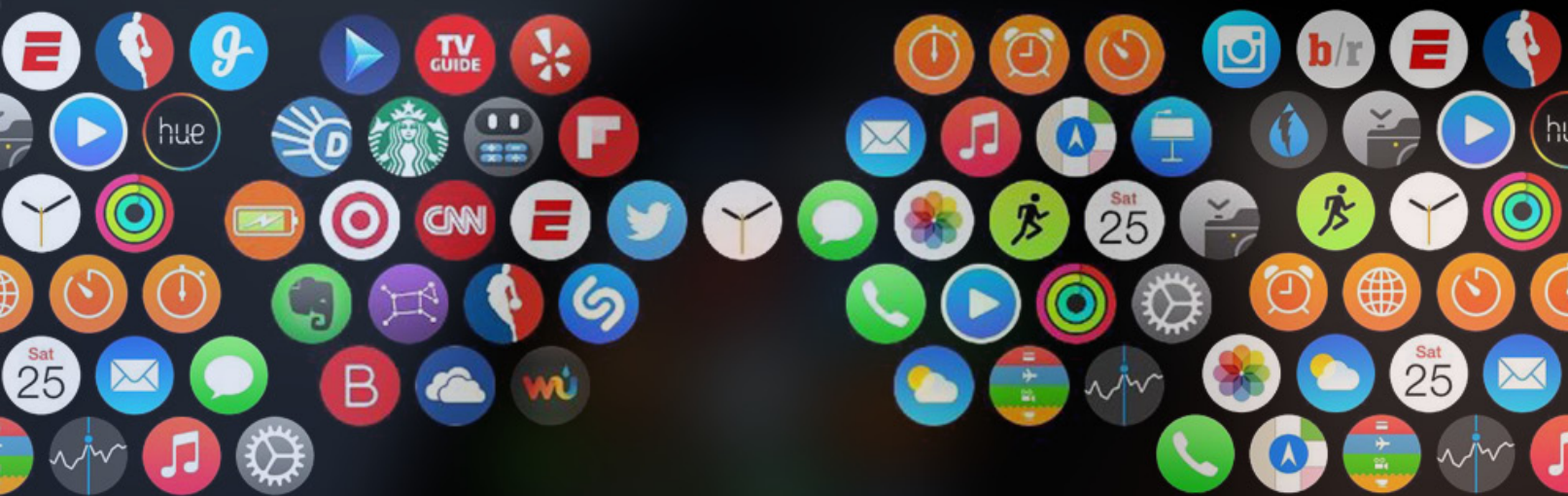


APRIL 2015



# APPLE WATCH

IS IT TIME FOR WEARABLES YET?





