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July 2011

4th Anneversery Special



# PREVIEW

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With this edition we complete 4 years of successful technology coverage.

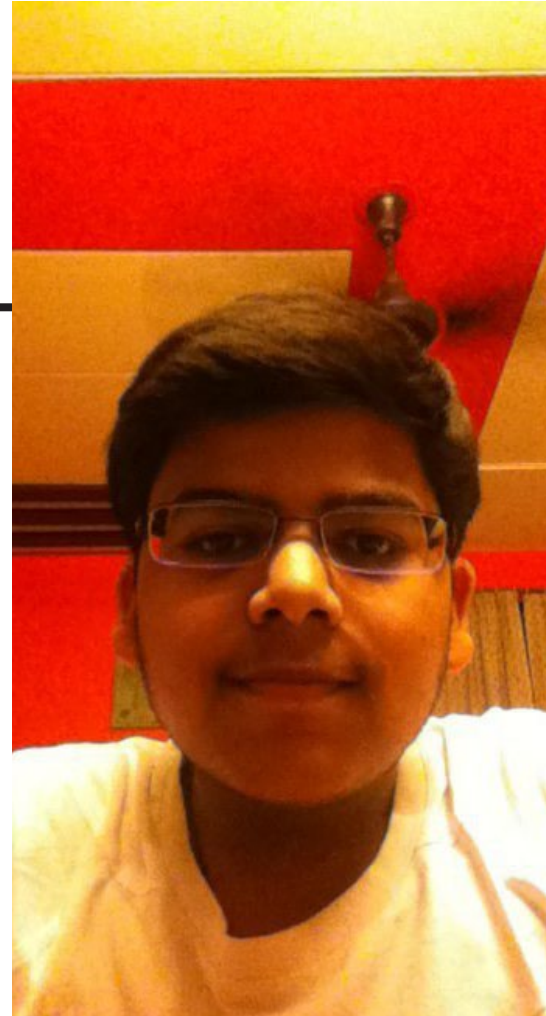
This month's E-Zine offers a detailed review on Google's new social networking site Google+ , a quick look into the new os x lion. A detailed evolution infographic on the QR Codes and Emails. And much more which you must read to find out.

Completing four years, we have decided to update the website a little bit. We have revamped the home-page with a much more intuitive interface to read the latest news. And successfully established a wordpress blog, for the latest articles and reviews on tech. (you can visit the blog at <http://www.mvdittechbook.com/news>).

Also this month, we have started a quick review service. It is completely impossible for anyone to read and write long reviews on every service that is launched on the internet. People want the reviews to be short, explaining and simple. They don't want to scroll through 15 pages of detailed analysis on one simple topic. The quick reviews section of our e-zine will help you. Presented in a small tabular section. We give a detailed review in just a few words.

