



80

eSlug_123 has just completed
Philosophers Stone

benixWing_8760 has just started
Chamber of Secrets

pelliousGoblin_4259 has just added
to their potions collection

gonclaw_123 is now friends with
eSlug_123



EDITORIAL

Hi Everyone,

I suppose you all are in high-spirits. Well, so am I. We are now going to complete 4 annual cycles of our electronic magazine, this month. And next month, we'll celebrate 4 years of founding.

This Month's e-zine provides an insight to the much-talked about WWDC 2011 Conference, we also answer all the questions regarding iCloud. The Tech-Book also includes, The top 10 productivity apps and a colorfully displayed infographic about Skype. We are also going to reveal, exclusive "never seen before" pictures of the Pottermore social reading project. There is much inside for everybody this month.

We also hosted the MVDIT TECH QUIZ version 2.0 this month. And we had an overwhelming response. We received over a 110 Registrations for the quiz. And over an hour of challenging quiz questions. Which tested the ability of our participants to use the resources with the help of some really quick thinking. We have zeroed in on 6 finalists and the winner of the tech-quiz should be decided by the first week of July. Winners get prizes worth Rs.600.

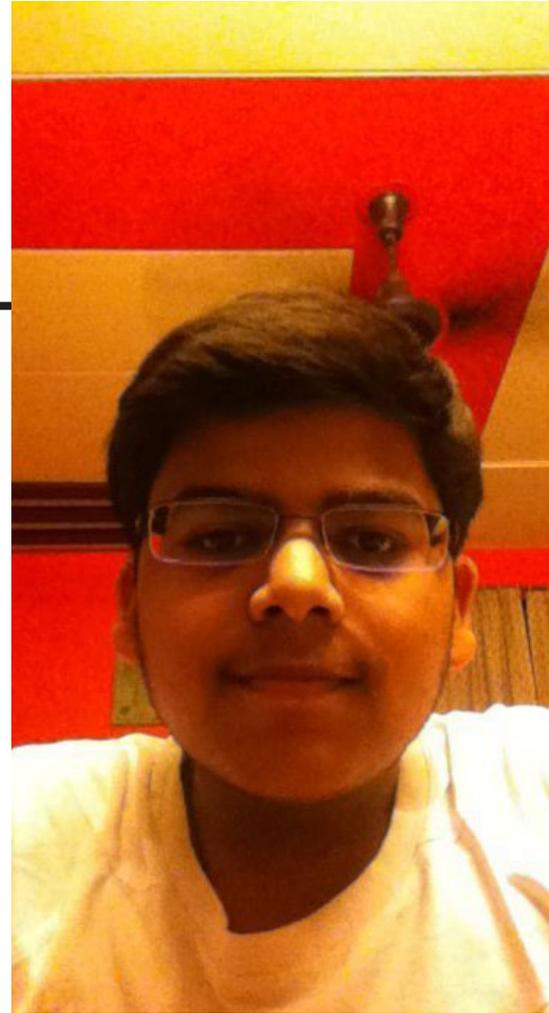
Well, that's all for now, I'd like to thank all the followers of our website and those who are in constant interaction with us, through the social media (the likes of facebook and twitter).

Keep Reading,

Vidit Bhargava

Editor MVDIT TECH BOOK

Mail: viditbhargava@mvdittechbook.com



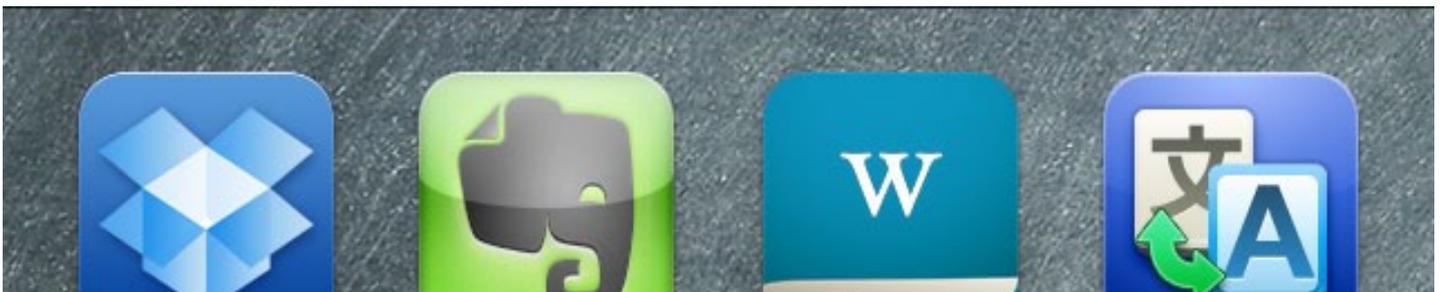
CONTENTS



WWDC 2011



SKYPE: FROM ZENNSTROM TO MICROSOFT



10 BEST PRODUCTIVITY APPS FOR iOS

ALL LOGOS AND PICTURES OF OTHERS ARE PROPERTY OF OTHERS



FIRST LOOK AT POTTER MORE



FACEBOOK POLLS



iCLOUD

MVDIT TECH QUIZ



WWDC2011

MOSCONE
WEST

WWDC2011

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ONE WAY

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MOSCONE WEST

WWDC2011

WWDC2011

WWDC2011

WWDC2011



COVER STORY

WWDC 2011

Vidit Bhargava

WWDC 2011, kicked off at 6th June 2011. The conference involved a keynote from the currently on-leave CEO Steve Jobs. Well, apart from the goodies of the conference which involves continuous sessions on iOS and MAC OS X development. Apple had a few announcements to make. And they “did not” include the new iPhone 5. It was all going to be software based, as they had said in the press-release a few days before.

