system. It features unique blade fans, alternate spinning, composite copper heat pipes, 3D active fans, and screen cooling to maximize the heat dissipation. The WINDFORCE fans utilize graphene nano lubricant, which extends fan life by 2.1 times, delivering nearly the same lifespan of the double ball bearing while providing quiet operation. The onboard dual BIOS switch allows users to choose the SILENT mode for a quieter experience at ease.

GIGABYTE not only pursues innovation in computer technology but also leads the trend in exterior design, offering a series of computer components that align with fashion trends. A variety of white-themed options are provided to meet the diverse needs of consumers. The introduction of the EAGLE OC ICE series graphics card provides a more minimal and personalized choice for gamers who favor white-themed desktop setups.



# What is Metaverse and how will it effect us ?

Continued From Page 06

Opportunities in Metaverse for system Integrators and Computer Hardware Sellers:

The metaverse presents opportunities for computer hardware dealers and system integrators as virtual environments require robust hardware infrastructure. Offering specialized components, VR-ready systems, and expertise in integrating immersive technologies can create a niche market for your business. As the metaverse continues to evolve, there's potential for increased demand for hardware solutions, creating a positive impact on earnings. Stay informed about emerging technologies to stay competitive in this dynamic space.

Go through following scopes in Metaverse-

1- Specialized Hardware Sales: As the metaverse demands high-performance hardware, there's a growing market for specialized components such as powerful GPUs, advanced CPUs, and VR-ready peripherals. Positioning your business to offer these items can be lucrative.

2- Customized Systems for Virtual Environments: Designing and assembling systems tailored for metaverse applications can be a profitable niche. This includes VR-ready PCs, high-resolution displays, and peripherals optimized for immersive experiences.

3- Integration Services: Provide expertise in integrating hardware components for metaverse applications. Offer services to set up immersive environments, ensuring compatibility and optimal performance. This can include VR headset configurations, motion tracking systems, and more.

4- Consulting and Advisory Services: Become a go-to consultant for businesses and individuals looking to enter the metaverse. Advise on

hardware requirements, system integration, and future-proofing their setups

5- Maintenance and Upgrades: Continuous advancements in metaverse technologies will create.

opportunities for ongoing maintenance and upgrades. Establishing service contracts for regular check-ups and hardware enhancements can generate consistent revenue..

6- Education and Training: Offer training programs for individuals or businesses looking to understand and utilize metaverse technologies. This can include workshops on hardware setup, system optimization, and troubleshooting.

7- Partnerships with Metaverse Platforms: Collaborate with metaverse platform developers and companies to ensure your hardware is recommended or bundled with their products. Building strong partnerships can lead to exclusive deals and increased visibility.

8- Rental Services: Consider offering rental services for high-end metaverse hardware. This can be particularly appealing to individuals or businesses that don't want to invest in expensive equipment but still want to experience the metaverse.

9- Innovative Solutions: Stay ahead by exploring and offering cutting-edge solutions. This might include integrating haptic feedback devices, advanced motion capture systems, or other emerging technologies into your hardware offerings.

10- Market Research and Trends: Keep a close eye on metaverse trends and evolving hardware requirements. Being proactive in adapting to market demands will position your business for sustained success in this dynamic industry.



# DIGISOL

**1<sup>st</sup> INDIAN  
BRAND**  
IN IT NETWORKING

## Digisol to Showcase Innovative Networking Solutions at CMDA B2B IT EXPO PUNE



**PUNE, MAHARASHTRA** — Digisol, a First Indian Brand in IT Networking, is thrilled to announce its participation in the upcoming CMDA B2B IT Expo 2024 (Computers And Media Dealers Association), Pune. The event is scheduled to take place on

February 12th and 13th, 2024, at Hotel Westin, Koregaon Park, Pune. Attendees are encouraged to mark their calendars and join us at Stall No. 24 from 10:00 AM to 7:00 PM.

As a stalwart in the realm of IT Networking, Digisol is set to unveil its latest innovations and cutting-edge technologies at Stall No. 24 during the expo. Visitors can expect to explore a wide array of networking solutions designed to meet the evolving needs of businesses in the digital age.

The CMDA B2B IT Expo serves as a pivotal platform for industry leaders, experts, and enthusiasts to meet and exchange insights on emerging trends, challenges, and opportunities in the IT sector. With an extensive showcase of products and services, the expo promises to be a hub of innovation and collaboration. Major IT stakeholders & Channel Partners and about 2500+ Dealers across Maharashtra are expected to visit this exhibition.

"We are excited to be a part of CMDA B2B IT Expo 2024 and showcase our networking solutions," said Mr. Prashant Shanbhag, Regional Sales Manager, West region, Digisol Systems Ltd. "This event provides us with an excellent opportunity to engage with our peers, customers, and stakeholders while highlighting our commitment to driving technological advancements in the IT landscape."

