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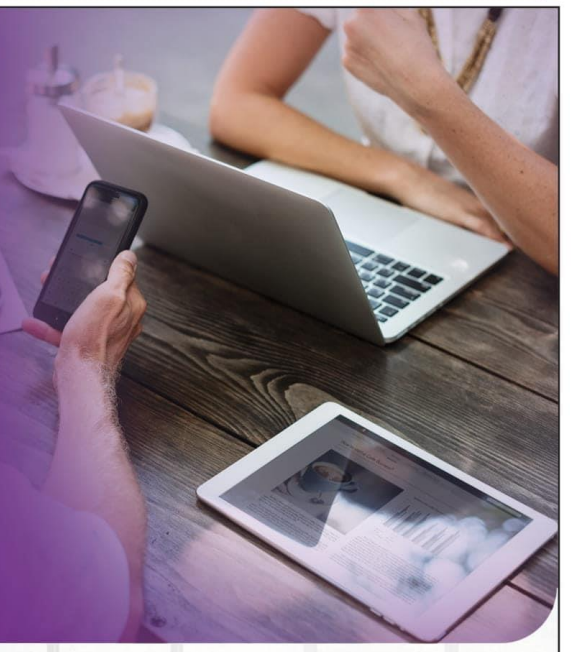

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Frontline Solutions awarded at Brother Annual Event

June, 2024: In the recent annual event by Printer Provider brand Brother International at Bali, Thailand Frontline Solutions their BC1 channel partner was awarded under different categories for outstanding performance in the previous financial year. Sameer Goyal from Frontline Solutions was awarded as No.1 BC1 Partner in Consumables Growth (ROI) , No.2 BC1 Partner Mono Laser Printer (ROI) and No.2 BC1 Partner Sales Value (ROI). Sameer Goyal on this achievement said "We will keep growing this family, the work and the support so that we can all be the number 1 sales channel/partner all over India."

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Exclusive interview with Varun Bapana from Amkette

1. Can you briefly tell us about Amkette's journey from making floppies and CDs to becoming a leading brand in IT peripherals and Gaming accessories?

A. The story of Amkette has been a story of innovation. At every turn of technology, Amkette has leaped to the next generation technology, keeping pace with time. From floppy disks to CDs to flash drives, from flash TV to Evo TV, from keyboards to state-of-the-art game technology, Amkette has been a leading force for 38 years on India's technology map. We continue to reinvent and innovate ourselves with as much vigor as we did in the 1990s.

2. Can you tell us about the current Amkette product range and the technologies in which it specializes?

A. At present, Amkette operates in six verticals: Audio, Gaming, Streaming, Mobility, In-car, and IT products. Amkette focuses on lifestyle products and gadgets. Today, it has the largest range of lifestyle products, covering 17 categories and 350 fast-moving products. Amkette is a leader in Gaming and streaming technology with a special emphasis on wireless devices. Amkette's Evo TV powers a majority of indoor digital signage, and our Gaming products, particularly controllers, are the largest-selling products both online and in general trade.

3. What is the vision and mission of Amkette and on what aspects does it keep its focus?

A. Amkette's focus is on creating world-class products with best-in-class features. Our mission is to ensure that every product we develop is based on a deep understanding of consumer needs, with innovation being key. The vision of Amkette is to be the most trusted brand for our customers, providing a wide range of products at reasonable prices.

4. In what channels are Amkette products available?

A. Amkette operates in almost all channels where customers buy lifestyle electronics and IT products. Amkette is present in general trade across India, in online marketplaces such as Amazon, Flipkart, and JioMart, and in large format retailers like Reliance Digital and Croma. Our channels across India are supported by a robust after-sales service network that includes hassle-free pickup services from customers' homes. To avoid channel conflict, Amkette's product range is divided into three categories: trade exclusive, online exclusive, and omni-channel.