First of all the keynote began with the announcement of the new OS X . The OS X Lion. It is the version 7 of the MAC OS X family and has a few key improvements, which include AutoSave, New Multi-Touch Gestures, Full-Screen Applications (the iOS touch!), Launchpad (iOS for the MACs) and a new features which combines Spaces, Expose and Dashboard, it is called the Mission Control. The OS X Lion will be available in July and will sell “only” from the MAC App Store @ \$29.99. That’s it for now, we shall do a full-blown review on the New Cat when it launches.

Along with Mac OS X Lion. iOS also gets it’s share of Annual Upgrade. There haven’t been major design overhauls in this update (as seen in all the odd number iOS updates) but there have been improvements in the Notification System, which is actually quite annoying in the current iOS 4.3. Now when a notification comes a cube transition will show the notification, tapping which will open the Notification Centre, which includes all the “current and past notifications” with the stock and weather widget. Notification Centre will be accessible to by making a push-down gesture at the top the screen. The Notification Centre is quite similar to that of Peter Haja’s Mobile Notifier app for Jailbroken iPhones. (Peter Hajas, has now been employed by Apple). Apart from Notifications, Apple Has Also introduced iMessage, which is a messaging client in-built in to the messages app, for free texting between iOS devices. Of course we’ve seen such apps and Beluga and What’sApp are quite popular and successful in this job. iOS5 will also include a news-stand for newspaper subscriptions, and a location based reminder app. Wireless Sync and Wireless Set up are the new enhancements. Also automatic backups and delta-OTA updates will be made available for iOS5. OS5 will also have deep twitter integration. On the whole iOS5 is not about doing things first, but to fill the gaps left in the previous versions of the iOS. We will be doing a deep review on it, as soon as it is available in Fall 2011.

Flip to the next Page to read about Apple’s mega-announcement at the WWDC this year. The iCloud!

iCLOUD| EVERYTHING YOU WANT TO KNOW



Vidit Bhargava

On June 6th 2011, Apple unveiled its next cloud offering called the iCloud. A cloud product may be very hard to explain until it is used by the audience and till then everyone of has a lot of questions. I've tried answering some:

Q1. Apple Huh? How exorbitantly is it priced?

Ans. It is Free.

Q2. What is iCloud? What do I need to do? Is it going to be an App on the App Store?

Ans. iCloud is a cloud offering by Apple inc.,

it stores your pictures, documents, app, book and music purchases, mail, calendars and contacts and your iOS backups on the cloud. iCloud is not an app but a service, which is quite a seamless experience. For example, you purchase an app from the app-store and download it on your computer. As soon as the download finishes you will find it on your iOS device. The same happens when you create a new contact, or a new document on iWork for iOS.

Now let me be clear here, what iCloud considers as an environment is your iOS device, MAC and PC. Blackberry, Android, Symbian, Meego and everyone else is debarred from this Cloud Environment as of now.

Q3. What about the Music, is it also going to the cloud?

Ans. iCloud has a feature called iTunes Match. Here Apple will scan your library and try to find corresponding iTunes Song's from 18Million songs on the cloud. Once it matches your song to the iTunes Song, the song will sync to your iOS devices automatically. Also your ripped song will be upgraded to the quality of iTunes Songs at no additional cost. (This even applies to your pirated downloads!). However this feature will be available at a price of \$24.99 per year and it may not be available in all countries, specially those which donot have an iTunes Music Store (this includes India). When Compared to Google Music and Amazon Cloud Player users won't need to upload their whole library. The whole process of

matching every song on the cloud will happen in minutes.

For those not willing to shell this much money, they can use the iTunes Wireless Sync, which will be available in iOS5 to transfer their ripped/downloaded songs to their devices.



Q4. What is Photostream?

Ans. When you click a photo on your iPhone/iPad/iPod Touch it will automatically go to all your iOS devices + your MAC/PC. This is going to happen in real-time. (For iPod Touches, and iPads with Wifi only support, this will happen only when you get connected to the internet.)

Q5. Mobile Me will also be a part of the iCloud now. What happens to my existing me accounts? And What about my iDisk?

Ans. Your existing me accounts will stay. Till the iCloud is launched, existing me users can access their accounts. However once iCloud is formally launched, their accounts will be accessible through a new website + Me users don't have to pay \$99 per year anymore.

As of now Apple hasn't clearly mentioned anything about iDisk. Apple might give more details at the fall event, but it's existence is quite dubious right now since a new system of managing files on the iCloud has arrived, called Documents on the Cloud.

Q6. How do I access my iOS iWorks documents on my MAC? How can I access my Documents to Go Files on my MAC/PC?

Ans. Apple didn't put this officially, but we can expect iWorks to get an update sometime around fall, which will have iCloud support, allowing users to access the iOS iWork files on their Mac through the iWork application.

Documents on the Cloud will not be the next iDisk. The Documents on the cloud feature on the iCloud will let people store their files. But these files will be stored and accessed through various Applications only. So if a word processor is available both on your iOS and your PC, and the company decides to use the newly released iCloud API, then your documents can be accessed and stored on the iCloud from both your PC and iOS app. Again, this experience won't require much of your input. You will just need to create your document, and it will automatically get updated on your PC, iOS and MAC. The feature is available on all updated iWork apps for the iOS.

Q7. I don't have a Me Account. iCloud is only accessible through Me accounts. Will I get a Me account for free?

Ans. Yes. However you will only be able to create an account once the service is publically launched.

Q8. Do the Registered Developers get a free preview?

