



MORE INSIDE: iMac with Retina 5K Display Android Lollipop Preview iPad Air 2 "If you do something and it turns out pretty good, then you should go do something else wonderful, not dwell on it for too long. Just figure out what's next."

- Steve Jobs

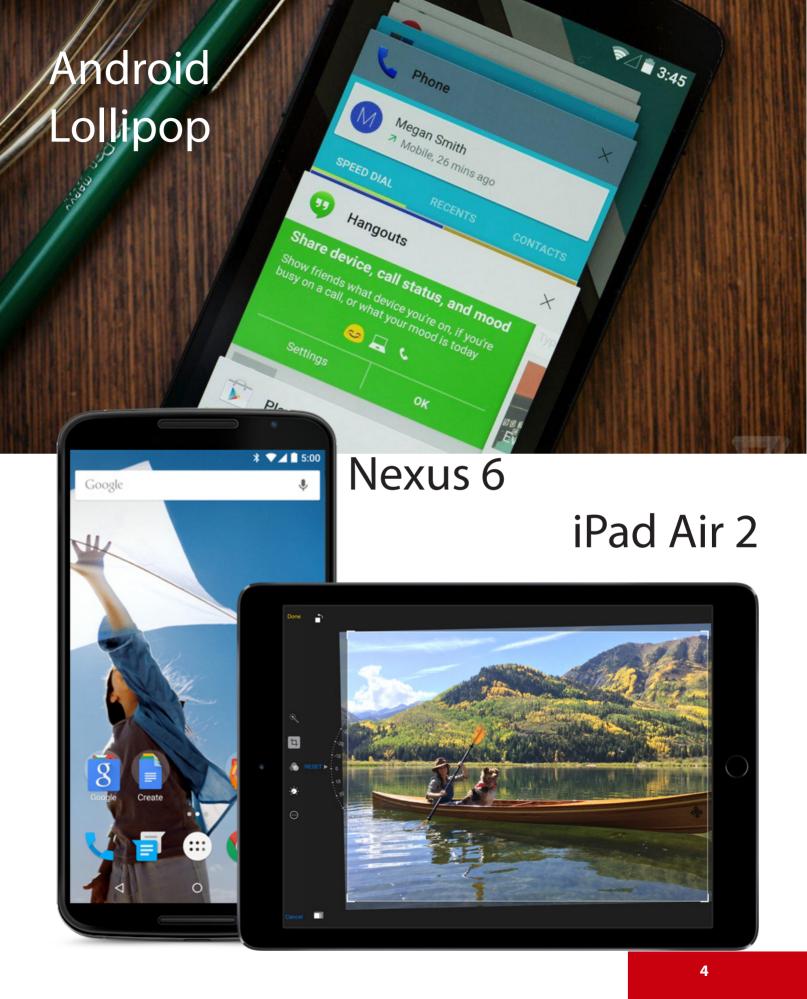




iMac with Retina 5K Display



iOS8 Review





Vidit Bhargava

It's January 9th 2007, Steve Jobs is on stage, he's showing the world a better smartphone. You already want one. It's beautiful, elegant and potentially life changing but you don't see a lot of use instantly.

That's exactly how it felt when Tim Cook showed the world Apple's first generation SmartWatch this week. It makes other smart watches seem like

ancient stone work.

For a Smart Watch to succeed, it must be a good watch first!

Little is known about the Apple

Watch at the moment. There are few details, a lot of questions and only some answers right now. I'd like to draw your attention to a few key points though:

First it's a watch. Looking at the Apple Watch from a watch buyer's perspective, I'd say it's pretty neat. Nothing comes close at this price range that's as beautiful or as well made as the Apple watch. Add to that the watch faces are phenomenal, I specially like the analog watch faces, they look elegant!

Here's a what Benjamin Clymer of Hodinkee had to say from his first impression

"Apple got more details right on their watch than the vast majority of Swiss

and Asian brands do with similarly priced watches, and those details add up to a really impressive piece of design."