"In the Active category, we will be displaying products such as OLTs, ONUs, Media Converters, Controllers, Switches, and Access Points. Furthermore, products like CCTV cable, Crimping tool, Faceplates, Splitters (drawer and box types), Keystone, LIU, Patch Panel, Patch Cord, Pigtales and numerous other things will be included in our Passive category presentation. The CMDA B2B IT Expo 2024 promises to be an enriching experience for industry professionals and technology enthusiasts alike," said Mr. Prashant Shanbhag.

## Leading Australian accessories maker STM Goods introduces the Wheels for Sales Heroes Scheme

**Sales teams of Channel partners get the opportunity to earn bikes and cars as a reward for achieving sales targets**

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Mumbai, India – February 7, 2024 – STM Goods, the leading brand of innovative bags, cases, and accessories for consumer electronic devices, has announced the Wheels for Sales scheme for the sales teams of channel partners. The Wheel for Sales Heroes initiative is a unique program structured to engage with the partner ecosystem in India. It is also designed to reward the customer facing sales teams of partners for their efforts to communicate about the STM Goods products portfolio in the India market.

Under the scheme, channel partners' sales teams would be eligible to receive rewards in the form of bikes and cars after completion of targets of certain SKUs of STM backpacks. This scheme would run till June 30th 2024. Depending on the target slabs of units sold, which start from 2000 units onwards, the scheme would lead to a reward of a Royal Enfield or a similar bike, a Maruti Suzuki, Maruti Nexa or a similar car. The partners' sales team members would need to connect to the regional distributors of STM Goods in their respective regions to know more about the scheme details, terms and conditions.

Commenting on the scheme, Faiz Rahman, Director, India STM Goods, said, "At STM Goods, we greatly value the contribution of our channel partners, especially their sales teams, in our brand building process. This scheme is a token of our appreciation for their effort, as well as a way to introduce our new Make in India product range to our customers." He further added, "We had initially run a pilot program for this scheme among a few select partners and got a good response, so have decided to launch it pan – India at a larger scale."



## Geonix now a major force in Gujarat Holds 3 major back-to-back events traversing state

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**Gaurav Jain**

Director  
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Geonix, among North India's best recognized IT Hardware & Components Brand, is now rapidly spreading its network in the promising state of Gujarat. This month Geonix reinstated its commitment to the vibrant Gujarat market with three major Brand awareness events in the State, held back-to-back. First there was the impressive Geonix Pavilion at Rajkot, followed by an even larger Pavillion at the SITA IT Expo in the Diamond City (Surat). Then, a fortnight later, Geonix lent its patronage as “Main Sponsor”, for the Patan Association Cricket extravaganza, held in Patan (North Gujarat), just 125 Kms from the capital Ahmedabad.

Following the third event in Patan, Geonix's Director, Mr. Gaurav Jain informed the press, “Gujarat one of India's most prosperous states, having a per-capita GDP significantly above the national average. There is considerable demand for our products across the state, and so we are open to many dealer alliances currently. I am confident these 3 events within 1 month underscores our affection for our partners and consumers in every corner of vibrant Gujarat”.

With these initiatives in the West, South and North of the State, Geonix was able to reach-out and connect with the ICT dealer fraternity in all parts of Gujarat, a State which has the highest industrial output in the country and leads in diverse industrial sectors such as chemicals, petrochemicals, dairy, drugs and pharmaceuticals, gems & jewellery, cement and ceramics.

President of Patan Computer Merchant Association, Rushikesh Soni, also expressed “We thank Geonix for being such a good sponsor and for adding so much value to our event. Patan salutes the Geonix family. We hope they sponsor every year”. Gifts were given by Geonix to all participants, who are mostly dealers.

The Rajot Expo and Surat Expo gave Geonix a platform to showcase its entire product range, which is now

significantly large and diverse. Thousands of visitors appreciated the Geonix portfolio and many new dealer associations were made. New products were launched at these events, including (but not limited to), 3 new WiFi Cameras and 2 new exciting Monitor variants.

At Surat, Dealers from all surround cities visited the Geonix Stall. This included Vapi, Daman, Ankleshwar, Bharuch, and even Baroda. One Regional distributor, Mr. Hiren from Surat, expressed “We are proud and pleased that Geonix is now making such a committed foray into the lucrative Gujarat Market. There great events back to back, reinforced Geonix's steadfastness towards its client base in Gujarat, which is literally growing everyday”.

In the second half of 2024, Geonix may conduct its nationally popular Dealer Convention, called “Geonix Techbond”, in Ahmedabad. Currently Geonix is also expanding its Service Center ecosystem in the state, helping to serve its burgeoning Dealer base.