Ans. The Registered Developers (Those who pay a \$99 fee every year) get a preview both of iOS5 and iCloud, starting from June 6th 2011.

Q9. What all iOS Devices are compatible?

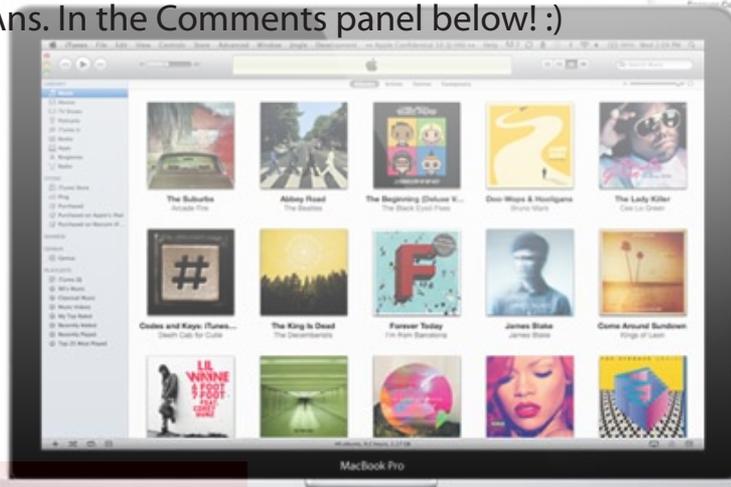
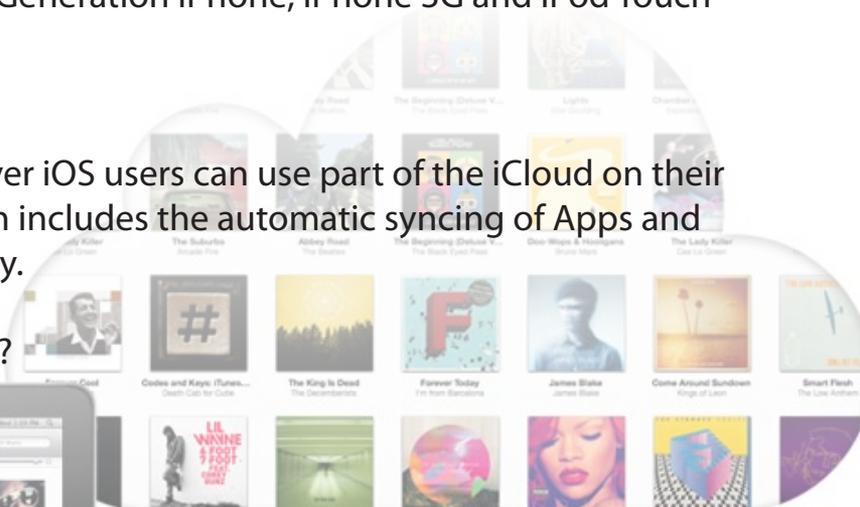
Ans. iPhone 3GS and iPhone 4, iPad and iPad 2 and iPod Touch 3rd Generation and iPod Touch 4th Generation are compatible. 1st Generation iPhone, iPhone 3G and iPod Touch 1G/2G are not supported.

Q10. When is it coming?

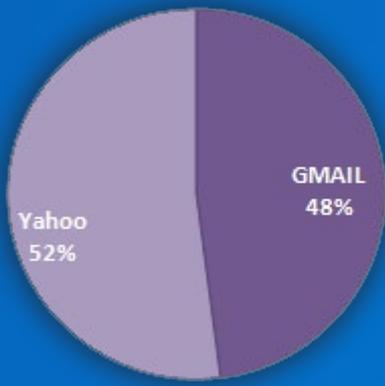
Ans. This Fall (September/October), however iOS users can use part of the iCloud on their device (software updated to iOS4.3), which includes the automatic syncing of Apps and book purchases and App Download history.

Q11. I have more questions where do I ask?

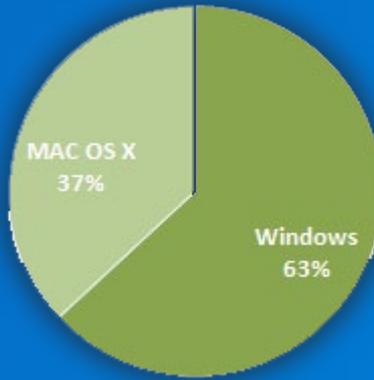
Ans. In the Comments panel below! :)