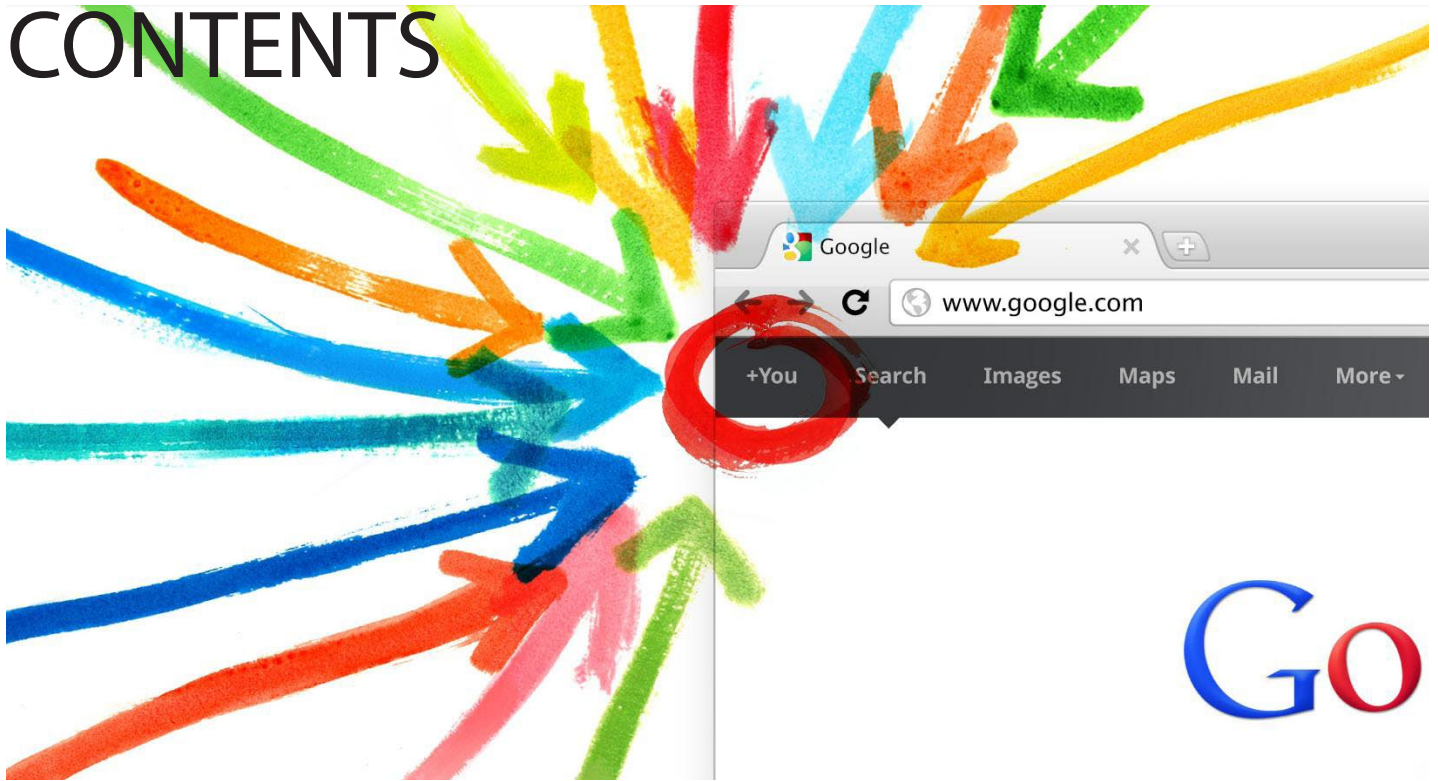
I hope you enjoy the e-zine!

Keep Reading,  
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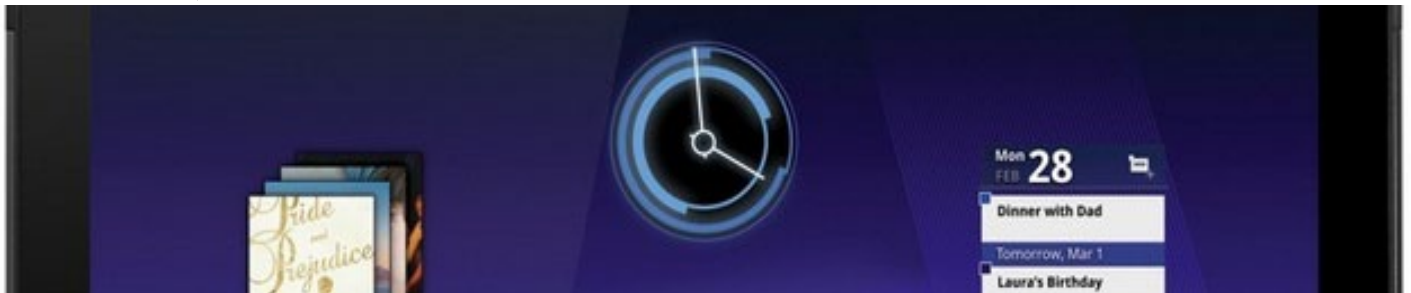
# CONTENTS