5. What are Amkette's main goals for the next five years, especially regarding new products and expanding your market?

A. Amkette's main focus in the coming years is to provide the best Gaming Gear for Indian and international customers. We are focusing not only on hardware but also on software technologies to make mobile Gaming easily accessible. We will continue to invest heavily in our IT and audio range. On the streaming front, we are coming up with several products such as a CCTV viewer and more.

6. EvoFox, Amkette's Gaming brand, has become quite popular. What inspired the creation of EvoFox, and how has it helped the company's growth?

A. EvoFox was inspired by the growing Gaming market in India. By offering high-performance accessories, it has significantly boosted Amkette's market presence and contributed to its overall growth. We also wanted to provide high-quality Gaming accessories to our customers at lower prices. We have the widest range of controllers, Gaming keyboards, and Gaming mice. We are soon going to include a range of Gaming headphones in our portfolio.

7. Where do you think EvoFox Gaming can capture the Indian Gaming youth?

A. EvoFox can capture the Indian Gaming youth by providing affordable, high-performance accessories with the latest designs. Engaging directly with the community through social media is equally important. We are developing our existing app called EvoFox DOJO, where we plan to create a community Gaming application for smartphone gamers, which will help us capture the attention of Indian Gaming youth.

8. What changes have you seen in the IT accessories market over the past four years?

A. In the past four years, there has been a shift towards wireless, ergonomic, and multifunctional designs, with a growing emphasis on sustainability and user-friendly features. The use of Type-C ports has been significantly growing, and Amkette is working on its Type-C hubs and dock range more specifically.

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Logibird inaugurates Demo Centre at Bikaner

June, 2024: Logibird, a brand from Rajasthan providing audio and visual products and solutions recently started a Studio Demo Centre in Bikaner with a purpose of expanding partner reach and to offer digital solutions to education institutions and the corporate industry. This strategic move can help grow Logibird's presence and influence in the market of Bikaner and upcountry. This store is inaugurated in partnership with Star Photocopier, Bikaner located at Bothra Complex. In a conversation with Banwari Lal post inauguration, he said "By focusing on these sectors, tailoring your offerings to their needs, and leveraging partnerships, you can position Logibird as a trusted provider of digital solutions and drive business growth in your region." He also mentioned that logibird is aiming to expand studio outlet across Rajasthan to improve presence and market share in the AV industry.

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UCTA organizes Clay Pot distribution to people of Udaipur

June, 2024: Udaipur Computer Traders Association recently organized Parinda Distribution to Keep the water and food for birds in this hot weather. The event was Well executed by UCTA.

On 19th May, 2024, Sunday morning UCTA members gathered at Gulab Bagh, Udaipur gate and distributed Clay Pot (Padinda) to the morning visitor. Mr. Ajay Srivastava UCTA president and other members made awareness to the public about our social responsibility toward birds and the nature.

At the end of Clay Pot distribution event, a birthday celebration was held with senior member of UCTA Mr. Anoop Srivastava & Mr. Prakash Nagda followed by cake cutting and refreshments for all the members.