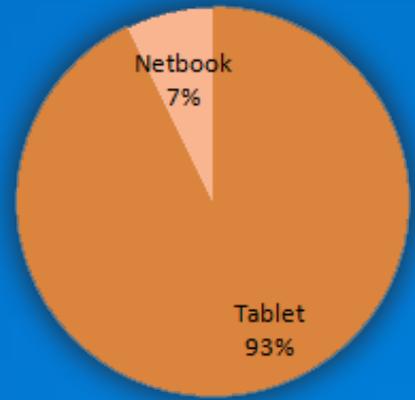
facebook polls



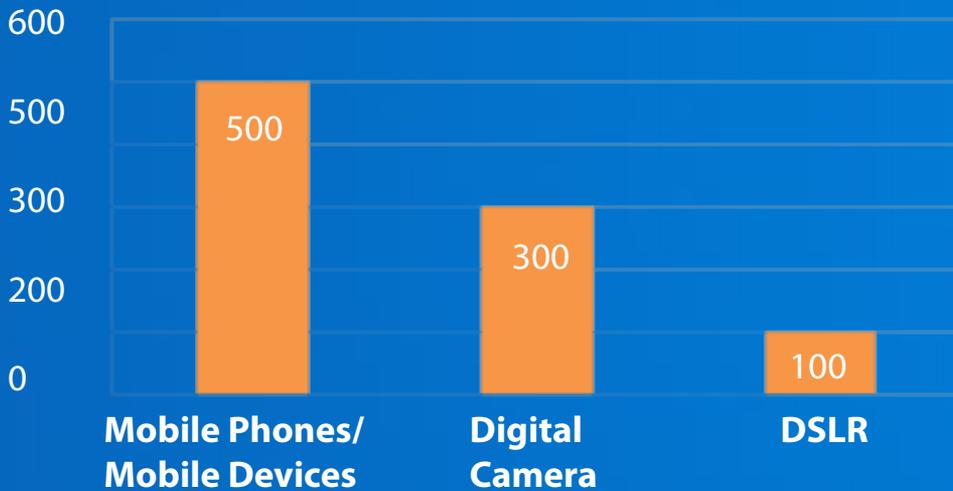
Which Email Client do you use?



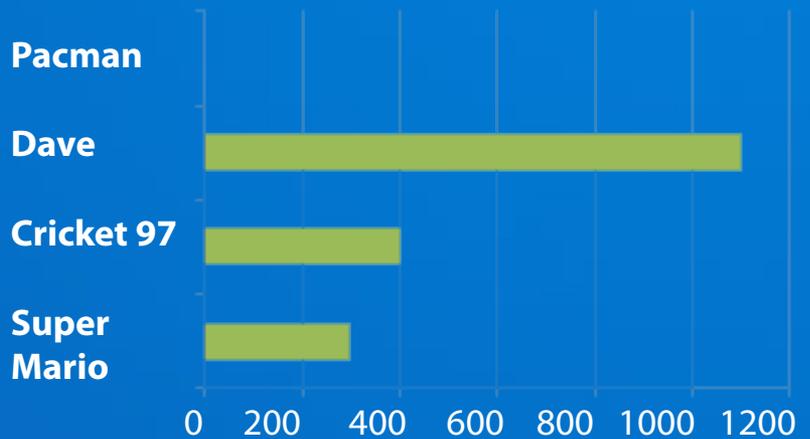
Which operating System would you like to use?



Tablet or a Netbook?



How Do You Click Photos?



What was your first Game?

THE KNOWLEDGE - Q

SKYPE: FROM ZENNSTROM TO MICROSOFT

2003
2004
2005
2006
2007
2008
2009
2010
2011

Skype is founded by Niklas Zennström and Janus Friis.

eBay purchases Skype.

Connection fees for all SkypeOut calls are introduced.

eBay claims it had overvalued Skype's worth.

Conflict between the founders and eBay destabilize the company.

eBay, Silver Lake Investor Group, Skype and Joltid settle litigation over a software license dispute.

Skype files with the SEC to raise \$100 million in IPO.

Skype acquires Qik.

Microsoft acquires Skype for \$8.5 billion.

Josh Silverman becomes CEO and brings stability to Skype.

Skype acquires Joltid patents, and Zennström and Friis join Skype investor group with 14% ownership.

eBay sells 70% of Skype to various investors.

Skype releases version 3.0 for Windows.

Users are unable to connect to the network because of a Skype system-wide crash.

Skype releases version 2.0 for Mac.

Skypecasts are introduced.

Versions 3.1, 3.2 and 3.5 introduce new features such as: Skype Find, Skype Prime, Send Money, inclusion of video content in chat, call transfer and auto-redial.

Skype releases version 3.8 for Windows.

The company begins to focus on video calls.

Skype 5.0 is released, featuring group video calls with up to 4 participants.

Skype launched application for the iPhone.

Skype is embedded in Internet-connected widescreen HDTVs.

Skype updates the iPhone app so calls can be made on the 3G network.

More than 100 million active users are on Skype each month, and they log more than 100 million minutes of calls and videos.

Skype launched application for the Android.

Skype 4.0 is released, featuring full-screen high-quality video calling.

\$100,000,000

4

3G

1 Timeline

- Company
- Software

Skype came onto the scene in 2003 and today is one of the most popular applications used to make voice and video calls over the Internet. Learn more about this application's amazing history.

The software is invented by Ahti Heinla, Priit Kasasalu and Jaan Tallinn.

(Tallinn)

(Zennström)

(Friis)

SkypeOut is banned in South China.

The video call is introduced in late 2005/early 2006.

2 Financial History

Net Income (loss) Net revenues

1,000 (million of dollars)

3 Competition

Voice call (P2P) Phone call (calling in) Video call Instant messaging Desktop sharing File sharing

	Skype	✓	✓	✓	✓	✓	✓	Free Skype-to-Skype calls and video calls, call home and cell phones, group video calls, instant messaging, file sharing and more.
	Google Voice	✓	✓	✓	✗	✗	✗	Free PC-to-PC voice and video calls, and free PC-to-phone calls in North America, configured through Gmail.
	Apple FaceTime	✗	✓	✓	✗	✗	✗	iPhone, iPad, iPod Touch and Mac users can make free video calls to one another.
	Facebook chat	✗	✗	✗	✓	✗	✗	Chat one-on-one or in a group chat. It's also supported by other instant messaging clients.
	GoToMeeting	✗	✗	✓	✓	✓	✗	Desktop sharing software that allows people to conference via phone or computer, chat.
	Cisco WebEx	✗	✗	✓	✓	✓	✓	Webinars that allow you to share your desktop while phone conferencing and video.

*Skype, Google Voice and Apple FaceTime offer robust free services, whereas GoToMeeting and Cisco WebEx offer paid features.