GOOGLE+



QR CODE AND EMAIL EVOLUTION



## PRICE LIST OF THE TABLETS

ALL LOGOS AND PICTURES OF OTHERS ARE PROPERTY OF OTHERS



## QUICK LOOK AT OS X LION



COMICS

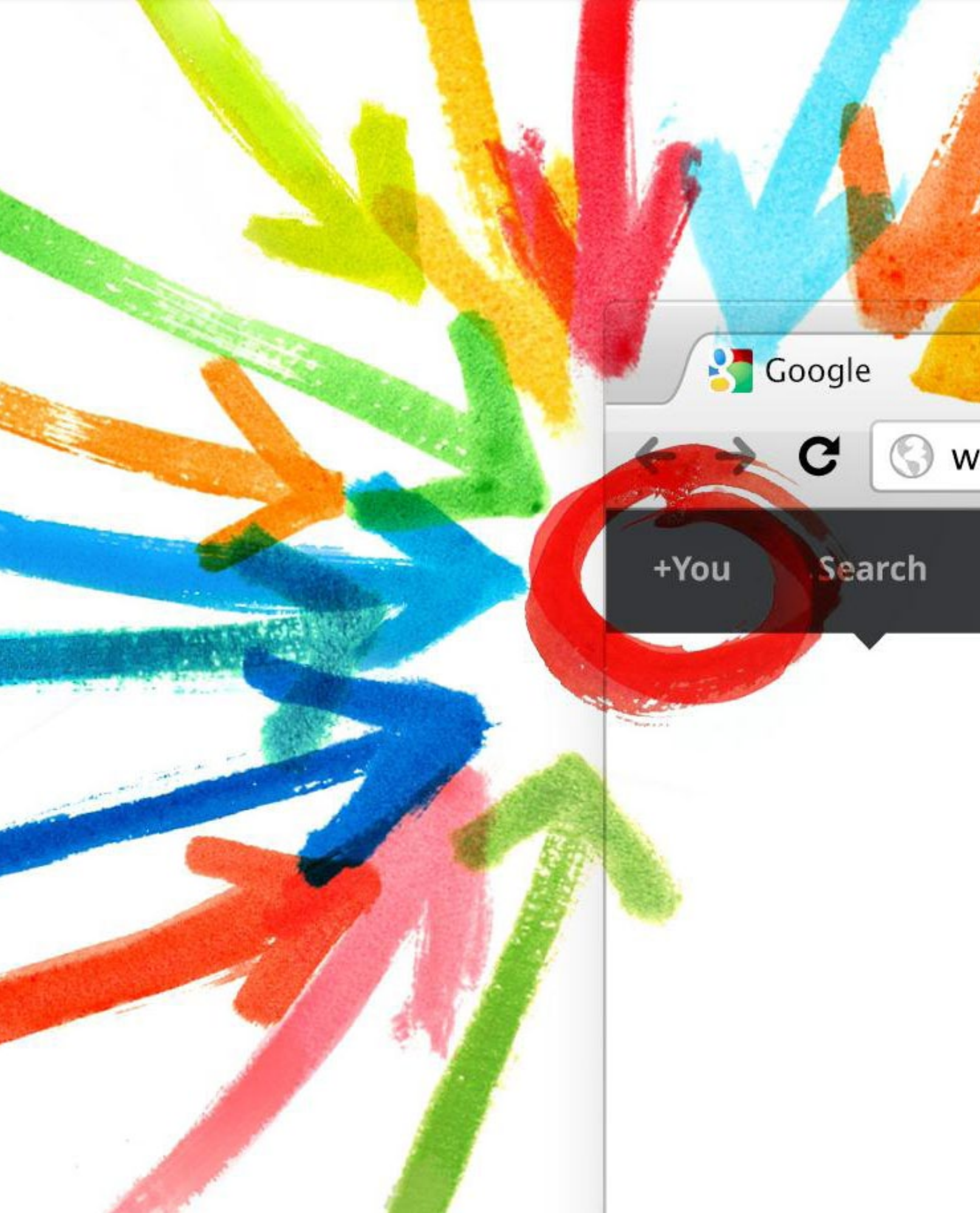


QUICK REVIEWS

NOKIA N9 PREVIEW

MeeGo PHONE  
MVDIT TECH QUIZ





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# COVER STORY

# GOOGLE+

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Vidit Bhargava

Few days back, there wasn't anything known as Google+. There were, what I love saying, remains of social networking disasters. Orkut and Buzz. While Orkut had achieved its purpose and peacefully become dormant, buzz didn't even manage to create a buzz amongst the nerdiest of people. And on Tuesday, 28th June, the invite crazy company called Google launched, its yet another social networking service called Google+, in a desperate attempt to make it big in the social network.

By Wednesday night, my "facebook" feed was flooded with aspirants and early birds. Rejoicing at the Google+ invites. And every such post was flooded with comments, which in general were this: "Can I have an Invite?". The demand was so high, that Vic Gundotra, the guy leading this project stepped in and closed all the invite mechanisms. However with this big a craze about Google Plus, Loop-holes didn't take much time to surface, and the people flood started to flow again. Even i got a chance to enter, through one of these loop-holes.

Coming to the brass tacks, What Good is Google+? To Start with, What is Google+? Google+ is facebook in Google Colors. You have the same way of sharing things, you have a very similar interface and you are still socializing.

Here is a much simple explanation:

Circles: All content is not shared with everyone. You can create various groups and then share, and read content with that particular group. This is something Facebook has failed to do well. People you know (those who are in your gmail contact list) can be added to various Circles. And then you can share your posts with the group you want to share, and not everyone reads what you are posting. There is also the option to share with everyone.

Hangout: Hangout is just Skype from Google. You can video chat with your friends.

Sparks: This is Google Search where you can share stuff with your circles. For Instance i search for a movie review, it will show me all the popular google search results, which i can share with my group. Google+ also allows users to save these searches, as "interests" for any further reference.

My views on Google+ :