Looking at the watch one realizes just how much detail has gone into the making of the Watch. The curved glass blends perfectly into the stainless steel watch enclosure, the rich detail on the digital crown gives it the right fit, finish and feel for a watch crown. In terms of sheer watch design Apple's competing with neither of Motorola, Samsung or Pebble. It's taking a direct shot at brands like Tag Heuer, Seiko or Hublot.

Looking at the six different strap variants I was quite pleased to see the Milanese Loop and the Leather Loop feature in the list both of them solve my watch strap problem quite efficiently. I guess the Milanese loop might be more high end but that's the one that I've found most appealing yet.

As for the software, I like the customizable Watch Faces and the new messaging app which allows you to draw and send short mes-



But The watch's construction is quite like any of Apple's first generation products. Just like the first iPhone or iPad, it's a little thick, the screen resolution could get better but I'm sure that the Apple watch will only get better and thinner in the next few generations of the watch.

Another interesting point to note here is the strap design. A few months back when I first heard the rumor of an apple designed watch, I looked at mine and instantly felt the need of a better strap, I've used a leather strap before and am currently using a velcrow strap for my wrist watch and both of them are quite terrible

sages to other Watch users.

But the thing that's most exciting here is a feature called "Glances" which basically presents quick access to things like the Weather widget or the Apple TV Remote. It's going to be very useful and I guess a lot of people will end up using Glances more than the Watch Apps.

The Straps are amazing. The Milanese Loop and Leather Loop in particular!



The new Typeface is pretty good over here, when printed on the back of the watch, it reminds me of the text writtent at the back of some of the analog watches, in the OS with lower case text it is far more legible than Helvetica or Lucida Grande or even Myriad Pro. There was some claim that it felt similar to roboto, I compared both of them and the differences are quite big. Take the letter R for

Ratch Roboto Helvetica Lucida typeface Neue Sans

example, Roboto has significant Helvetica Influence, while the Watch Typeface is more similar to Lucida Grande than Helvetica.

During the demo, a lot of apps were shown, of

which Some of the apps felt like they wanted to show too much on a tiny screen. But I really liked the Starwood Hotels app which allows you to unlock your room by waving the watch. The BMW app and Apple Pay are quite neat too. Also, Apple's Fitness apps are quite interesting.

It's still early days for the Watch Space and already a few apps seem to stand out as experiences just meant for the wrist. There's a lot of scope for interesting ideas in here.

I think what's important here is Taptic Feedback, and Digital Crown. The interactions these two define will shape the direction in which Watch apps will go.

Price is the key here, it's \$349. Another Affordable Luxury sweet spot. If you are looking for a cheap workable wrist watch that costs less than a \$100, you'll be disappointed. But if you

were planning to buy something in the range of \$200 - \$500, the Apple Watch May be your best bet, even if you are just looking for a watch.

The apple watch does leave a few questions though. For instance, what's the upgrade cycle going to be like?

People tend to use Watches for a long time, it's definitely not something that one changes every

apps will decide if you need it. want the Apple Watch, it's beautiful, elegant and something you'll in

You already want it and the

year. Personally I feel a minor update every year followed by a major update in every two-three years is going to be fine.

And then there's the all important question on battery life. From the subtle hints that Apple dropped in the keynote, it feels like the watch will have at least a day of battery life at launch. But Apple's got roughly six months to launch this device and I'd be surprised if they didn't go on to improve its battery life from what it looks to be now.

As the keynote finished, I realized the atmo-

sphere was similar to that of the initial iPhone and iPad Launch. I really want the Apple Watch, it's beautiful, elegant and something you'll in-

stantly want to wear. I don't see a lot of use for a "smart" watch instantly, but I'm quite certain that just like the iPad, 3rd Party apps will eventually carve out incredible uses for the Apple Watch. I can already see Starwood Hotels and City Mapper leading the pack.



EDITOR'S NOTES

iPhone 6 and 6 Plus

I am sure most of us have gone through the "features" of the new phones. This post is meant to draw attention to some slight details of the new device:

1. The iPhone design and plastic bars. Some time back in 2012 Apple announced what was perhaps their best designed iPod ever. The 5th Generation iPod Touch. That best works yet but at the same time it feels like a compromise. There's a Slight room for improvement here. The camera protrusion can be ironed out, the plastic bands wiped out.