4 IPO and Potential Investors

book, Google and Microsoft were each considering buying the company. Why? Skype is responsible for 13% of all international phone calls and is available on a vast number of operating systems including iOS platforms and mobile devices. The acquisition of the company means the domination of a great part of the voice space. Look at how much each of them offered:

Microsoft
\$8.5 billion

Google
\$4 billion
(estimated)

facebook
\$4 billion
(estimated)

5 Winners and Losers

Skype investors were major winners in this acquisition, as they made \$8.5 billion off of a \$2.5 billion investment. Who are the other winners and losers? Find out:

Winners



Founders
Got \$1.19 billion



Silver Lake, Horowitz and CPPIB
Got \$4.76 billion



eBay
Got \$2.55 billion



Facebook
Kept Skype off Google's hands



Windows Phone 7 partners

Losers



Cisco
Got a great rival in enterprise conferencing



Google
Now Skype can grow and become more popular than ever, competing with Google Voice

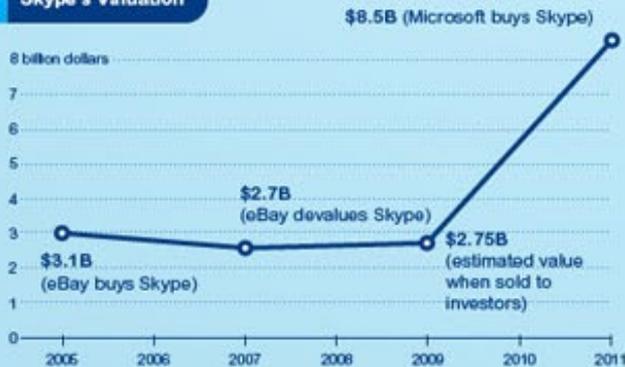


Index Ventures
Got expelled from the deal



Mike Volpi
Was sued by the Skype founders and kicked out

6 Skype's Valuation



8 The Future

Now Microsoft has the opportunity to put Skype into as many platforms as possible. We don't know for sure how the company will do that, but you can take a look at the possibilities:



The Outcome 7

Microsoft bought a company that mirrors many of its existing products, so how will the purchase impact Skype and the industry as a whole?

Pros



Microsoft gains Skype's community of 100 million active members who log more than 100 million minutes each month.



The technology will help a number of Microsoft's products, like Windows Phone 7, become more competitive.



By purchasing Skype, Microsoft has gained a popular service and has denied its competitors from acquiring it.

Cons



Many worry if Microsoft will screw up the purchase, consequently hurting Skype.



Skype's employees may move on to other companies if they don't like working with Microsoft.



By paying nearly \$1,000 for each of Skype's active users, many wonder if Microsoft overpaid.

If Skype's not for you, check out these other Skype-like alternatives suggested by Focus.com:

Other Alternatives 9



Google Voice



FaceTime and iChat



Jajah



ooVoo



SightSpeed



VoipBuster



Vbuzzer



Qutecom



Combots

iOS

10 BEST iOS PRODUCTIVITY APPS

Vidit Bhargava

You could do thousands of things with your really very precious iOS Device. And their are utility apps you could buy from the App Store at no-cost what so ever, these apps make your iPhones and iPads even better and they help you use your gadget to its full potential. Here is a list of 10 Best iPhone Apps and Web Apps that your device cannot live without.



Dropbox



Evernote



Simplepedia



Translate



2DCodeMe



System Lite



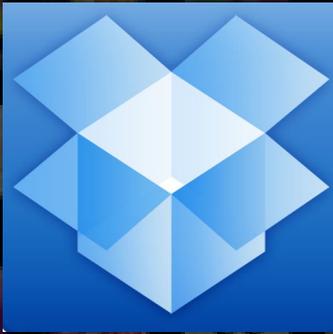
Google



Productivity

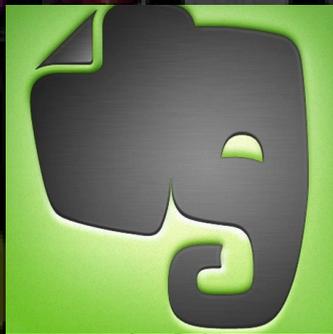
1. Dropbox

Ever since the launch of the 1st Generation iPhone everyone is worried about File Management on their pricy little gadget and suprisingly it doesn't change for iPads. Infact one of the first ever apps i purchased on the App Store was a file storage app called Air Sharing. Come 2011 and it is the era of cloud computing. And Dropbox is one of the best and the



most popular cloud storage service on the internet. You get 2GB of it free and also an iOS App, which literally means that you can now store files on your iOS device, and it automatically goes to your Mac and PC. Using the Dropbox on iOS is even more fun, you could click photos and send it to your dropbox, instantly it would reach its destination. Full Points for utility here.

My Rating: 9.2/10 | The app is available for both iPhone and iPad.



2. Evernote

Sometimes one feels what is the need of all these notepad apps, when you have one from Apple itself. Evernote gives the answer. Not only are your notes saved on the cloud. You also get an option to do more with them like taking snapshots, and attaching them to your note or even recording precious lectures, and then taking notes from them. Evernote takes the note taking experience from good to "oh

its wonderful" on your iOS device and specially the iPad. I would have loved Video Notes though. But you can't just skip this app if you own an iPhone/iPad.