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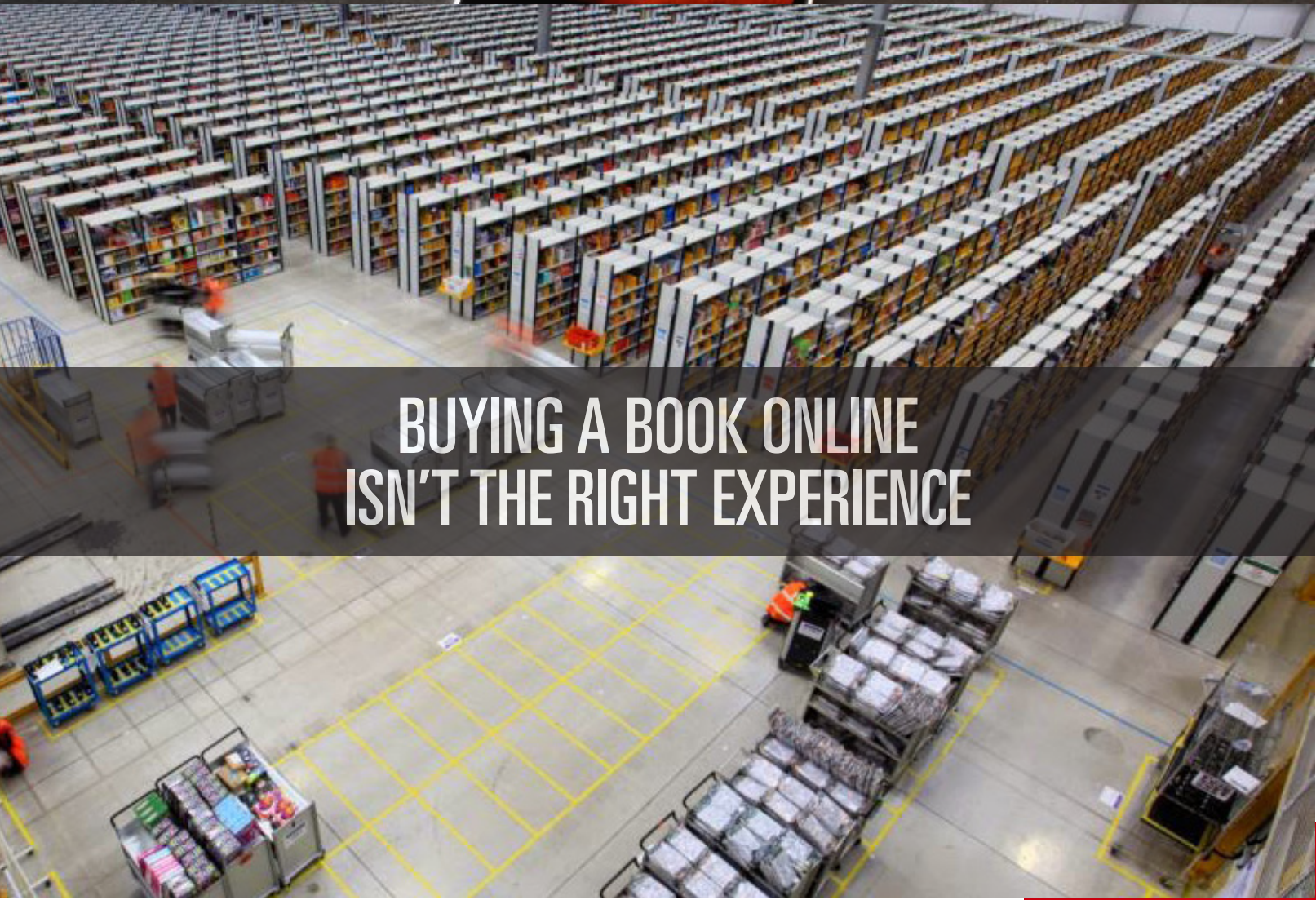


COVER STORY  
**APPLE'S SPRING**



**FORWARD EVENT**

# Xiaomi Mi 4i



**BUYING A BOOK ONLINE  
ISN'T THE RIGHT EXPERIENCE**



# APPLE WATCH - PREVIEW

Vidit Bhargava

Apple Watch is a gadget of convenience. It's more about Want than Need. It's about using a needle instead of the sword, when needed. The entire purpose of putting things on your wrist is so you can stop scooping out your phone more often. To apply the rule of threes, Apple Watch is a Watch, a Health and Fitness Tracker and a Communications Device.

The third one is an interesting choice, personally I'd have gone for it being an iPod, I'd have even used the side button

for Apple Pay primarily but it seems the communications device bit has a little more potential than what appears to be at the surface, I'll come back to it in a later post though.

There's no doubt that comparing the Apple Watch to a Mechanical Watch would be fool-

**The Apple Watch is a gadget of convenience and convenience like all other wants, grows on you.**

ish. Those watches are made with a completely different skill. Powering your watch with your body movement energy is an entirely different experience. The Apple Watch's design prowess however lies in its casing and bands. It's there that Apple's juggled around with the materials and played around with alloys to provide luxury at a much lower price than it currently exists at. (In some cases at least, the

Apple Watch is 'underpriced' )

The Watch's Construction and choice of materials is intriguing. While the sports watch features an Ion-X glass which isn't particularly great at Scratch Resistance, its Aluminium case is pretty well done. It's hard and very light. A perfect fit for regular outdoor activity. The Watch on the other hand features a Sapphire Crystal display, The Sapphire Crystal is extremely hard

making it scratch resistant to just about every thing. The Watch's case however, is made of Stainless Steel, which being extremely soft is a 'scratch magnet', also the Stainless steel casing is heavier than the Watch Sport. Much more suited to casual use than an elaborate indulgence in Sports.