The design is no doubt great and while this may be the closest we've got to a perfect Aluminum back for the iPhone, I guess the iPhone 6S or iPhone 7 might have significant updates to the design which bring us much closer to the extinction of plastic bands from the iPhone.



device's back was a clear indication as to where Apple wanted to go with it's new iPhones. The iPhone at that time had an aluminum back with two glass panels at the top and bottom of it. It was clearly visible that engineering constraints made apple do that. Limitations at the time stopped apple from bringing an all metal back to the market without destroying call reception.

Jump to 2014, and Apple's out with a completely new all metal design for its new iPhones. It's nothing short of an engineering marvel.. But some plastic bands still exist.

Apple's design feels great, it's one of their

2. Apple Pay

I'm not to sure about the NFC tap to pay machines that'll enable iPhones to pay via a single tap and authenticate via TouchID but I'm sure that the Apple Pay for online transactions is going to be big.

Most online transactions generally require a one time passcode or login lds to authenticate a payer's identity. Something like the Apple Pay can be highly successful here. You just need to authenticate via your finger print to purchase something, getting rid of



but might be useful if you

just want to consume lots

of content.

the extremely inconvenient login passwords that one needed to enter before every transaction.

But The international availability of Apple Pay is going to be a big guestion here. For India it's just a matter of how guickly RBI

approves finger print authentications as passwords for online payments.

3. A Case for the 5.5-inch **iPhone**

5.5-inches just feels too big to me (and to lots of other people) but at the same time there are a good many customers looking forward to something this big. First, a 5.5inch phone handles content creation lot better than how a 4.7-inch device would. And Secondly, the screen is far better for on the fly entertainment like watching movies. If those two things are your priority instead

of something more pocketable, I guess the iPhone 6Plus is a no brainer then.

Another interesting point about the new iPhones was made on John Gruber's show sometime back, he says that it may look extremely awkward to hold something as

big as an iPhone 6Plus A 5.5 inch iPhone is weird to your ear but the way forward in phones hardly involves that gesture any more. In fact the screen matters more if you are using something like

FaceTime or Skype.

In the end I guess the phone screen sizes are going to become like Laptop sizes, there still exists an 11-inch MacBook Air and a 15-inch MacBook Pro but the sweet spot for a lot of people is the 13-inch Variant. I don't see why the phones won't follow a similar vein, with 4-inches being the smallest but going all the way up to 5.5-inches if someone likes.

For me, the 4.7" on iPhone 6 is the maximum screen size that I can go to. I still think 3.5" or 4" are the optimum sizes for a phone.

4. Camera

When it comes to Camera updates Apple goes on a nerd roll during its keynote. There's hardly a thing I understood about the new sensors but the gist of it was that the iPhone



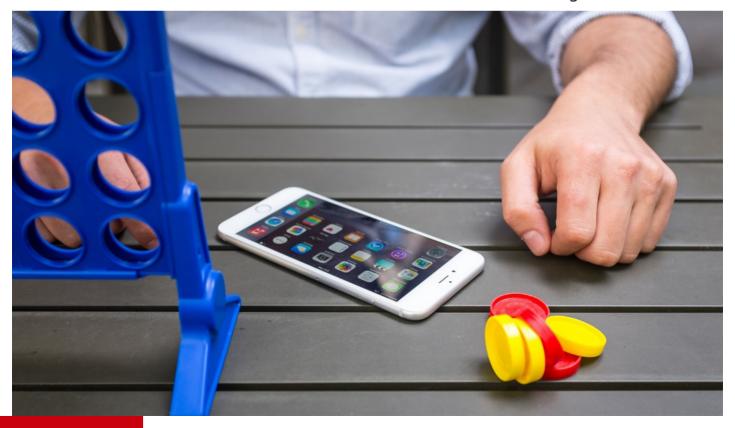
would get a lot better at Auto Focus and Low Light Images.

