



COMMUNICATION AND Computers

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The Dell Technologies logo, featuring the word 'DELL' in a stylized blue font followed by 'Technologies' in a standard blue font.

THE OPTIPLEX FAMILY
INTELLIGENCE
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SIMPLICITY

A collection of Dell OptiPlex computer hardware including a monitor displaying a blue abstract graphic, a keyboard, a mouse, and several tower units of varying sizes, along with a headset.

The OptiPlex family is engineered for the modern workplace with reliable user experiences and simplified management. With over 30 years of customer-led innovation and proven reliability, OptiPlex are the world's most intelligent and secure commercial PCs*. The OptiPlex family features Windows 11 Pro, AI-personalization from the latest Optimizer, one BIOS for all-in-ones and one BIOS for towers. Find the OptiPlex that fits your workstyle now.

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OptiPlex is designed with up to 56.7% recycled plastic** and up to 50% recycled steel in select chassis***.



*Based on Dell analysis, November 2023. Dell Optimizer not available in OptiPlex 3000 series, Latitude Chromebook Enterprise, and Linux-based devices. Feature availability and functionality may vary by model.
**Percentage is based on system plastic weight and may vary by model. Based on internal analysis, January 2024
***Percentage applies to total steel weight in the chassis. Includes OptiPlex Micro, OptiPlex Micro Plus, OptiPlex Tower, OptiPlex Small Form Factor and OptiPlex Small Form Factor Plus. Based on internal analysis, December 2023



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**Skyhawk video drives are designed for always-on workloads of 180TB/year, 550TB/year for Skyhawk AI.



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Zebronics Launches ZEB-AEON Wireless Headphone, Offering 110 Hours* Playback



Zebronics has launched a Wireless Headphone that comes with a whopping 110 Hours* backup with the goodness of ANC (Active Noise Cancellation) called ZEB-AEON.

The Zeb-Aeon ensures uninterrupted immersion up-to 110 hours* of playback on a single charge and these headphones charge up in mere 10 minutes to give a 10-hour back-up*. With its Active Noise Cancellation feature (ANC) and Environmental Noise Cancellation (ENC) in-built mic, this provides crystal clear audio during calls / gaming. Equipped with high quality 40mm dynamic driver that produces crisp-trebles, deep bass and combined with the gaming mode, it ensures a low-latency gaming experience.

Zeb-Aeon is ergonomically designed with a foldable, light-weight body with soft ear cushions that makes it ideal for extended usage sessions. With Bluetooth v5.3 offering dual pairing and a 3.5mm AUX

input for versatile connectivity, this also supports voice assistants such as Android Google assistant and Apple iOS Siri. The in-built rechargeable battery can be charged with a Type-C cable.

Commenting on the launch, **Mr. Pradeep Doshi**, Director & Co-founder at Zebronics stated, "India's personal audio segment is ever-evolving, constantly seeking top-notch gadgets, and it has provided Zebronics with the opportunity to serve this community with exceptional products like Zeb-Aeon. With its 110 hours of backup and stylish design, the headphones are dynamically crafted with ANC and a gaming mode, making it an ideal choice. We are planning to introduce more such products to meet the needs of our consumers, perfect audio companions for anyone looking to elevate their audio experience. Like our other product categories, we aim to stay 'Always Ahead' in this endeavour."

Zeb-Aeon comes in three colors – Black, Blue and Beige and will be available on Amazon.in at an introductory price Rs. 1999/-



Redington Achieves Highest-Ever Revenue of Rs. 22,513 Crores in Q4FY24



"Redington's Q4 and FY24 results reflect the continued success of our efforts towards driving profitable growth"

V.S. Hariharan
Group CEO, Redington Ltd.



Redington Ltd announced its financial results for the quarter ended March 31, 2024 (Q4 FY'24) and full financial year FY'24 delivering strong performance vis-à-vis the industry across all business segments.

At Rs. 22,513 Crores overall global revenues for Q4 have been the highest ever performance for Q4 of any year, with a 3% YoY growth and at Rs. 326 Crores, PAT grew at 5% YoY. For the full year FY24 the company reported a revenue of Rs. 89,610 Crores which is a growth of 13% YoY and a PAT of Rs. 1,219 Crores.