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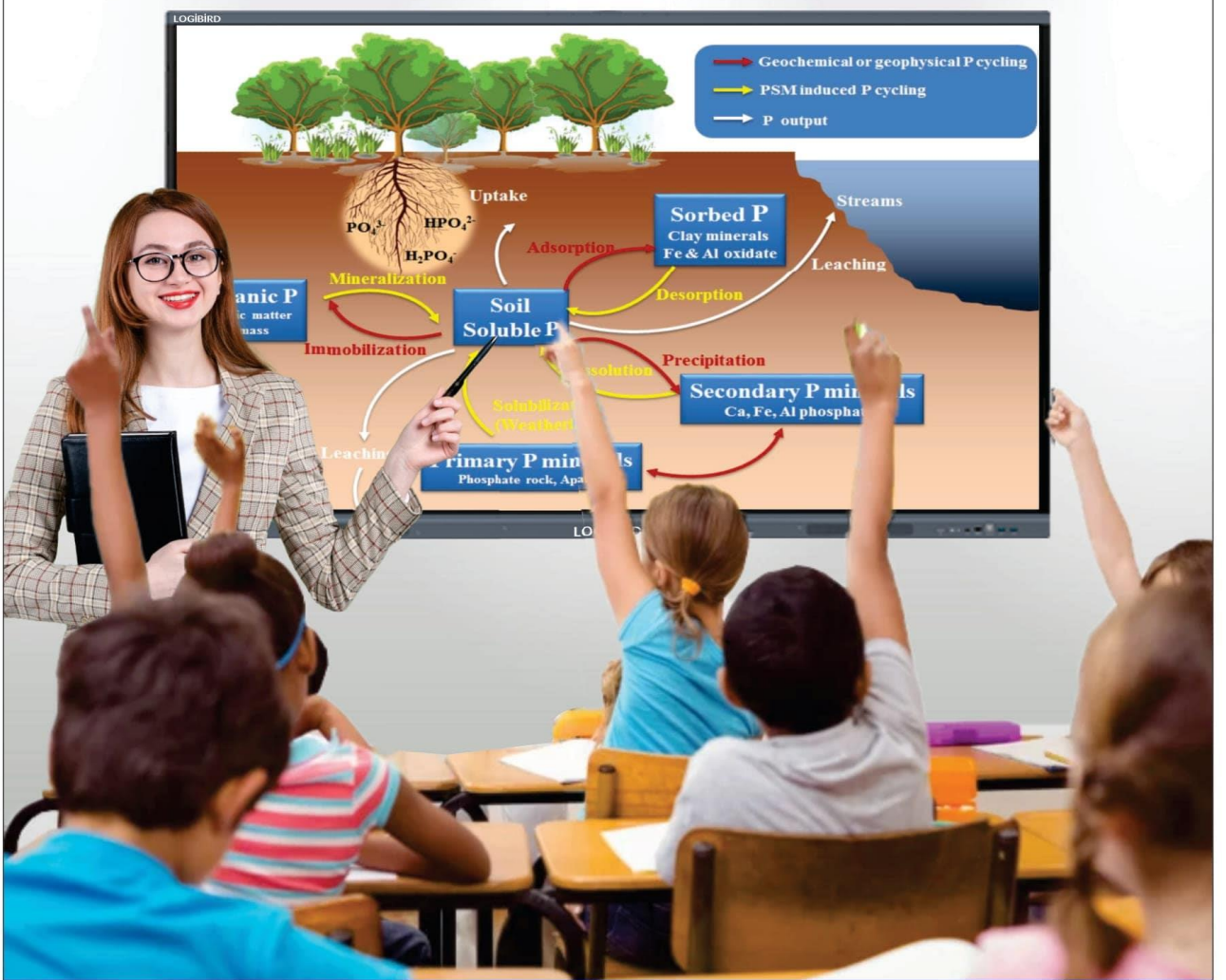

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TP-Link Opens its First State-of-the-Art Display Centre in Bengaluru

TP-Link, in collaboration with AH Infotech, is excited to announce the grand opening of their innovative Display Centre in Bengaluru. This state-of-the-art facility features a wide array of TP-Link's newest products, including home networking devices, smart home technologies, smart cameras, and enterprise solutions. Visitors will gain an in-depth understanding of the company's groundbreaking technology.

The AH Infotech Display Centre is poised to become a top destination for technology enthusiasts and professionals looking for the latest advancements in networking, surveillance and smart home technologies. The centre showcases an impressive selection of TP-Link's advanced products, including Wi-Fi routers, VIGI surveillance systems, Tapo security and smart home devices, and Omada enterprise network solutions. Visitors can directly experience the performance and capabilities of these cutting-edge devices.