Final Thoughts

The iPhone 6 and 6Plus are solid upgrades to the iPhone lineup. I personally like the 4.7" iPhone 6 very much. I'm particularly excited about the camera improvements and Apple Pay in the new iPhones.

Its not DSLR but with the new iSight Camera, you might not need a point and shoot any time soon.

There's a strong echo of iterative design here, a reluctance to do too much in one iteration. This is something I strongly admire about apple's products. While every generation of their new product is just a small iteration but even if you look at something that's 2-3 generations old, you see how big a change the new one is. Vidit Bhargava





App Extensions are big.

They change the face of

productivity on iOS.

Vidit Bhargava

Back in June, when the iOS8 was announced, my first impression was that it is the biggest update to iOS since iOS2 and indeed it was. About 4000 APIs were released to developers, which is way higher than what the previous versions of iOS usually had (around 1500 or so). Yet, everything is

just as familiar as iOS7. There's no learning curve in here. no significant Interface changes but a lot

of internal improvements. I'll be covering a few notable ones in this review.

App Extensions

One of the things that you'll notice in iOS 8 is that apps can now extend their capabili-

ties by adding things, like Notification Center Widgets, Share Sheet Extensions and Actions Extensions.

Notification Center Widgets

Apps get a chance to put interactive glanceable information on the today view for no-

> tification center. Much like what Apple shows with things like Reminders, Calenders and Stocks. So if you are looking for Football scores, the ESPN ScoreCenter App has a today view widget that'll

keep you informed, no need to keep launching the app again and again.

The notification center is an interesting area

for glanceable content. You can make use of it to glance through content like Quotes, Reminders or scores but then you can also do some interesting work like if you put a calculator into it, you can make some really quick calculations without having to go away from your app. There's a lot of glance-able content I'd like to see and developers are putting a lot of stuff on my today

screen but I think its one Action Extensions are going of those early stages for a technology where developers are just throwing everything at the wall to see what works and so far very few apps have made any significantly usefull contribution to the notification screen.

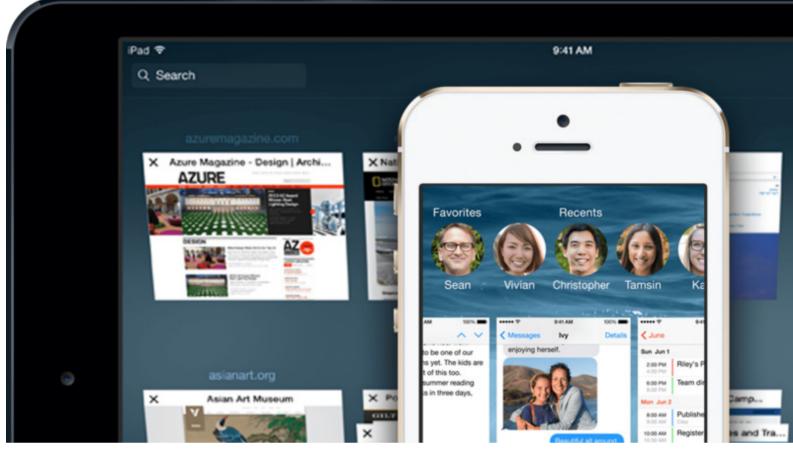
Share Sheet Extensions Along with Facebook and Twitter you can now share stuff on other social networking platforms as well. So if you want to pin a photo on pinterest, you can pin it from anywhere. Including Safari or your own Photos app. A new App icon just pops up on the Share sheet. So far, Pinterest, Storehouse and a bunch of other apps have made some good use of this. I'm waiting for apps like Instagram and Hike Messanger to do something interesting here.

to be an extremely interesting space to watch in the near future.

And to top the functionality, apps can run their share sheet extensions on specific apps. So the Storehouse share option is available for my

photo library but it isn't available for Safari or LookUp. Which makes a lot of sense, because something like Storehouse has no work in LookUp.





Action Extensions

A typical iOS Share Sheet comprises of three things, AirDrop, the Share Apps and Actions. Actions generally range from things like stetting an image as your wallpaper to dropping an article to your reading list. Action Extensions allow apps to take advantage of this screen space and add actions.