Supported by solid execution across businesses and geographies, Redington continues to gain share and secure new opportunities in the markets they compete in. In Q4, some of the Company's key Geographies grew well, viz. India growing at 9% YoY and KSA

(Kingdom of Saudi Arabia) growing at 15% YoY. The company emphasized that this record performance is an outcome of continued investments in improving our route to market capabilities, building deeper brand relationships, making breadth of offerings more comprehensive and innovations in business model.

"Building on the momentum from a strong Q3, Redington's Q4 and FY24 results reflect the continued success of our efforts towards driving profitable growth. We've adapted with a focus on profitable growth geographies, investing in new revenue streams, and enhancing our capabilities. This fiscal year stands out for achieving stable growth, across all business units, while continuing to maintain leadership position. While technology distribution remains our core strength, the growth of the cloud business has been enabled by faster adoption of subscription and consumption business, enhanced by professional services. With our strong engagement with the Brands through initiatives, business plans, differentiated go to market approaches, and the slew of AI enabled solutions being launched by the vendors that will be distributed by us, will position Redington for sustainable growth and market share leadership in the years ahead." said **Mr. V.S. Hariharan, Group CEO, Redington Ltd.**



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India Welcomes Its First AI Desktop PC: RDP Unveils Groundbreaking Technology Powered by AMD Ryzen™ AI Processor

Hyderabad, 8th May 2024 - RDP, a pioneering name in technology solutions, proudly announces the launch of India's first AI Desktop PC, powered by the cutting-edge AMD Ryzen™ AI processor. This revolutionary product marks a significant advancement in computing technology, promising unparalleled performance and intelligence for users across various sectors.

The unveiling ceremony, led by Rajesh Mallampalli, Vice President of Sales at RDP, signifies a milestone moment in the realm of technological innovation in India. With the collaboration between RDP and AMD, consumers can now experience the next level of computing power, seamlessly integrated with artificial intelligence capabilities.

The RDP AI Desktop PC is engineered to redefine user experiences in both personal and professional computing. With the AMD Ryzen™ AI processor at its core, users can expect lightning-fast processing speeds, enhanced multitasking capabilities, and optimized performance for a wide range of applications, from content creation to data analysis.

Rajesh Mallampalli, Vice President of Sales at RDP, expressed his enthusiasm about the launch, stating, "We are thrilled to introduce India's first AI Desktop PC in collaboration with AMD. This represents a



significant leap forward in the technology landscape of our country. With the integration of AI capabilities, we aim to empower users with unprecedented computing power and intelligence, revolutionizing the way they work, create, and innovate."

Key Features of the RDP AI Desktop PC:

- * Powered by AMD Ryzen™ AI processor for unparalleled performance.
- * AI capabilities enable intelligent computing for enhanced productivity.
- * Sleek and modern design for seamless integration into any workspace.
- * Extensive connectivity options for versatile usage scenarios.
- * Designed and manufactured with a commitment to quality and reliability.

The launch of the RDP AI Desktop PC reaffirms RDP's dedication to innovation and customer-centric solutions. As India embraces the era of artificial intelligence, RDP remains at the forefront, delivering technology that empowers individuals and organizations to thrive in the digital age.

For more information about the RDP AI Desktop PC and its availability, please contact Mr. Sumanta Raja, Zonal Head RDP.

ASUS Offers Game Bundle for Selected NVIDIA and AMD Graphics Cards

Gamers can get a Steam code for Like a Dragon: Infinite Wealth with purchase of selected GeForce RTX 40 or Radeon RX 7000 series cards from ASUS



TAIPEI, Taiwan, May 13, 2024 — ASUS today announced that it is bundling a Steam code for the role-playing video game Like a Dragon: Infinite Wealth with select NVIDIA® GeForce RTX™ 40 series and AMD Radeon™ RX 7000 series graphics cards purchased from May 13 to July 8, 2024. For gamers who have been waiting for their chance to explore Japan and Hawaii's criminal undersides with Kasuga Ichiban and the gang in the latest instalment of the beloved Like a Dragon series, now is the chance to leverage new hardware in an adventure so vast that it spans the Pacific. During this global promotion, any purchase of an ASUS NVIDIA® GeForce RTX 4060 or above or any ASUS AMD Radeon RX 7600 XT or above will include a bundled Steam code for Like a Dragon: Infinite Wealth. Gamers

everywhere can take advantage of this opportunity to upgrade their system and redeem the game code by August 8. For complete promotion details and instructions on how to redeem this code.