Mr. Lynn Wang, MD & CEO, TP-Link India: said " I am delighted about the launch of our new Display Centre in Bengaluru. The Indian market holds significant importance for TP-Link, and we are actively expanding our presence to better serve customers across the region. This Display Centre underscores our commitment to providing access to cutting-edge technology and innovative solutions. It forms a key part of our strategy to strengthen our market position and expand our footprint in India. We remain dedicated to supporting our partners in delivering exceptional products and services."

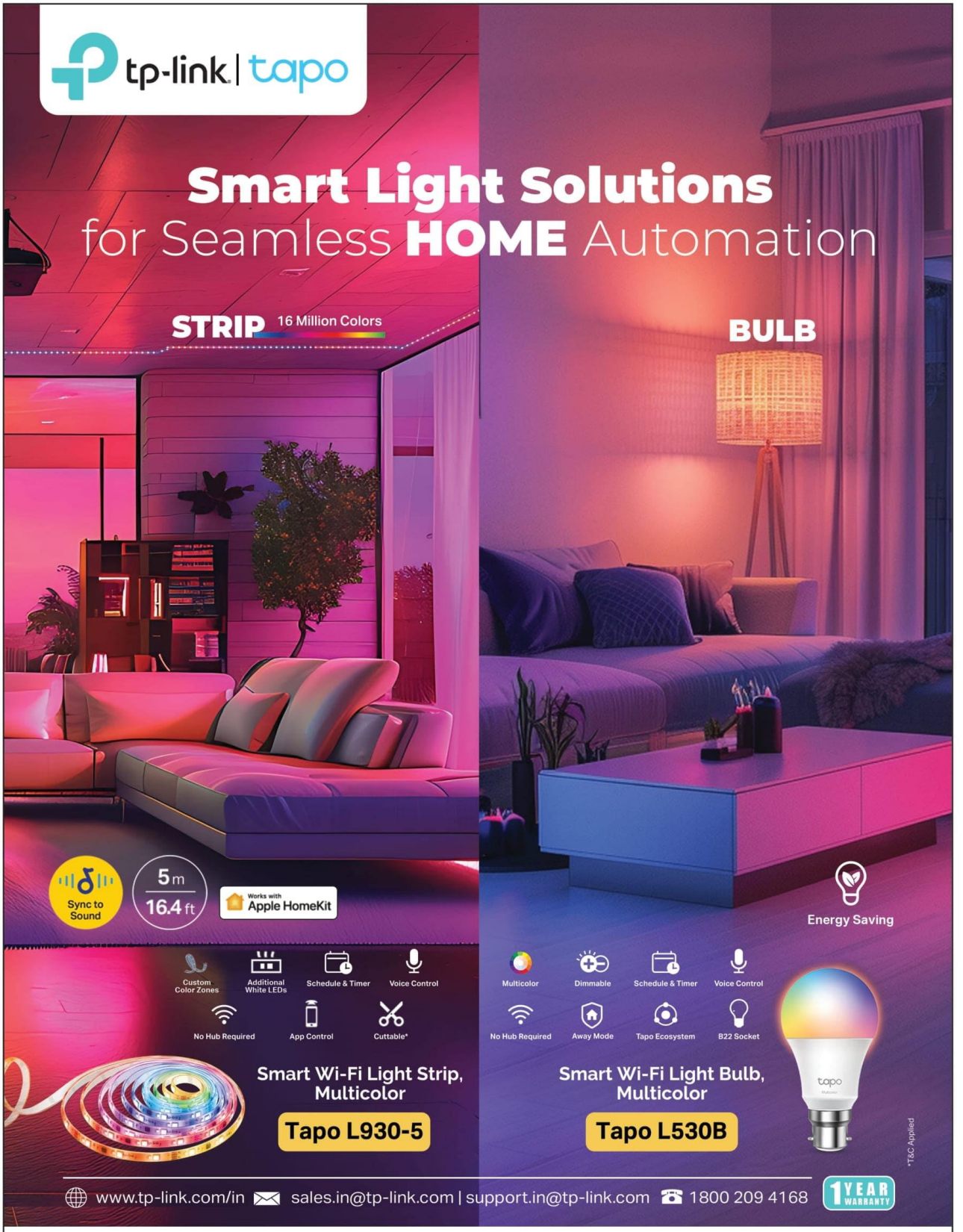
. **Mr. Bijoy Alaylo, VP-Distribution, TP-Link India:** said "Our collaboration with AH Infotech has been pivotal in establishing this Display Centre. It serves as a platform to showcase our extensive range of products and demonstrate their real-world capabilities. We believe this Centre will play a crucial role in educating our customers and partners about the potential of TP-Link's solutions. We work closely with our partners to efficiently meet market demands. This initiative aligns with our strategy to expand our presence and enhance customer engagement across India."