Google Plus has a lot to improve on:

There seems no-option to integrate my buzz account to the live-stream. And this is not so

good when you are operating on 3 social networks already, and planning to join the fourth. We need some-kind of connectivity between the three. Google's neat addition to share stuff from any google website is a handy tool but the interface itself is very-buggy. Even the basics of html, like fitting the display area to the screen size are not achieved when not using maximized window. Also Google Apps users are left out again, with a word from google saying that they will soon be able to have their profiles. (This hasn't happened for the past one year, when google said they will allow profiles for apps users willing to come on buzz). The +1 Button is also very vague. A thumbs-up symbol, a love button, anything would have made sense, but +1? Well, its hard to convey the motive to the users.

However, Google Plus still manages to pull of some really cool things, and one of them is sparks. With Sparks sharing content becomes much more fun. And it is also easy to get the news through that. Also eliminating the friends factor helps a great deal, people can follow you, they can read your updates but it is completely up to you to add them in your circle (Similar to twitter's following system). Google Plus is closed field and less prone to population contamination, which makes it niche and more fun to use, for now at least.

Currently Google Plus is in Development stages. It is not the final cut of what the exact thing will so, but it might give facebook some real tough competition.

Here's What my Friends have to say about it:

**Vivek Nair** : The direct and rather intuitive implementation of circles into the interface is a big (plus) over Facebook, where lists are hidden under a layer. Chat is obviously a big improvement over anything Facebook ever offered and yes, chat logs are also maintained via GTalk, which is good. Group chats are welcome as are hangouts, which is something good and browser integrated. Lack of apps is OK for now, but since this thing is still budding, dunno about how things will turn out.

**Ankur Banerjee** : Things about Google Plus so far..

+1: You Can mute notifications for particular posts, unlike Facebook. Any time a post/status gets out of hand, it gets so annoying on facebook.

0: Facebook has made me lazy, i don't want to click a button to post. I expect it to post on hitting Enter.

-1: Item with most recent Activity Gets pushed to top; makes it harder to see newer content in stream.