Dive headfirst into a criminal underworld

The Like a Dragon franchise (formerly known as Yakuza in the western world) has a history of telling stories that are both deeply emotional and incredibly humorous. Like a Dragon: Infinite Wealth continues the story of Kasuga Ichiban, a former gangster who spent decades in prison after taking the fall for a crime he did not commit, now working his way back into Japanese society from rock bottom. Joined by a raucous cast of characters, including the legendary Kiryu Kazuma himself, Like a Dragon: Infinite Wealth is a treat of an RPG with a perfect mix of silly and serious.

Epic GPUs on offer from ASUS, ROG, and TUF Gaming

For gamers with a 4K monitor, ASUS recommends an ROG Strix GeForce RTX 4080 Super or a TUF Gaming Radeon RX 7900 XTX graphics card to experience Like a Dragon: Infinite Wealth at its best. These powerhouse cards will let users run cranked-up graphics settings without regard for frames rates. For gamers using a 1440p display, ASUS recommends an ROG Strix GeForce RTX 4070 Ti SUPER or a TUF Gaming Radeon RX 7800 XT both of which offer incredible performance at that resolution. For the 1080p gamers out there, check out the TUF Gaming GeForce RTX 4060 Ti. Or, for those on a tight budget, the ASUS Dual GeForce RTX 4060 EVO is an ultra-compact dual fan card that can easily fit into nearly any existing build.

Samsung Electronics Named No.1 in Global OLED Monitor Market



Samsung has been global No.1 selling gaming monitor brand for 5 consecutive years by IDC.
*Source: IDC Worldwide Quarterly Gaming Tracker 2023 Q4. Gaming monitor classification is based on IDC criteria (aver 1440p since 2022 Q3, aver 1000p prior to that). Value Based.

Samsung Electronics, a global leader in the display industry, has secured the top position in global sales of OLED monitors just one year after launching its first OLED model — the 34 Odyssey OLED G8 (G85SB model), a gaming monitor.

According to the International Data Corporation (IDC), Samsung Electronics has taken the top position in the global OLED monitor market by capturing 34.7% of market share based on total revenue and the top position in market share based on sales volume with 28.3% of OLED monitors sold in 2023.¹

“The OLED monitor market is highly competitive, so reaching the top spot requires unparalleled innovation and product quality,” said Hoon Chung, Executive Vice President of Visual Display Business at Samsung Electronics. “This achievement speaks to our drive for excellence and

understanding of consumer needs, the key factors in producing outstanding OLED monitors for performance-demanding gamers around the globe.”

Samsung has also maintained its leadership in the overall global gaming monitor market for the fifth consecutive year, recording a market share of 20.8% in terms of total revenue.²

Since entering the OLED market, Samsung has continued to innovate and receive praise for new monitors, including the Odyssey OLED G9 (G95SC model), which received widespread acclaim from experts and reviewers worldwide.

At CES 2024, Samsung announced an expansion of its OLED monitor lineup, unveiling three new products:

The Odyssey OLED G8 (G80SD model), with a 32" 4K UHD resolution, a 16:9 aspect ratio, 240Hz refresh rate and 0.03ms response time (GtG)³

The Odyssey OLED G6 (G60SD model), with a 27" QHD resolution, a 16:9 aspect ratio, 360Hz refresh rate and 0.03ms response time (GtG)

An updated Odyssey OLED G9 (G95SD model), with 49" dual QHD resolution in a 32:9 aspect ratio, a 240Hz refresh rate, 0.03ms response time (GtG) and new features

The new OLED offerings have impressed early reviewers and have already won awards. At CES — the most powerful tech event in the world — the Odyssey OLED G9 was named a CES® 2024 Innovation Awards Honoree.⁴

Samsung will continue to diversify its gaming monitor lineup by introducing new Odyssey OLED models, each of which will leverage Samsung's proprietary OLED technology. This innovation follows the success of the Odyssey Neo series with Quantum Mini LED technology, as well as the Odyssey Ark, which showcased a groundbreaking interface and form factor.



Iris Global supplies Schneider UPS, Dell Servers & Storage for IT Pharma sectors



Mohan Banu, Sanjiv Krishen & Suresh Chittimalla

New Delhi based most preferred IT distribution company Iris Global Services has made recent supplies to their Hyderabad partner- M/s Choice Solutions Ltd for installation at their IT and Pharmaceutical clients infrastructures in the city.