. **Md. Habibullah, Founder, AH Infotech:** Commented "We are proud to partner with TP-Link in introducing this Display Centre to Bengaluru customers. It provides a unique opportunity to explore and experience the latest advancements in networking and smart home technology. This Centre marks a significant step forward for us and will support our growth. Moreover, it enhances our ability to provide excellent customer support through direct interaction, allowing customers to ask questions and receive expert guidance from our knowledgeable staff."

Mr. Savio Almeida, General Manager-Marketing at TP-Link India, expressed his enthusiasm about the launch of this new Display Centre, stating, "We are thrilled to inaugurate this display centre in Bengaluru, being the first in India. Our customers stand to gain significantly from direct access to our wide array of products and solutions. This Centre enables us to engage more intimately with our customers, providing them with hands-on experience with our latest advancements in networking and smart home technology.

The TP-Link and AH Infotech Display Centre is now welcoming visitors, providing an interactive experience with a diverse range of products aimed at improving connectivity, security, and convenience in both home and business settings. Guests are encouraged to discover our innovative solutions firsthand and gain insights into TP-Link's vision for the future of networking and smart home technology.

AH Infotech Display Centre Address: Ground Floor, No. 35, 3rd Cross Road, Cubbonpet, Nagartapete, Bengaluru, Urban, Karnataka, 560002



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Pantum India Distribution Partners Embark on Insightful Journey to China

From May 19th to 24th, a delegation of approximately 25 Pantum distribution partners from across India embarked on an insightful journey to China. This delegation included representatives from Supertron, the national distributor for Pantum in India. The trip was a unique blend of education, recognition, and enjoyment as the partners visited key locations such as Guangzhou and Zhuhai, culminating in a detailed tour of the Pantum factory and office.

The visit to the Pantum factory provided the partners with a comprehensive understanding of the company's production processes, innovative practices, and technological advancements. They were given an in-depth look into Pantum's production history, highlighting the brand's commitment to quality and efficiency. The partners observed firsthand the sophisticated machinery and streamlined operations that drive Pantum's success in the competitive printing industry.

Moreover, the partners were introduced to upcoming products and innovations that Pantum is set to launch, giving them a preview of the future market offerings. This was a valuable opportunity for the partners to align their strategies with Pantum's future plans, ensuring they remain at the forefront of the market.

The visit was highlighted by an address from Ms. Nydia, Wu ,Executive General manager Pantum International Ltd who warmly welcomed the Indian delegation and unveiled the upcoming sales plan for the Indian market. Her presentation underscored Pantum's commitment to fostering growth and success within the region.

Mr. Darren Lei, Country Manager for India, engaged in a productive discussion with the partners, addressing current challenges and outlining a comprehensive marketing plan tailored to the Indian market. This open dialogue reinforced Pantum's dedication to overcoming obstacles and driving forward with innovative strategies.

Throughout the visit, Pantum took the time to recognize the contributions of their distribution partners. The partners received accolades for their efforts in promoting Pantum's growth and expanding its market presence in India. This recognition served as a motivating factor, reinforcing the strong collaborative relationship between Pantum and its distribution network.