My Rating: 6.6/10



# THE KNOWLEDGE -Q QR CODES - A QUICK LOOK

(PHYSICAL AND DIGITAL WORLDS COLLIDE)

## QR CODE

[KYOO-AHR KOHD] -NOUN

(QUICK RESPONSE CODE) A 2D MATRIX BAR CODE CAPABLE OF STORING UP TO 4,296 ALPHANUMERIC OR 7,089 NUMERIC CHARACTERS.

1994

DENSO  
WAVE

CREATES

QR CODES



It all began  
in Japan

Denso Wave Inc. created  
QR (quick response) codes  
for tracking vehicle parts.  
This was the start of the  
QR invasion in Japan.



SCAN THE CODES FOR MORE INFO

QR code???

Starbucks is starting  
to use QR codes for  
payment.



52%  
HAVE

HEARD

28% HAVE

OR

SEEN,

SCANNED

IT'S  
EMAIL'S  
40<sup>TH</sup>  
ANNIVER-  
SARY!

# THE HISTORY OF EMAIL

▶ 1971:

Computer engineer Ray Tomlinson sends the first electronic mail message\*.

QWERTYUIOP  
\*SEND\*

\*Tomlinson has since forgotten what the message said...

▶ 1976:

Queen Elizabeth II becomes the first head of state to send an electronic mail message.



▶ 1978:

The first electronically-sent advertisement goes out, over a network of government and university computers.

▶ 1982:

The word "email" is first used.



▶ 1982:

The first-ever smiley "emoticon" is invented by Scott Fahlman.



▶ 1998:

The word "spam" is added to the Oxford English Dictionary.

**SPAM.**

▶ 1998:

Warner Bros. releases You've Got Mail, which tops \$250 million at the box office.



▶ 1997:

Microsoft Outlook is released.

▶ 1997:

Microsoft buys Hotmail for about \$400 million.



▶ 1989:

Radio man Elwood Edwards records AOL's iconic "Welcome," "File's done," "Goodbye," & "You've got mail!"

▶ 1999:

A fraudulent email claiming that Bill Gates plans to share his wealth with Internet users begins to circulate. It is forwarded by millions.

▶ 2003:

On an episode of "The Simpsons," Homer reveals his email address, chunkylover53@aol.com.



▶ 2003:

George W. Bush signs into law the CAN-SPAM Act, the US' first national standards for sending commercial emails.

▶ 2004:

LOL and other Internet acronyms are officially recognized in the Oxford English Dictionary.

LMAO!!!!!!!!!!

▶ 2004:

FTC codifies email spam laws.

▶ 2008:

Presidential candidate Barack Obama compiles a database of over 13 million email addresses.



▶ 2007:

Anti-phishing security protocol DKIM is adopted by the Internet Engineering Task Force.

▶ 2007:

Google makes Gmail available to the public worldwide.



▶ 2005:

SPF, the first technology that verifies email senders' identities, is established.

▶ 2004:

Multimedia emails are introduced after the MMS World Congress in Vienna.





# OS X LION: A QUICK VIEW

THINGS YOU SHOULD NOT FORGET USE ONCE YOU UPGRADE YOUR MAC TO  
MAC OS X LION!