Iris has supplied Schneider UPSs and Dell Compute products worth Rs 6 crore for the partners various integration projects in these respective sectors.

Choice Solutions Ltd incepted in year 1991 as a system integration enterprise, has been an Iris Global partner for the last 10 years. It is operating from their HO at Hyderabad and has other branches at Chennai, Bangalore, Mumbai, Pune, Gurgaon and Kolkata.

Choice also engages in developing software for the International & American companies, in the education sector along with integration projects in India. With strength of 169 personnel they have recorded a turnover of Rs 60 crore last fiscal, while delivering majorly for projects in the IT and the Pharma sectors.

Speaking to newsman Mr Suresh Chittimalla, Manager Procurement, Choice Solutions Ltd said – We have procured Schneider UPS thru Iris of various KVA ratings worth Rs 3 cr for supplies in IT sectors. While for the Pharma sectors we have procured computer hardware of Dell that includes Storage, Server and Workstations beyond Rs 2.5 cr in the last 2 quarters.”

Setting their eyes on the Banking Finance and Insurance

(BFSI) sector with Choice already supplying to Aditya Birla Group the partner has set a target of Rs 100 cr for the coming fiscal.

Their clients list includes – Laurus Lab, Biological E Ltd, TVS Motors, Cyient and Karix mobiles.

“Iris is a versatile distributor. Their deliveries are perfect. They are very cooperative in terms of responsiveness, price support and material availability. We have done business worth Rs 6 crore with them since July 2023” said Mr Mohan Babu, Executive Director, Choice Solutions Ltd.

As the Most Preferred IT Distributor – Iris's Channel partners & Associates prefer them for quick response, delivery on time and transparent dealings. They have been helping Partners by structuring their difficult business deals, and to meet urgent critical delivery deadlines, Iris also opens their warehouses at midnight.

“Iris initiatives are empowering IT-Tech companies, Pharmaceutical and the BFSI sectors. We see immense opportunities in the semiconductor, manufacturing and automation sectors. Partners, SIs must use the opportunity coming at these growing times.

Iris's supplies to Choice Solutions Ltd is in line with its commitment towards modernising Indian infrastructures” said Mr Sanjiv Krishen, Founder CMD, Iris Global Services.

In the coming 2024 – 25 election year, Choice has put in pipe-line orders worth Rs 6 cr for coming quarter for Iris.

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Acer Unveils TravelLite Laptops: Elevating Portability, Productivity, and Security for Businesses price starts at Rs. 34990



Bangalore, 6th May 2024 – Acer, one of the leading brands in the PC industry, today unveiled the TravelLite laptop designed specifically for businesses. This sturdy, high-quality, and portable computing solution is customized to meet the evolving needs of modern enterprises. Manufactured in India as part of Acer's Make in India initiative, these laptops offer a range of Intel® Core™ processors, guaranteeing smooth multitasking, increased productivity, and effective performance for work and leisure alike. Weighing a mere 1.34 kg, the TravelLite is engineered for mobility, catering perfectly to professionals who are always on the go.

The laptop features FHD resolution and includes a built-in privacy camera shutter. Enhanced security features Trusted Platform Module (TPM), discrete TPM 2.0, BIOS user and supervisor passwords, a Kensington lock slot, and an optional fingerprint reader. Designed for durability, TravelLite sports a metal-aluminum body with a 180° hinge design and holds MIL-STD 810H certification, ensuring resilience against environmental elements and providing users with a dependable and rugged device capable of withstanding diverse conditions. Acer remains committed to environmental sustainability, and the TravelLite laptop adheres to CE, CB, FCC, Energy Star 8.0, and ROHS standards, ensuring that users can embrace advanced technology while minimizing their environmental footprint.

With a 14-inch full HD display, the laptop provides a high-brightness Antiglare TFT LCD for an exceptional viewing experience. Its ultra-slim design enhances portability, while the environmentally conscious display ensures responsible usage. Equipped with integrated Intel® Iris® Xe Graphics, the TravelLite delivers vivid visuals, making it suitable for multimedia editing, high-definition video playback, and graphics-intensive tasks. The laptop offers flexible storage options, with SSD capacities up to 1TB Gen4 NVMe, allowing users to customize their storage for quick data access and optimal system responsiveness. The laptop offers a variety of USB ports, including USB 3.2 Gen 2, alongside a USB Type-C Full functional port. The dual-channel DDR4 memory with 2 SODIMM sockets supports DDR4 3200 MHz and up to an impressive 64GB RAM, delivering a responsive and potent computing experience.