The trip was both joyous and enlightening for the Indian partners. It offered a unique blend of cultural immersion and professional development, strengthening the bond between Pantum and its valued partners. The trip's slogan, "Grow Together," resonated deeply, serving as a source of inspiration and motivation for all participants.

In summary, the visit of Pantum's Indian distribution partners to China was a significant event that fostered learning, collaboration, and recognition. It underscored Pantum's dedication to innovation and its commitment to nurturing strong relationships with its partners, paving the way for continued growth and success in the future.

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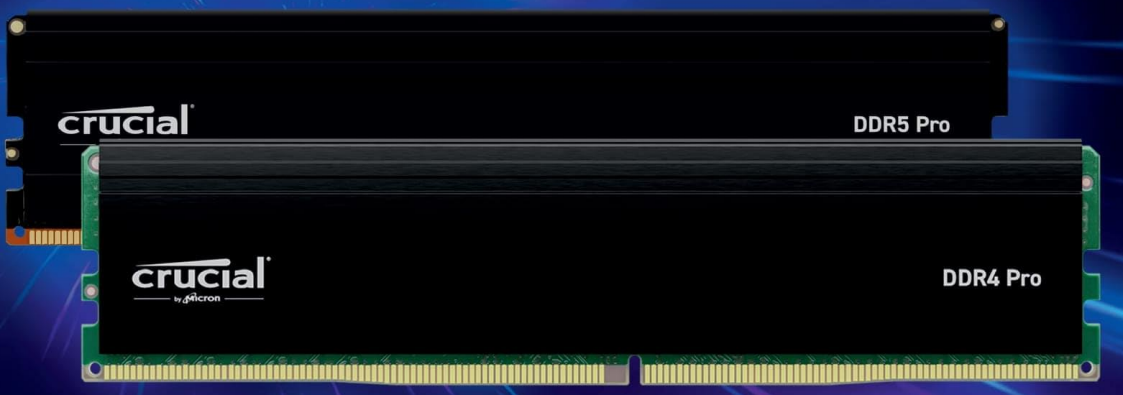

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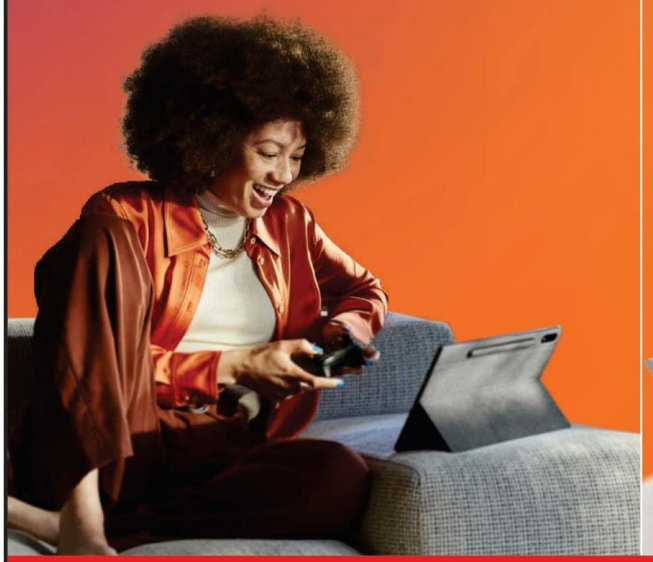

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Honeywell And Pwc India Collaborate To Enhance Digital Transformation For Clients

Honeywell and PwC India have announced a strategic initiative aimed at accelerating digital transformation for businesses, helping them future proof their operations. This collaboration combines PwC India's expertise in management and technical consulting with Honeywell's advanced operational technology (OT) software solutions, aiming to deliver improved outcomes in areas such as reliability, cybersecurity, and energy efficiency. The partnership will focus on digitalizing operations across industrial, building, and infrastructure sectors.