**LAUNCHPAD - FOR AN iPad LIKE EXPERIENCE ON YOUR OS X LION!**



**AIR DROP - INTRA-FILESHARING**

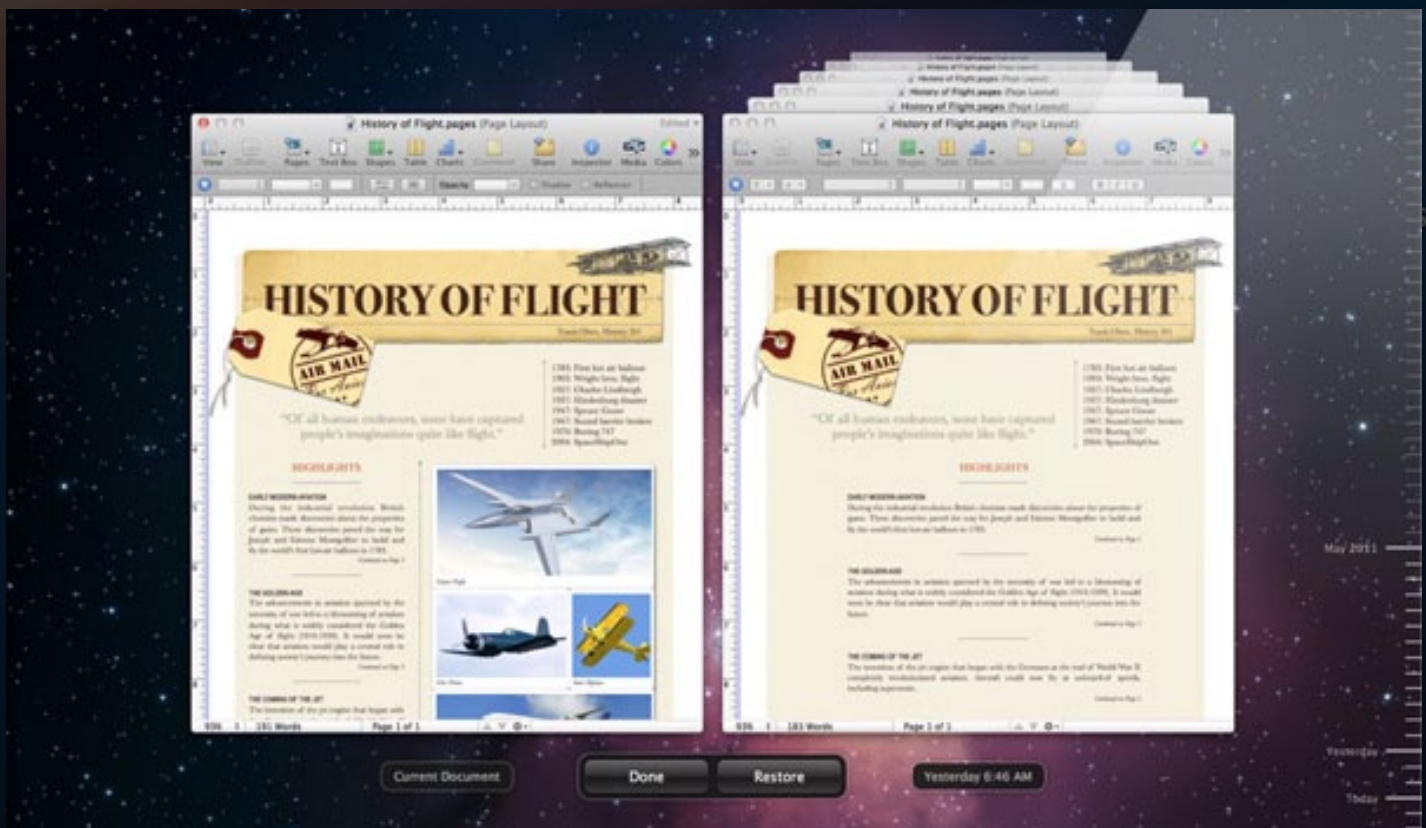


**FULL-SCREEN APPS**





**MISSION CONTROL - SPACES EXPOSE AND DASHBOARD COMBINED!**



**VERSIONS - A NEW WAY TO CORRECT YOUR VIRTUAL MISTAKES!**

# COMICS

# COMICS

Vidit Bhargava

The world of Technology is not always serious. There are things we can enjoy about being Tech-Frenzy. Courtesy some really witty websites, we have decided to compile a few comics everymonth. Here are two, mainly on the FB-G+ Agenda!