My Rating: 9.0/10 | The App is available for both iPhone and iPad



3. Simplepedia

Honestly speaking, i was really impressed by the WikiReader thing. Why doesn't my iPod do that? Was my question and the app-store had a reasonable answer. Simplepedia is a simple wikipedia app, which saves the articles you browse. So when you start reading your article on your iPod Touch in a wi-fi zone and you can read it later anywhere in a non-wifi zone. What is interesting to note is that, the

app has very low productivity for iPhones and iPad 3G. However it becomes a life-saver when using a wifi only model of your gadget.

My Rating: 8.5/10 | The App is available for both iPhone and iPad



4. Google Translate

We all travel, and we all face problems with the language. Why not use your Smart-phone / smart-gadget to translate things for you. And the best you could get for free on the app-store is Google Translate. You can translate text from over 100 languages to your language or visa-versa and with proper speech tools. The app is quite simple and also stores what you have translated. You could get

Word-Lens to translate straight from images, but then it is quite buggy and you'd need to shell a lot of bucks, for just translating text in 1 particular language.

My Rating: 8.9/10 | The App is available for iPhone and iPod Touch Only.



5. 2DCodeMe

There has been a recent out-burst of QR Codes on the internet. These can be encrypted links, text, or even a short message. And the best way to read them is to use a smartphone and download a QR Code Reader. Well? The hunt for a QR Code Reader begins on the App Store. Some are paid apps, some are free, some don't have the full-accessibility or some just don't read these codes. Well, 2DCodeMe is

one of the best QR Codes readers you could find for free anywhere. It scans the QR Codes, saves a neatly docketed history of them, and is ready for more. It even saves the copy of the actual qr code that had been clicked. Datamatrix Barcodes are also supported.

My Rating: 9.1/10 | The App is available for iPhone and iPod Touch Only



6. System Manager (lite)

System Manager (lite) is an iOS app that gives almost every information about your iPhone. From the number of processes running in the background to your iPod Touch/ iPhone Serial number. The App gives details of everything you want to know about your gadget. Here's a list of what all it tells you: Battery Left, Disk Space Used, Running Applications and Background processes, iPhone/iPod Touch Serial Number + UDID and Memory Usage.

My Rating: 8.2/10 | The App is available for iPhone and iPod Touch Only



7. Google App

No, the Google Website on your mobile safari won't do the trick. The Google App is more than that. You can use the inbuilt Google Goggles feature to use image search or search by Voice Search. And by Voice Search I mean a very a comprehensive list of dialect collections to build one of the best ever voice search tools on the internet. Also you get access to these great little doodles which Google keeps making

every now and then.

My Rating: 8.7/10 | The App is available for both iPhone and iPad



8. AroundMe

On a vacation or in an unknown town you will obviously rely on the internet than ask something to a stranger. Well Around Me does just that. You can find, Banks, Cafes, Hospitals Restaurants or even the whether report of the place you are in. The App is a really useful tool in unknown places and has been on the App-Store ever since the App Store began, it has also won many awards.

My Rating: 9.0/10 | The App is available for both iPhone and iPad



9. Google Docs

Well, Google Docs trumps even the iWork here. Its a free-web app and stores the file on an easily accessible Google Cloud. You can create Documents, Spreadsheets, Presentations and forms through the service and all for free. Also you don't need to sync through a wire, everything remains on the cloud. I would love to have a dedicated

iPhone app though, but till then Google Docs is a big Thumbs up.

My Rating: 8.9/10 | The Web-App is compatible with both iPhone and iPad.



10. Wolfram Alpha

The Actual iPhone App costs about \$0.99 which is very naive because you can easily go to their website and use every tool for free also it has been edited to work on webkit browsers. Wolfram Alpha is a computational search engine and a very helpful tool for Science students throughout the world.

My Rating: 8.0/10 | The Web App is compatible with both iPhone and iPad

FLIP THROUGH THE A LOOK AT JK R PRO

POTTER

The Potter-World was a Buzz
of a mysterious new website

Pottermore is an online soc
ter fans, where they can rea
interactively. For users the e
of the students at hogwarts
houses, play quidditch, ma
be just like a character in th

Moreover, users can also sh
and short stories related to
will also, step in to drop a w

With the launch of Potter m
Free Potter eBooks will also
users. View these pages in t
complete picture of potter



THE PAGES TO HAVE ROWLING'S NEW PROJECT

POTTERMORE

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e called pottermore.

ial platform for Harry Pot-
ad the Potter books more
experience will be like one
s. You'll be sorted into the
ke friends and more. You'll
e Potter Series.

are pictures, and articles
Harry Potter. Also Rowling
word or too.

more in October 2011, DRM
o be made available to the
two page view to get a
more.





RuneSpell1 house points 180

A large, ornate silver frame with intricate scrollwork. Inside the frame, several Harry Potter-themed items are displayed: a glowing yellow Philosopher's Stone, a red snake (Serpensortia), a cauldron with a red flame, and several owl icons. The background of the frame is a deep red with white scrollwork patterns.