The Bands however are a completely different story. They are a throw-back to the "This Sucks! Let's Fix it" trend that Apple had followed in the late 90s and most of 2000s. Until now, The Watch was at par, if not better than the automatic watches in the sub-\$1000 range. The bands however, blow out the traditional automatic watch competition out of the water! Apple's nailed it here!

## The Sports band is an affordable luxury for a \$349 Watch

Over the course of the last few months following the announcement of the Watch, there's been one nagging question: "Does it have enough meat to make people charge it over night?" I think, the Watch bands are key here. Being a wearable, the Watch's priority should be to feel comfortable on the wrist. I'd wear a comfortable watch every day, and this is where the Watch Band is important.

Apple's currently selling bands in four parts. The Sports Band, Loops, Buckles and Bracelets. The Sports band is a simple polyurethane band with an innovative pin mechanism to sit tightly on your wrist. Taking a leaf out of Ikepod's book, the Sports band is a direct reference to Newson's (now working on the





watch) work on the Ikepod Plastic Band. It's the cheapest of them all. It's also way underpriced! It's the sort of material that you'd see on a watch that costs 1000s of dollars, not something that costs \$349.

Perhaps the most interesting of the bands, however is the Milanese Loop. It looks as though, it'll eat out your skin hair. However, it's actually like a steel fabric! Sitting comfortably on your wrist, without any of the usual Milanese Mesh issues. If there was a 'Band of the Year' award. Milanese Loop would win this hands down in a competition with the bands from the likes of Omega, Rolex and Hublot. For those who really aren't into the silvery feel of the Loop, there are the more subtle Leather Loops, again very neatly done.

The watch however is not just about the hardware. The finesse with which the hardware

and bands have been made, must transfer to the software too for it to be successful. And this is where the Apple Watch ventures into stormy waters. It goes for complex instead of minimalist. There's more of everything.

Starting with the Watch faces, you probably get nine of them. The chronograph and digital face is epitome of complexity. There's more information on it than I've seen anywhere else on an Apple Lock Screen. Having said that, It's done with elegance. It's neither distracting nor overwhelming at the first sight. I particularly like the Chronograph. It's got a nice vintage charm to it. There are of course other watch faces too like the one that's called solar, where you also get the sun position along with the time. It's pretty neatly done. There are others you can choose from. Apple's promoting them as some sort of an Image building exercise for the Watch, these aren't just the casual you can

do it too watch faces which come with most of the smart watch. These are carefully made to match the luxury that the hardware provides (The seconds hand spinning at 60fps is a very pleasant sight). Will there be Third Party Watch Faces ever? I'm Skeptical. I don't see a fake rolex watch face making rounds on this one anytime soon. So, even if we see a Watch Face store, it'll be heavily scanned for originality. A hurried third party watch face program might be breeding ground for cheap knock-offs, but a carefully constructed one could encourage a lot of designers to make some awesome, innovative ways of reading time.

True, its three things primarily, Watch, Health and Fitness Tracker and Communications Device but it's also a lot of other things. There are third party apps in there which are probably meant to be the 'Utility' aspect of the watch. What the third party apps achieve will change the Watch from a want to the need.

Frankly, that status is still want. There's not much that can't be done without the watch. But the needle could tip in the favour of need very quickly. As I said before, it's a device of convenience and convenience grows on you. You may find calling a uber from the Watch, lame on paper but as you use it more often, you realise there's more reason for it to exist on your wrist than in your pocket.

What goes on your wrist, needless to say, needs to be a bite-sized interaction. No one's expecting to read days worth of your reading list on your watch but there are certain apps which are just better on your wrist. One tap apps like Timer, Stopwatch, Pomodorroh Style Time Managers, Uber fall in this category. For the simple task of setting a timer, it's more convenient to use your Watch than to take out your phone. Then there are quick searches, where you have the urge to find something, be it a nearby restaurant, a particular show







time, a word's meaning. Then there are directional apps. Apps that provide a direction to something. Say transit apps or even Cooking apps, the prospect of your watch reminding you add two teaspoons of sugar or telling you when to stop cooking something is exciting! The Remote Apps however are most popular, they are the apps which would have a hard time existing on the phone. It's fascinating to be able to control your powerpoint slides, your TV, your House Lighting on your wrist, but writing off the Watch as a 'Remote to your phone' is probably unfair. It's like calling the iPad an oversized iPhone.