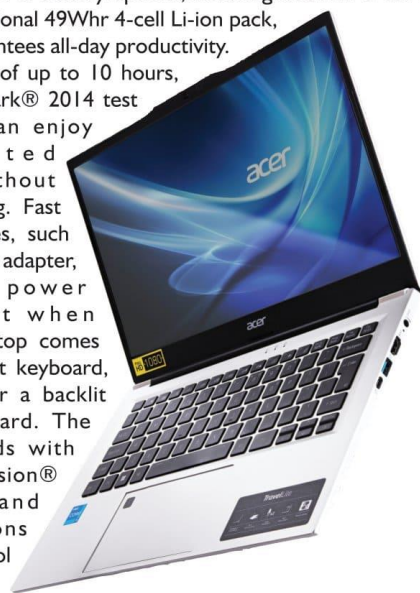
Sudhir Goel, Chief Business Officer at Acer India, said, "We are excited to introduce the Acer TravelLite, a laptop designed to

redefine portability and productivity for businesses. With its robust processors, durable construction, and eco-friendly design, TravelLite reflects Acer's commitment to innovation in Make in India efforts. This device offers professionals a reliable and high-performance computing solution that adapts to their changing needs, enabling uninterrupted productivity while on the move. Moreover, with advanced security features like TPM, discrete TPM 2.0, BIOS user and supervisor passwords, a Kensington lock slot, and an optional fingerprint reader, TravelLite enhances data protection, offering professionals peace of mind in today's digital landscape."

Featuring a choice of battery options, including a 36Whr 3-cell Li-ion pack and an optional 49Whr 4-cell Li-ion pack, the TravelLite guarantees all-day productivity.

With a battery life of up to 10 hours, based on MobileMark® 2014 test results, users can enjoy

uninterrupted productivity without frequent recharging. Fast charging alternatives, such as a 45W and 65W adapter, provide swift power replenishment when necessary. The laptop comes with a spill-resistant keyboard, with an option for a backlit illuminated keyboard. The built-in click pads with Microsoft® Precision® multi-gesture and scrolling functions enhance user control and navigation.



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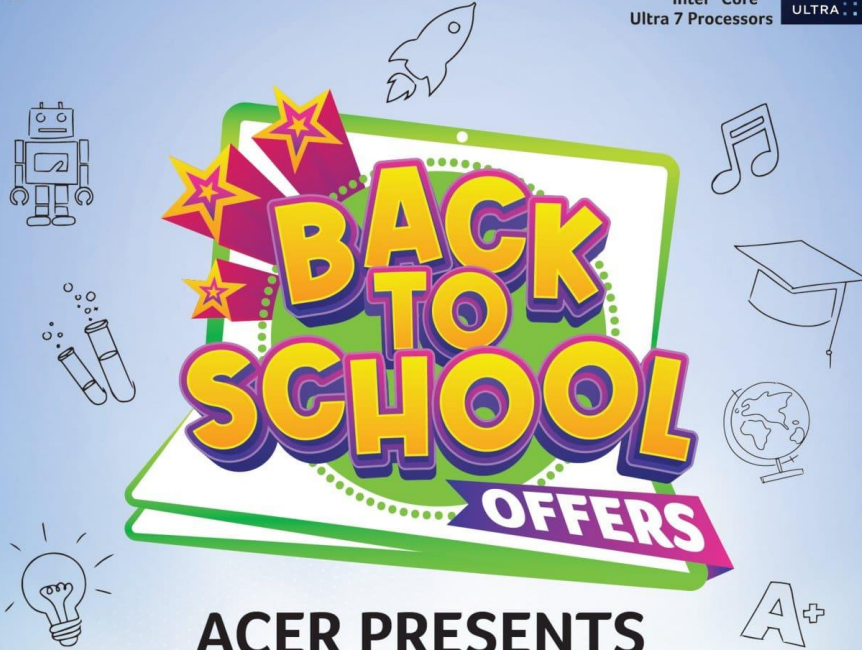
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