## SERIOUS QUESTIONS!

The Joy of Tech™

by Nitrozac & Snaggy



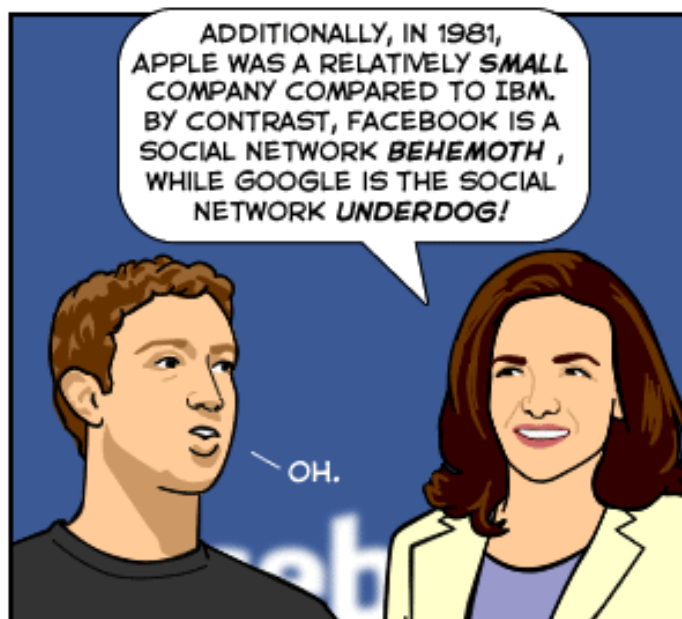
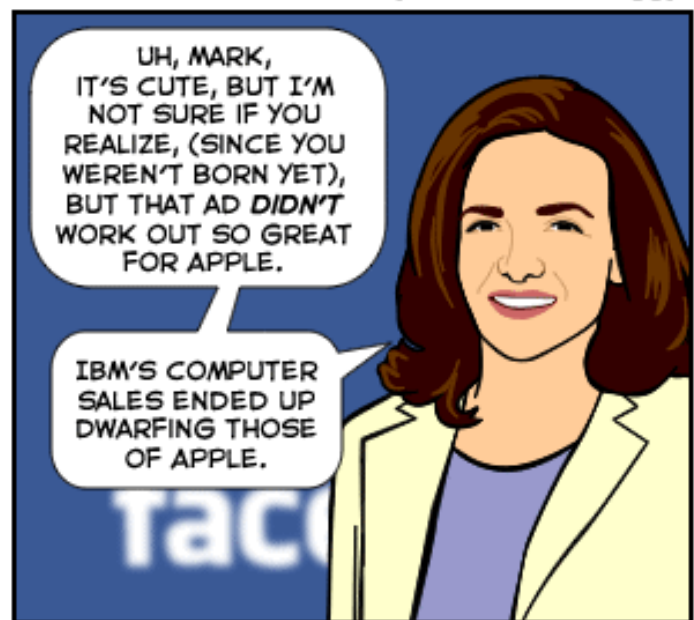
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# WELCOME GOOGLE, SERIOUSLY!

The Joy of Tech™

by Nitrozac & Snaggy



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# QUICK RESPONSE QUICK REVIEWS

## GOOGLE MUSIC REVIEW



Quick Review:  
Google Music Beta  
Launched: May 2011  
Invite Only Service

### GOOD

1. You can carry your music library anywhere.
2. Nice Web-based UI, with complete music management
3. Ability to listen music offline when using the Android app.
4. Support for all major filetypes
5. Loads of Free Songs to choose from.

### BAD

1. It takes week's and a lot of internet usage to upload music libraries.
2. Website Buggy when run on platforms other than Android.
3. Music Uploadable only through the music manager software.
4. No Support for DRM Protect Songs.
5. No Music Store to download songs instantly to the cloud.

Music Beta, is both good and bad. It is good that you don't need to carry your music collections in CDs and External HDDs everywhere, you can access everything from the internet. But it is Equally bad that the whole process of uploading your whole library is tedious and puts your internet's fair usage policy to test. Having said that Google Music knows where it's loyalty lies and it is the Android which benefits most from it.

54%

## SAAVN MUSIC IOS APP



### GOOD

1. Wide Range of Hindi and Tamil Songs to choose from.
2. Its all on the cloud! and it is all for free!
3. Featured Playlists, and Weekly top 25 are the Local Genius!

### BAD

1. Only Hindi and Tamil Songs are available. No other Indian language
2. The music collection is not updated regularly.
3. No Offline support for WiFi Only iOS devices.