This is another interesting space for App developers at the moment. They are now putting stuff like a translate action to translate an entire web page to your desired language or a view source extensions for web developers to allow them to view the source of any web page, inside Safari.

Just like Notification Center Widgets, this is a space which will get even more interesting with time. The beginning looks slow here but I'm certain that more and more apps are going to find use here, perhaps even more than standard sharing options.

Photos Extensions

Apple's new Photos App provides a ton of functional-

ity in terms of the editing options but it also

A lot can be done in the photos app now.

provides new options for third party apps to integrate as well. Integration with Photos is something of a milestone. You can do a lot with extensions here. One of the extensions that i have is of the Scanner Pro app by Readdle, which basically brings it's scanning features to the iPhone and saves the changes there and then. I can see a lot of Photo Editing apps taking the advantage of Photo Extensions in this way, earlier you'd have to goto a specific app, edit the image and save

it back to camera roll. Direct editing from the iOS experience here. photos app is definitely a big UX win.

App Extensions are perhaps the biggest change to iOS since third party apps. They are really opening up new ways of interactions, much faster and far more easier than previous alternatives. Also, App extensions are extremely secure

which I guess was the reason they didn't come sooner.

The health app is a dashboard for your health data synced from various other fitness apps.

Actionable Notifications

Another big change to iOS, is the inclusion of Actionable notifications. Basically, you can reply to messages, like facebook statuses and mark mails as unread, right from the notification center. This is again a UX win. Apple's literally firing the pain points of the

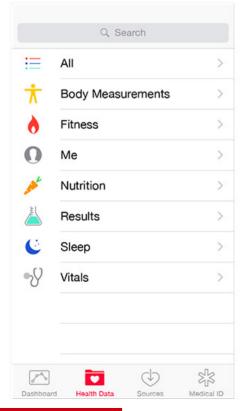
Apple's literally firing the pain points of the iOS experience here.

Health App

There's a new app on iOS this year. And its called "Health". Bsaically it lets you view your

> health data from various other applications at one place. Its a solidified interface for your health activities and with HealthKit

its making things far more easier for fitness and health apps. Health is where Apple's concentrating its efforts this year. At the Septeember 9th event, they showed off the health tracking abilities of their new watch, and with Health Application they're really making it easier for doctors and the users to





keep a check on your health. Again, much like the entire iOS8 update, its something whose repurcursions will be visible only after sometime.

Custom Keyboards:

I've never had any affinity for third party keyboards and that affinity hasn't increased after the

There's a lot more to come introduction of in iOS8 with OSX Yosem-the new ite coming in October third party keyboards.

they are justi gimmicky screens at the moment and I can't see myself using them in the near future. Although, I won't mind some innovation in this space. A QWERTY keyboard looks a bit stale. A quick note about Apple's own Quick Type Keyboard here, the

Predictive recognition is good at some places but its very distracting in its current state.

And then there are other updates like iCloud Drive, Handsoff and continuity which will only be reviewable once OS X Yosemite is released. But here are some initial impressions, the continuity features are a good addition but sometimes the experience is a little troublesome, so when you receive a phone call everything rings, your iMac, iPhone and iPad (and soon your Apple Watch) which in my opinion is going to be a little intimidating for anyone recieving a call. iCloud Drive works very well. The idea of a document picker is interesting, you can edit a file on computer and then use a compatible app on your iPad / iPhone and edit it on the go. Its great for accessing files within the iOS device as well.



Honestly,



Handsoff again is something that's good to have but not something that you'll end up using every time.

iOS 8 is the fine tuning of iOS7. It makes it look that the technologies, interactions and Interface changes that were introduced last year were necessary platforms for a much larger change that we're seeing this year. Yet, visually iOS8 is familiar to the previous iOS. It's an iterative update for the UI, whereas its a big one for the UX.

But iOS8 like all .0 updates, doesn't come without some cracks. The archaic method of switching keyboards in iOS is showing its age in the latest iteration where too many keyboards eventually tear that interaction apart. Then there are a few bugs with scaling here and there, some extensions need a bit of working as well. Moreover, the new location pop-ups are irritating, and so are the push-notifications which the tips app gives every now and then.