- FireSlug_123 has just used the Philosopher's Stone
- PhoenixWing_876 has used The Chamber of Secrets
- RebelliousGoblin has used a potion to their potter
- Dragonclaw_123 is using FireSlug_123



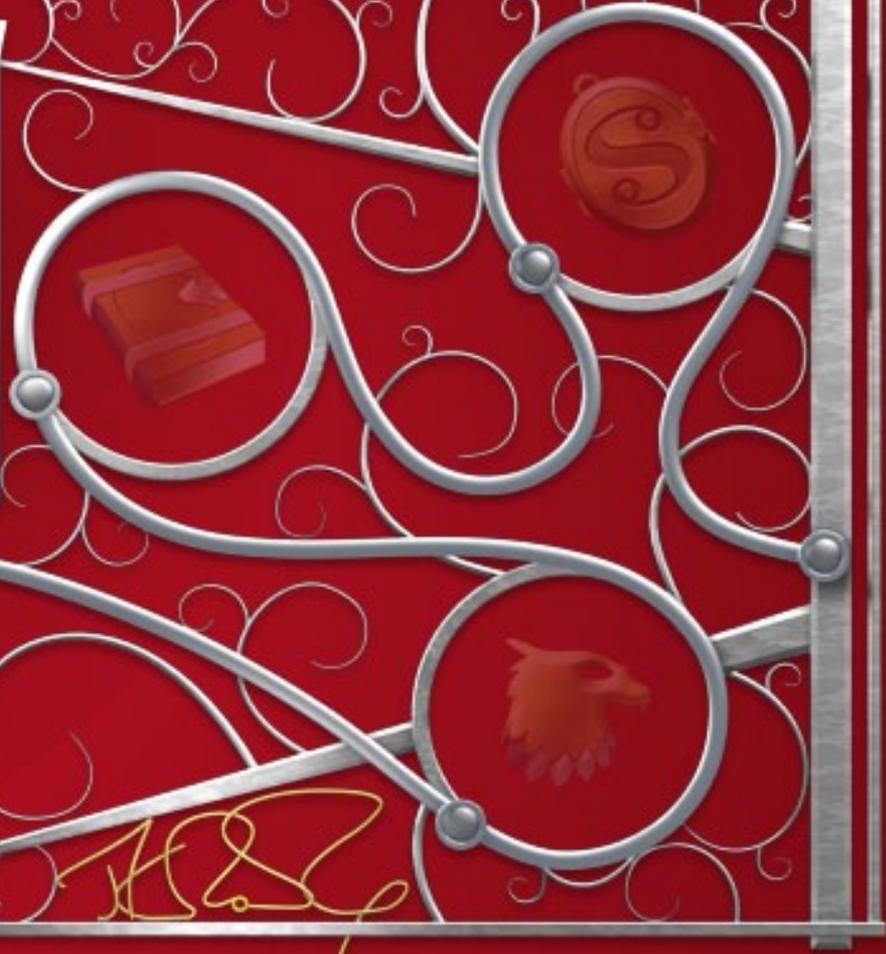
12,560 House points **Gryffindor**

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now friends with





RuneSpell1 house points 180

READ ABOUT



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SONY
make.believe



12,560 House points **Hufflepuff**



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RuneSpell1 house points 180

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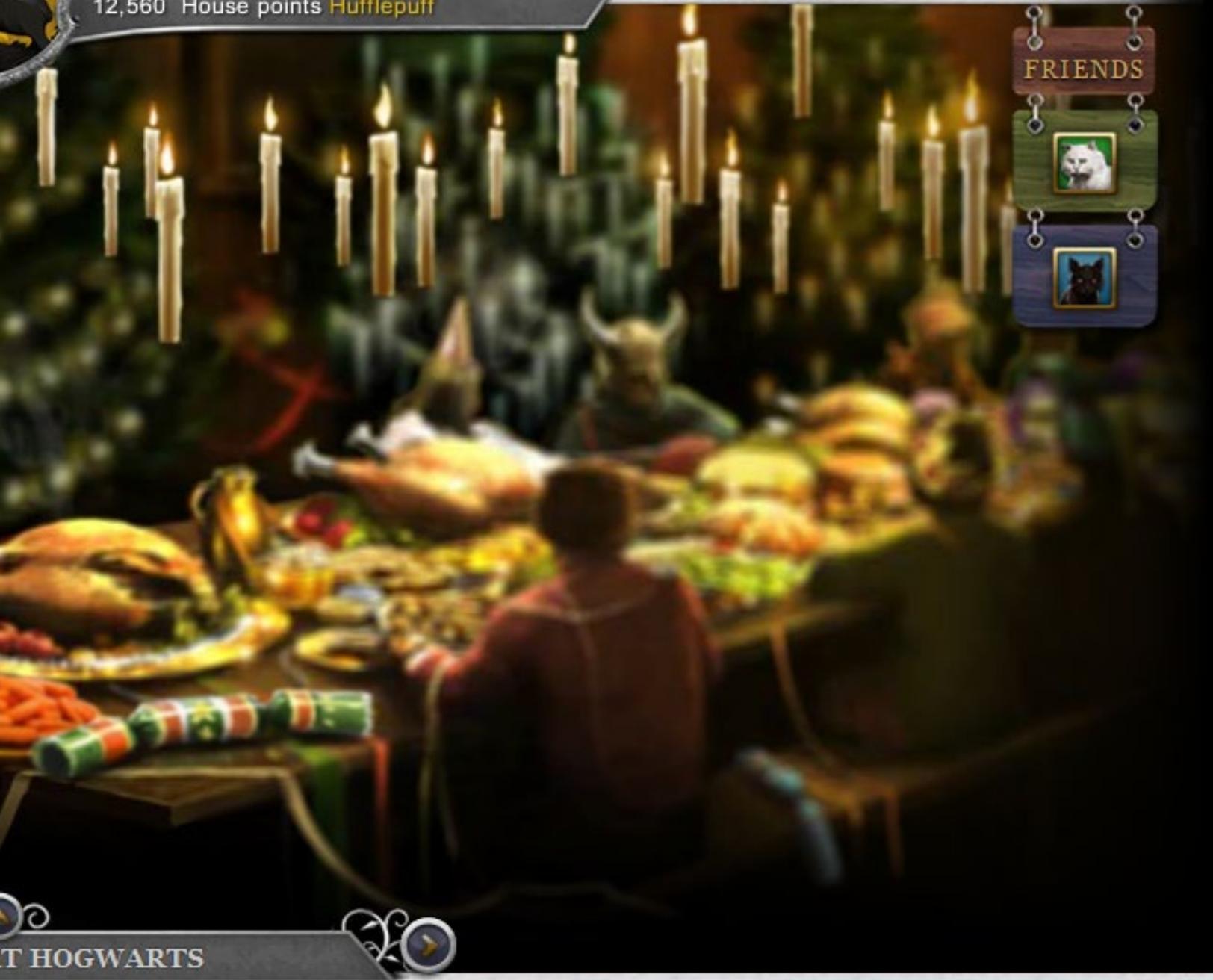
CHRISTMAS A