These apps however are scarce (at least in comparison to iPhone). There are only 3000 apps on the Apple Watch right now and They are just extensions to your phone app, which makes them slow. Having said that, there's a lot of untapped potential in here. Apple's once

again put the controls in the developers hands to make the Apple Watch a need. It's their interest in the platform that'll make the Watch a powerful futuristic wearable or just a well crafted accessory for the fans.

For most of it's part, the Apple Watch stays true to its intentions. Just like a traditional watch. The Apple intends to save you time

**Writing off the Watch as a 'Remote to your phone' is probably unfair. It's like calling the iPad an oversized iPhone**

and it makes a very promising start for a first generation product. There's a lot it does correctly. There's dollops of untapped potential in the Watch,

something that after three to four iterations might even etch itself in your lives. But there are a lot of bumps it hits too. As a wearable, it's in a completely different league than the current smartwatches in the market, but as a smartwatch, a concept that is largely alien outside the nerd world, it still has a lot to do to convince a much wider audience about the potential of a smartwatch.



Cover Story

# APPLE WATCH AS AN IPOD

Vidit Bhargava

Being a day scholar, I've been travelling to my college in the Delhi Metro every morning for about six months now and one of the devices that's become a significant companion is an iPod Shuffle. Yes, despite the fact that I have a phone that's capable of playing music, I still use my iPod during a metro ride, and one of the reasons for that is the ease of flipping through songs. While my phone has to stay in the pocket through the ride (Inconvenient to use it in a crowded train), I can keep my iPod with me, clipped to my wrist or shirt and keep listening to my song collection.

iPods haven't been updated for more than two years now, and it's no wonder that they might be gone sooner than we know. However, I feel that the iPod might get a new life

**While my phone has to stay in the pocket through the ride I can keep my iPod with me, clipped to my shirt and keep listening to my song collection.**

with the release of the Apple Watch. Being worn on a wrist, the Apple watch could be an extremely easy to use Music player. Moreover, it could even achieve the things that the iPods couldn't, for example support for music streaming services like Spotify or Beats Music. One of the key features of the iPods have been the ease of navigating through the songs. Be it the click wheel on the iPod Classic or Nano or be it the easy Shuffle options and Physical buttons for the iPod Shuffle, the ease of Navigating through the songs makes the iPod a very convenient device. Being a wearable, the Apple Watch provides the same control for its

music app. iPods have always been a thousand songs in the pocket. That crown was taken by the iPhone sometime ago, but the Apple Watch could well take the throne of the most convenient way of listening to the music.



The prospect of having a thousands songs on my wrist is just as exciting as it was with the iPod. More than the songs, it's also about the Podcasts, If you are a regular podcast listener, you'll realise how much do the people listen to them while taking a walk or in a public transport ride and all these tasks are a lot more convenient than on a Watch than on the Phone.

## The prospect of having a thousands songs on my wrist is just as exciting as it was with the iPod

Another Use of the iPod is when people go for their daily fitness regime or a morning walk, most people use their iPhones today, but imagine how much more convenient would it be to just carry your watch with you to the

park, the Watch has an extremely capable Health and Fitness app and if it lets people store the music on the Watch, it'd be the perfect replacement for the iPods, giving the wearable comfort of the iPod with the health functionality of the iPhone.

Though not possible with the current SDK, the Apple Watch could in future also provide support for Third Party Music Streaming services to have their own Watch Apps. Giving it that feature of music which the iPod's have lacked for ages, and something that arguably caused their demise.

One thing which becomes a necessity with the Apple Watch is the need for Bluetooth Headphones, Apple's got none at the moment but it's recent purchase Beats by Dr. Dre has an iconic Bluetooth Headphone lineup. Could Apple launch an Apple Branded Solo Bluetooth Headphone? It's possible but we'll only

know about that once the Watch comes out this year.

Then there are the limitations of the WatchKit, the first Generation of Apple Watches, however powerful they are wouldn't be able to run certain kinds of Apps and have a very very limited WatchKit, the current Watchkit for example doesn't allow developers to get Audio access and make Watch Apps for third party music streaming services like Spotify. Having said that, Apple has the Audio access and could possibly make all the music apps it wants to, one for the Music, one for the Podcasts and one for iTunes Radio and Beats Music.