Ashish Modi, President of Honeywell India, emphasized the unmatched synergy between PwC's consulting capabilities and Honeywell's technology solutions, expressing confidence in the value this partnership will unlock for customers. Recent Forrester research indicates that data and artificial intelligence (AI) are pivotal for digital transformation. The collaboration leverages Honeywell Forge industrial IoT software, which utilizes advanced analytics, machine learning, and AI, alongside PwC's leading consulting services to address challenges like worker shortages, cybersecurity threats, asset reliability, and energy reduction.

Vivek Belgavi, Partner & Leader – Alliances & Ecosystems at PwC India, expressed delight in partnering with Honeywell, a leader in industrial automation and energy transition. He highlighted that this alliance will offer clients a comprehensive and integrated approach to digital transformation, helping manufacturers achieve operational excellence, improve customer satisfaction, and reduce environmental impact.

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Acer introduces the brand new ALG Gaming Laptop priced from Rs. 56,990 onwards

Bangalore, June 11, 2024 - Acer, one of the leading brands in the PC industry, today launched the ALG Gaming laptop Powered by 12th Gen Intel® Core i5 Processors and NVIDIA® GeForce® RTX, this gaming laptop offers its users 4GB GDDR6 video RAM for the 2050 graphic and 6GB GDDR6 video RAM for the 3050 graphics, offering unparalleled visual performance. It boasts a 39.6cm (15.6-inch) Full HD display with a resolution of 1920 x 1080 pixels, featuring a high-brightness screen with upto 144Hz refresh rate and a 16:9 aspect ratio. Integrated with dual-channel DDR4 SDRAM, the ALG comes with 8GB or 16GB DDR4 system memory as standard, expandable up to 64GB using two soDIMM modules. This launch highlights Acer's dedication to providing cutting-edge gaming technology to Indian consumers.

ALG is made for India and meticulously designed to meet the diverse demands of modern users. This cutting-edge device comes fully equipped with essential peripherals like microphones and webcams, ensuring seamless functionality across various tasks. Its comprehensive connectivity options, including USB ports (both 3.2 Type-A and Type-C), HDMI®, microphone jack, and RJ-45, guarantee effortless integration into any environment. Engineered for user comfort and convenience, the laptop features a touchpad with multi-gesture functionality and a backlit illuminated full-size keyboard, offering 16 vibrant color selections for the complete keyboard. Elevating the multimedia experience, high-definition audio with built-in microphones and stereo speakers delivers immersive sound quality. With support for Intel® Wi-Fi 6 AX201 and Bluetooth® 5.1, connectivity is optimized for swift and reliable performance. Additionally, boasting the 3050 version of the graphics card and a refresh rate of upto 144Hz, this laptop promises unparalleled visual prowess, setting new standards for immersive gaming experiences.

The new ALG gaming laptop features a striking Metal-Steel Gray finish, creating a modern and sophisticated look. The design seamlessly transitions across the top cover, screen, and keyboard covers for a cohesive aesthetic. Made from a combination of premium metal and durable plastic materials, these laptops offer both style and resilience. With a 512GB SSD, expandable up to 2TB, the ALG sets new benchmarks for storage functionality and performance within the industry. Weighing less than 2kg and featuring an aluminium cover, its sleek design adds a touch of sophistication to any workspace or environment.

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ECSIPC Showcases Intelligent EV Charging Solutions at Power2Drive 2024

Taipei, Taiwan, June 13, 2024 - ECS Industrial Computer Co., Ltd., (ECSIPC) is pleased to announce its first participation in Power2Drive 2024 to launch its comprehensive intelligent EV Charging Solution for home, commercial and enterprise applications, including AC Chargers and Charging Station Management System (CSMS).

Smart 32A AC Chargers

ECSIPC introduces the Smart AC Chargers, Venus series and Mercury series, providing 32A single phase and three phase for European customers. Smart AC chargers are full certified with international standards such as OCPP 1.6, and upgradable for OCPP 2.0 for home and business use in parking lots, commercial fleets, residential areas, hotels, and shopping malls. The Smart AC Charger integrates with ECSIPC management software, allowing operators, system integrators and home users to control the AC charger conveniently remotely.