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Aspire 5 & 7, Nitro 5, Nitro V – In the gaming category, the Aspire 5 Gaming Series Notebook offers a two-year extended warranty, two years of accidental damage protection, and a gaming mouse for only ₹1499, down from the original price of ₹13,999. Similarly, for Aspire 7, avail a 2-year Extended Warranty at just ₹999. With the purchase of Nitro 5, enjoy a 2-year Extended Warranty and a gaming mouse at Rs. 1,999, originally Rs. 10,999. With Nitro V, also enjoy a 2-year Extended Warranty and a Gaming Mouse at Rs. 1,999.

**Mainstream Laptops :** Acer One, Aspire 3 & Aspire Lite – With Acer One entry series laptops - R3, Aspire Lite & Aspire 3 Intel (i3/Ryzen 3) all CPUs, enjoy a special offer: a 2-year Extended Warranty + 1-year Accidental Damage Protection valued at Rs. 5,999, now available at an offer price of Rs. 999.

Aspire 3 & Aspire Lite – In the mainstream series, with Aspire 3 & Aspire Lite - i5 & R5 CPUs, avail a package including a 2-year Extended Warranty, 2 Years of Accidental Damage Protection, and an Acer Wireless Mouse valued at Rs. 9,999, now offered at Rs. 1499. Similar offers apply to Aspire 5 for all CPUs under the premium notebook category, now priced at just Rs. 499, originally Rs. 4,999.

Acer Swift Go – Under Thin & Light - Premium & Convertibles Notebooks, Acer Swift Go with any CPU includes a 2-year Extended Warranty + 2 Year Accidental Damage Protection at ₹1,999. Customers can also enjoy similar offers on Aspire Vero with all CPUs, the green PC at Rs. 999.

**Desktops :** Aspire Desktops – For Ci3 and Ci5 models, benefit from a 2-year Extended Warranty for just Rs. 499. Similarly, for Ci7 models, obtain a 2-year Extended Warranty at Rs. 699.

Bengaluru, 9th February 2024 – Acer India, a prominent PC brand, is excited to announce its exclusive offers and discounts for Valentine's Day 2024. From February 1st to February 14th, 2024, customers can seize the opportunity to avail of these special deals at Acer's online store and exclusive outlets. Embrace the spirit of Valentine's Day with Acer's special offers, which include extended warranty and accidental damage protection on selected models. Furthermore, customers can enjoy convenient purchasing options with cashback and EMI facilities, along with

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## Digisol Extends Heartfelt Thanks to Attendees of the 31st CONVERGENCE INDIA EXPO 2024 in Delhi



**New Delhi–** Digisol, a First Indian Brand in IT Networking, extends its heartfelt gratitude to all the attendees who graced the 31st CONVERGENCE INDIA EXPO held at Pragati Maidan, New Delhi.

The event, which witnessed Digisol's prominent presence at Stall No: D474, was a resounding success, and it wouldn't have been possible without the enthusiastic participation of visitors, industry experts, and stakeholders.

### Key Highlights:

**Innovative Showcases:** At Stall No: D474, Digisol proudly presented its latest array of cutting-edge networking solutions, designed to meet the diverse needs of modern businesses. In the Active category there were products such as OLTs, ONUs, Media Converters, Controllers, Switches, and Access Points. Furthermore, products like CCTV

cable, Crimping tool, Faceplates, Splitters (drawer and box types), Keystone, LIU, Patch Panel, Patch Cord, Pigtaills and numerous other things were included in our Passive category presentation.

**Engaging Interactions:** The expo provided a platform for meaningful interactions and insightful discussions. Our Regional Sales Managers & Product Managers engaged with the attendees, addressing queries, and exchanging valuable insights.

**Networking Opportunities:** The event fostered valuable networking opportunities, enabling connections and collaborations among industry peers, partners, and customers.

Digisol sincerely appreciates the overwhelming response received during the expo and values the opportunity to connect with the vibrant community of technology enthusiasts and professionals. As we reflect on the success of the 31st CONVERGENCE INDIA EXPO, Digisol remains committed to driving innovation and delivering exceptional networking solutions that empower businesses to thrive in the digital age.

We extend our heartfelt thanks to all attendees for their unwavering support and enthusiasm through their presence which made this event truly memorable, and we look forward to continuing our journey of innovation and collaboration together in the near future.

For further inquiries or to explore Digisol's range of networking solutions, please visit- [www.digisol.com](http://www.digisol.com)





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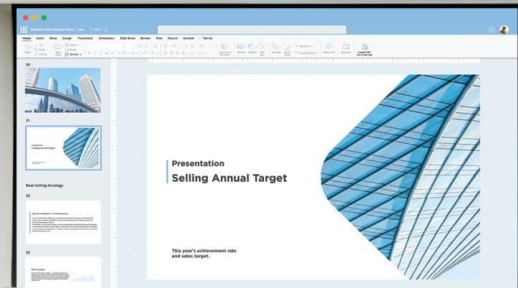
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