Honestly, if you are giving notifications to inform users about new things then there's definitely something wrong.

A word about iPhone 4S support here, if you upgrade your phone will not only get a slightly limited version of iOS8 but might also affect your phone's performance, also iOS8 improvements are clearly designed for 4" phones and above, the interface on 4S gets a bit cramped up. I'd recommend 4S users to patiently wait for iOS 8.1, speed issues usually get ironed out by then, also you'll get a better idea of how well iOS 8 works on iPhone 4S by then but seriously, if you are still using a 4S, why aren't you upgrading?

Overall, iOS 8 is a solid update. There's no reason for anyone having an iPhone 5 or above to not upgrade instantly. The way you interact with iOS is going to change forever, and you won't know the difference. Its that good!



Vidit Bhargava

Its been a desire ever since the introduction of the MacBook Pro with Retina Display. Its fulfilled now. The new iMac refresh puts a mind blowing 5K Display on the legendary all in one computer.

What is 5K? So you've probably heard of 4K. It's an extremely high-resolution display of a resolution of 4096

x 2160. In comparison HD is just around 2K. Apple's gone ahead and made a 5K display

best display we've seen so far, on a computer or otherwise.

The Retina 5K Display is the

with a resolution of 5120 x 2880, that's a whooping number of pixels on one screen!

By increasing the number of pixels on the screen, a lot more detail gets added to it. Basically you're looking at the most beautiful display ever if you are looking at a Retina 5K

Display. And it is not just the resolution but all the other technologies which make it so thin and put forward the best colour representation on the given resolution. The resolution of 5120 x 2880 is so high that Apple had to invent a timing controller to power the display on the display. Unsurprisingly it is not possible relay this resolution through wires (even thunderbolt 2 fails here)

through present day equipment.

A major advantage of the 5K display is for video editors, who can edit 4K

video in full resolution on their iMac and still have space left for frames and effects. For Photographers, its a great tool to see the full the detail of their images. Animators and Graphic Designers will also find that the 5K display is incredibly helpful to them. Having raved so much about the 5K display, there's one thing that still bothers me. We haven't got 4K movies on iTunes yet, which is the ideal resolution for video that'll look great here! and if you're watching anything

Another interesting thing about the 5K display is that you can't connect your older

of the 5K resolution, using the iMac as a

Mac to the iMac and start taking advantage

less than 1080p on this iMac its going to look like an abomination. So its time to put all your SD collection to trash, if you are buying an iMac with Retina Display and hope to entertain yourself with movies.

Overkill for casual users but nothing gets better for a video editor, not even the MacPro.

display. There just isn't enough technology to do that. The same's with Thunderbolt Displays, which won't get 5K until Thunderbolt 3 comes out. Interestingly the iMac, and MacPro all have Thunderbolt 2 ports,

so current generation hardware is not going to be able to make use of a 5K Cinema Display even if it comes out anytime soon.

Should you get one? Honestly speaking, the iMac with Retina Display at \$2499 is an overkill for most casual users. I can't see anyone buying a 5K iMac instead of a Mac-

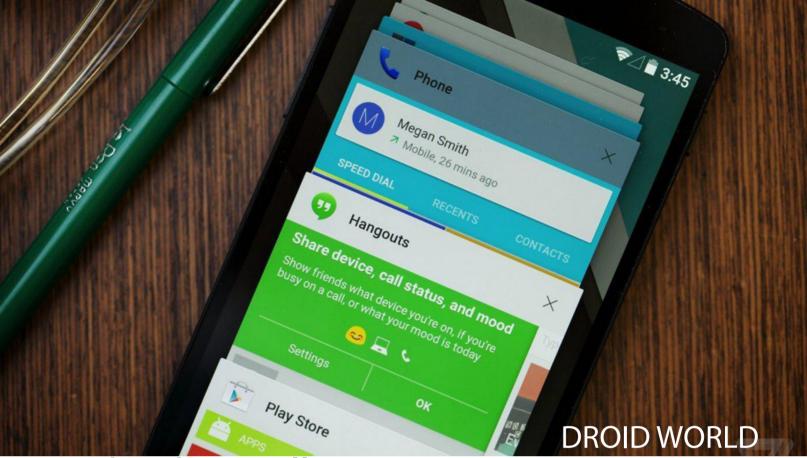
anyone buying a 5K iMac instead of a Mac-Book Air or even the 13" MacBook Pro with Retina Display but if you're planning to buy a MacPro anytime soon, you might as well