SONY
make.believe



12,560 House points **Hufflepuff**



...T HOGWARTS

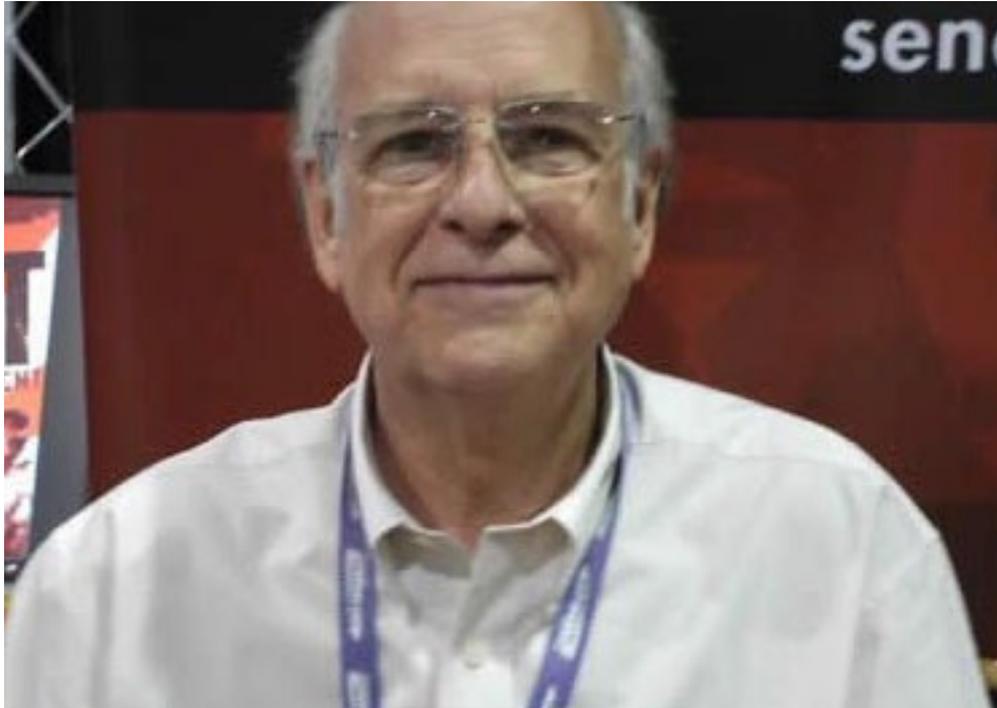
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MVDIT TECH QUIZ

Vidit Bhargava

Q1. The old man you are seeing below, is famous for the initiation of what in the world of Internet?



Q2. Evan Williams, apart from founding Twitter and Odeo, found a 3rd company, which coined the term blog. What was the name of this company?

Q3. iCANN made a very famous announcement this month. They allowed companies to have something which will make .com domains obsolete. What did they allow?

Q4. Internet was called the "Information Super Highway" by whom?

Q5. Which online major was created by Jeff Bezos?

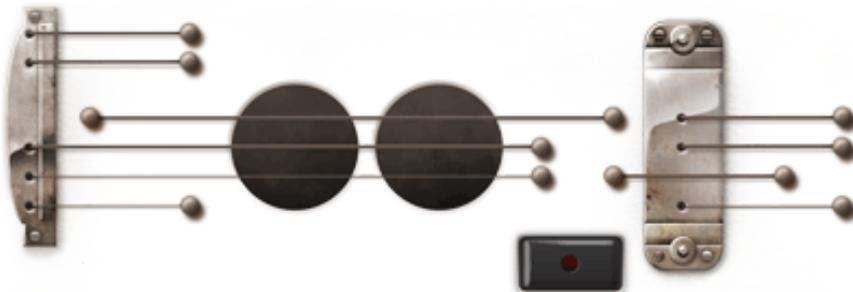
Q6. Which company started as 'Quantum Computer Services'?

Q7. David Bradley implemented this keyboard combination, as a designer of the original IBM PC. What am I talking about?

Q8. Connect: Anya Major, David Graham and 'A group of Drones.'



Q9. What famous website did he create?



Q10. This highly successful Google Doodle made a world record recently (according to CNN). What was the record and whose birthday is being celebrated here.

Answers to previous edition:

1. Mahindera Satyam
2. It sounded like More Noise
3. Quarter HD
4. iCloud (or MobileMe)
5. First 3D Transistor
6. He live blogged Osama Bin Laden's Killing.
7. iPod Tax
8. They published the unauthorized biography of Steve Jobs
9. Ashwin Navin
10. Harry Houdini

Last Month's Winner Was:

Pratyush Goel, Delhi

Visit: www.mvdittechbook.com to check the answers to this quiz. to know more about Technology and answer more quizzes.

Mail us at :

viditbhargava@mvdittechbook.com for your valuable feed-back, questions, suggestions and for getting your answers published.