The elegant and reliable Mercury AC Charger integrated with digital meter and RFID card readers for various commercial applications. With high strength enclosure design, it is complied with many safety standards, OCP / OVP / UVP / Surge Protection, and IP55 / IK10 rated dustproof and waterproof level for either indoor or outdoor installation. The AC Charger features multiple networking connectivity via Ethernet, dual-band wireless and LTE to upload the charging information from charger to cloud.

ECSIPC will showcase the new model – Venus AC Charger which received recognition from world's most prestigious design competition, iF Design Award 2024. The Venus AC Charger is not only complied with OCPP1.6 & 2.0, but also upgradable for ISO15118 Plug and Charge. Whether you are at any charging station, a parking lot or a shopping mall, you can enjoy a faster and safer charging experience at any charging station through ISO15118. It is embedded with 5-inch colorful display, payment terminal for credit card and RFID identification for membership to provide user-friendly and high-efficient charging experience. The built-in RCD module ensures users' safety from electric shocks, eliminating the need for additional Residual Current Circuit Breaker devices and saving money on the EV charger setup.

Intelligent Charging Station Management System (CSMS)

ECSIPC Charging Station Management System (CSMS) is a customized multi-functional system for business operators remotely monitoring and controlling each smart charger, which is compliant with OCPP 1.6 international standards. The CSMS is able to connect with the existing cloud service such as membership or payment system to provide operators an easy and efficient charging system. The CSMS also provides the mobile APP for users to manage their chargers, including current status of each charger, real-time notifications from chargers, and charging schedules setting. ECSIPC Intelligent CSMS allows operators, system integrators and home users to remotely control the AC charger conveniently.

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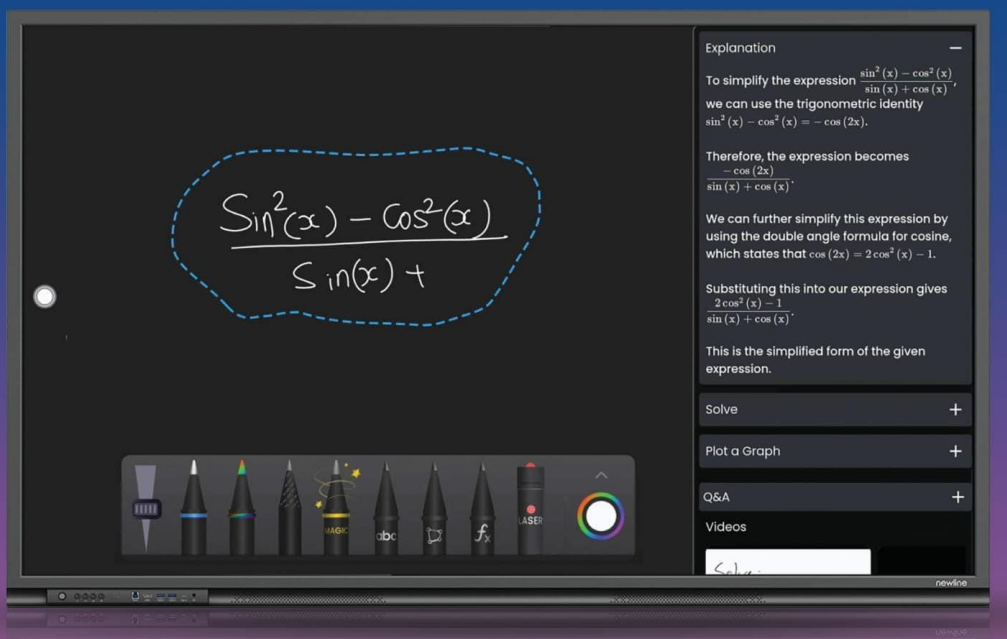

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