5K 5120 x 2880 4096 x 2160



want to consider the iMac with Retina 5K Display which is not only cheaper but in most cases will be just as efficient as the entry level MacPro, to top that you get the stunning display. For Professional Video Editors and Photographers its hard to recommend anything else. This is the best computer they can buy right now. And if you just want to have the best in class computer with the display ever and have the money to buy one, then there's nothing better than this iMac.

And finally, I've got a few notes on the price of the new iMac. My initial impression upon hearing Schiller talk the price of the iMac was that he was doing a Next Cube on us. I was wrong. Schiller's pricing argument is actually quite valid. You get a 4K display for around \$3000 and an iMac with Retina 5K Display for \$2499. The thing is that it is a pretty compelling computer at that price point too! So its not just about the display, you are also getting the best in class internals for the price.



Android 5.0 Lollipop

Vidit Bhargava

A few months ago, I had a look at Google's material design guidelines. My First Impressions, plainly put, are that the new design certainly has an aesthetic appeal and is a much better documented guideline than the previous ones which included the ill-fated Halo theme but at the same time, it's miles behind in things like Universal Design (doesn't even pass basic tests) and that material design is not perfect, it is arbitrary in places, flashy at some others.

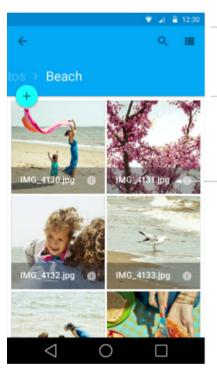
Lets start with interactions. Interactions are great in Android Lollipop. They Fly. They're extremely fluid and subtle. It's easy to go overboard with the idea of fluid User Interactions but Google's done a great job at keeping them as subtle as possible. Most of the

interactions are great but then there's this awkward one that google's using for active buttons where the button "rises up" up tap which gives the impression that its moveable, when really it is just going in press state. Overall, Interactions on Android Lollipop were a much needed upgrade for Android and are put to good use.

The home screen has been refreshed with a new User Interface too. It's an iterative update, which is great. Its also extremely clean and fresh. Google's done a great job here. The larger icons are more tap-able, the swipe left to Google Now option is extremely helpful and the status bar finally has uniform coloration. Wait. But wasn't that in the Kitkat release too? Yes but it's only with Lollipop's redesign that you experience the full force

of these little updates that Duarte and team have put up.

Coming to the Material UI applications. This is where Android starts slipping away from its path. There's an excessive use of bold colours in the top navigational bar of all applications and those navigational bars are thick. Which pretty much makes them Attract attention for no reason, as the content below those thick bars is in much lighter shades. To top that the choice of colours is arbitrary.



Heavy navigation bar attracts unwanted attention. Second Navigation bar was not needed.

Image names convey nothing, Unwanted.

Facebook uses a blue title bar, because its branded that way, however its weird to see google's mail app use a turquoise blue. The real problem is the fact that the colours are extremely bright and to a point distracting as because of the fact that the app content is generally more light weight.

Another interesting aspect of Google's redesign is the use of Hamburger menus. Now, Hamburger menus aren't always bad, except they are an extremely inconsistent navigation tool which blow past all design norms. They act as drawers to put extra navigational content in apps. Using them in apps like Gmail is definitely helpful. But i wonder why, would someone need a drawer of navigational options for something like a music app? Then again, navigational drawers don't always go well with back buttons. What if you were to put a hamburger menu in a screen where a back button also existed? Who would get the coveted top left spot? Will it be shared? (In which case it will become extremely confusing). Google's design guidelines are surprisingly mum about hamburger menus and their uses and placements.