Can one listen to the songs, without crushing his morals in the age of growing digital piracy? Well, there is Napster, Spotify, Rdio and much more in the US. But they don't work in India. Saavn is their Indian Answer. Almost flawlessly built Saavn music is one of the best iOS apps to listen to Hindi Music. With all major tracks under the radar, you hardly find the need to use your Music Library. (That is if you don't have a terribly slow internet connection!)

89%

# PRICE TAG

# TABLET MANIA

Vidit Bhargava

The Indian Tablet market has suddenly been hit by a Tablet Mania. With all the major companies launching "their" Tablets into the market.

While all of them may sport Similar Specifications, the prices of all of them can be useful when distinguishing between what to buy. Here is a quick view on the price-list of all the major tablets in the indian market.



**Motorola Xoom 10.1"**

32GB WiFi - Rs. 32,000  
32GB WiFi + 3G - Rs. 39,000



**BlackBerry Playbook 7"**

16GB WiFi - Rs. 28,000  
32GB WiFi - Rs. 33,000  
64GB WiFi - Rs. 38,000



**Samsung GalaxyTab 7"**

16 GB WiFi+ 3G - Rs.25,000



**Apple iPad 2 9.7"**

16GB WiFi - Rs. 29,500  
32GB WiFi - Rs. 34,500  
64GB WiFi - Rs. 38,000

16GB WiFi + 3G - Rs. 36,900  
32GB WiFi + 3G - Rs. 41,900  
64GB WiFi + 3G - Rs. 46,900



# PREVIEW

# NOKIA N9

Vidit Bhargava

Struggling with the current surge of Flop Mobile Phones, and a diadem that is getting out of its Hands, Nokia recently tried to do something unexpected. They introduced their first MeeGo Mobile.

Yes, The Service which was rumored dead has been bought to life again. After months of speculation Nokia Released its first MeeGo handset called the Nokia N9.

N9 is something to watch. It is not the usual Nokia Hardware, its a completely new hardware. Something that no other company did before. A brick-styled 4 inch plastic bar, with No buttons at all. Here, you've got to do everything with your hands, that is full gesture control and MeeGo is very powerful at executing the task. Also MeeGo is one of the most powerful and the most useful operating systems to have evercome in a mobile.

N9 comes with a 1GHz ARM Cortex A8 Processor, with 3D Graphics and a 1GB Mobile DDR RAM. And a 854 × 480 px AMOLED Screen. These are all very well the General Smartphone Specifications a phone must have to be called an iPhone Competitor but what is interesting here is the completely new software which blows off your mind completely.

We'll do a detailed preview when it gets launched, it is yet to hit the markets.



# MVDIT TECH QUIZ

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Vidit Bhargava

Q1. What is the Claim to fame of this girl?



Q2. MyLife, launched in July 2010 is a consumer cloud service by which Indian Company?

Q3. Jelsoft Enterprises is famous for creating which famous forum service?

Q4. Wylie Gustafson : Yahoo :: \_\_\_\_ : Windows 95

Q5. Talking of Mobile Gaming, A famous gaming company recently acquired the creator of famous iPhone Games like the Plants and Zombies. Which Gaming Giant am i talking about?

Q6. Which Indian city recently "Banned" the use of Google Street View Cars, raising Privacy concerns.

Q7. Connect: Delhi Belly, Russia and a Major Video file format.

Q8. Twitter + Sheepish = \_\_\_\_\_. (Give the term)



Q9. Name this person who changed the world of internet in 2003?



Question from this year's Annual MVDIT TECH QUIZ:  
Q10. Which Country started issuing these coins, recently.

Answers to previous edition:

1. World First Spam
2. Pyra Labs
3. Domains like .apple, .google
4. AlGore
5. Amazon
6. AOL
7. Ctrl + Alt + Delete
8. Apple 1984 Super Bowl Ad
9. Graigslist
10. The world's largest jam session by giving everyone on the web a playable and recordable guitar; Les Paul

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