Universal Design. This might be coming a little late in the analysis but Accessibility and Universal Design is something that is of supreme importance not just for the differently abled but for everyone, including new first time users. Accessibility includes a lot of things and one of them is about designing interfaces that everyone can use. Back in June, I put some of Android's buttons to the famed greyscale test. The results were extremely disappointing and more importantly





the problem wasn't restricted to just a few buttons but it existed system wide. In fact, it still exists in the final build.

The thing is, Accessibility has been ignored excessively in Android. Apart from a few Accessibility features stuck to a Settings menu, there isn't much emphasis on Accessibility or Universal Design. Again, Accessibility is not just about differently abled people, its for everyone. A more accessible enhances the user experience significantly for everyone. In fact, I'd say, Accessibility is about quality. Its not just a checklist point to be ticked off at the end, it should be built into your design process.

in terms of Design, Android Lollipop is a great update to Android. It is a significant and much needed aesthetic improvement over the previous versions. However, Material Design is far from perfect and Accessibility is a major let down.

iPad Air 2

The iPad Air 2 is all about hardware. It's thinner and lighter than ever. It's got a great display. It is blazingly fast. Its got a better camera than the previous iPads and It finally has TouchID! However, it remains to be seen how develoeprs and Apple itself, takes advantage of the upgraded internals and make strides in the field of software, which is a bit restricted for such a powerful device.



Should you upgrade?

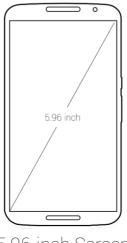
If you own an iPad 3 (Summer 2012) or below than there's no reason to not upgrade. However, It is more of a want vs need scenario for those owning an iPad Air. It is true that the new iPad is faster but then, the 4th and 5th Gen iPad should work just as fine for about an year more.

Nexus 6

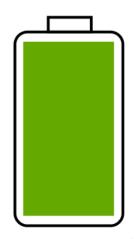
Built using the same design language as that of the Moto X series. The Nexus 6 by Motorola is a well built mobile phone that gives users an interesting choice of a 6-inch phone. At 6-inches, the Nexus 6 is obnoxiously large for most of the users, and its much smaller twin Moto X would do well but the Nexus 6, like every large phone does have some accessibility advantage and can to some extent be used as a content consumption tablet.











Greater Battery Life



Pixel Quiz October 2014

Vidit Bhargava

Q1. X was originally the design of Jon Garber, who wanted to call it the 'Mac-camera', but was vetoed by Connectix's marketing department which saw the possibility of it one day becoming a cross-platform product. We're talking about the world's first _

Q2. The X name was chosen because of the founders' fondness for the hit television series The X-Files, hence the theme to their products, with names such as Area-51, Hangar18 and Aurora. What is X?

O3. X was founded in 1994 when Paul Mercer, a software developer at Apple, left to form his own company. What is X and Which famous Apple product does it make the Operating Systems for?

Q4. Potrayed by Wayne Pere in the Pirates of the Silicon Valley, X was in news recently for his health issues, after his friends successfully managed to crowd-fund his treatment. X is a legendary Hacker. Who is X?

Q5. The company was founded by former music industry executive Jim Levy, Richard Muchmore. Which gaming company?

O6. Who is the credited with the creation of the first mousepad?

Q7. Like its name, this font is lively eccentric but friendly, mischievous and fun. Irregularly shaped letters and uneven baseline make it forgiving on a 300 dpi printer. Official Description for which font?

Q8. On 3 December 1992, Neil Papworth wished Richard Jarvis "Merry Christmas". What's so special about this?

O9. For which famous Internet invention is Jarkko Oikarinen famous?

Q10. This educational startup was founded by Luis von Ahn, Vicky Cheung, Brenden Meeder & Severin Hacker back in 2011. Which famous educational Startup are we talking about?

Answers to the Pixel Quiz August 2014

- 1. Pebble Watch
- 2. Frog Design
- 3. Y: John Oliver
- 4. YO!
- 5. Yosemite

- 6. Dave
- 7. Hawkeye
- 8. Ice bucket Challenge
- 9. Blaupunkt 10. PC