## Music might just be the fourth reason why people'll love the Apple Watch

When the Apple Watch comes out in April this April, there's going to be a huge buzz about the killer app that the Watch has to offer, I think that killer app is their Health App. But an equally important feature for the Apple

Watch is going to be its music playback, just because how convenient it is to access music from the wrist and the fact that most

people want to listen to music, when they go out for the run. If Apple nails the implementation, the Watch could be the resurrector of the iPod, not as we know it today, but in a much better form. Personally, I wouldn't ditching my iPod Shuffle for an Apple Watch.





## EDITOR'S NOTES

# THOUGHTS ON THE NEW MACBOOK

Vidit Bhargava

With the re-introduction of the MacBook, Apple's once again offering its users three different laptops to pick from. The MacBook, MacBook Air and MacBook Pro. All three of them serve a different purpose, though.

### Use Cases

The Three Different Versions of MacBook represent three different use cases.

The MacBook Pro is a laptop meant for professionals, it's best suited for Graphic Designers, Video Editors and anyone who needs a laptop with good graphics processing capabilities.

MacBook Air on the other hand is a laptop meant for anyone who doesn't need heavy graphics processing. Programmers, Casual Users would find this laptop just appropriate for them.

The newly Introduced MacBook caters to a slightly different set of people. It's definitely not targeted to programmers or power users. It's meant for those who primarily use their laptop to write content, browse the web and watch movies. Their use case maybe fulfilled by the iPad even, but an attached keyboard and OSX comes in handy.

Since the MacBook has only one port, it's also extremely accessible to first timers. Usually Laptops intimidate first time users with the overwhelming number of arbitrary shapes cut off from the sides of a laptop. To be honest, ports aren't very intuitive. None of the ports tell fore-hand what function they might perform, it's you who has to figure out, while connecting your device to the computer, that which port fits in. For someone who might never hookup an external display on his laptop, the Mini Display port holds no meaning



at all. For such users, the lack of ports on the MacBook is an incredible improvement.

MacBook Air Dejá vú  
MacBook is rather oddly placed in the spectrum of needs vs price, you are actually paying for a slower computer. To me though, there's an odd ring of familiarity between the MacBook's Introduction in March this year and the MacBook Air's introduction back in January 2008.

When Apple announced the MacBook Air back in 2008, it was slower than the existing MacBook range and expensive at \$1799. However, through subsequent iterations, speed improvements and price cuts, The MacBook Air has now become the company's most

successful laptop range.

There's an odd ring of familiarity between the MacBook's Introduction in March this year and the MacBook Air's introduction back in January 2008.

In a similar way, the MacBook, priced at \$1299 is a little expensive for the function it provides. It's also a little slow and like the MacBook Air, it's a forward looking laptop, there are a lot of technological improvements introduced in the MacBook something that all future laptops might benefit from.

The Speed will improve with subsequent iterations. The lack of ports will get even less profound, if wireless devices populate faster. The new MacBook might not be the best general laptop you could buy today but it sure has a good chance to be one in the near future.

## Hardware and Construction

Perhaps the most fascinating part of the new MacBook is its hardware and construction, it's also the part most rooted to Apple's history. When Steve Jobs and Wozniak built the Apple I, one of their achievement was to have reduced the circuit board size by eliminating a significant number of components. Jobs, famously even hated computer fans. The 2015 MacBook's design echoes Apple's initial passion for smaller and fan less computers.

I think we'll remember the 2015 MacBook more for the hardware technology that it provided to laptops than the laptop itself. The tiny motherboard, the extremely thin and powerful display, the fan-less construction and

The 2015 MacBook's design echoes Apple's initial passion for smaller and fan less computers.

most importantly the force touch trackpad. All of them are technologies that will be largely beneficial to the future laptops. It seems outlandish to that within two years we'll not have the same technology in MacBook Pro and MacBook Air.

I would suggest the 2015 MacBook to casual users, it's the best laptop to just

browse the web, write emails and watch movies, basically for anyone who wants an external keyboard for their iPad. For first timers, now is the best time to try a laptop, the MacBook is far more accessible than any previous laptop. But to anyone who wants professional capabilities out of their laptop, they'd better get an Air or Pro.



# UNDERSTANDING AIRTEL ZERO



Vidit Bhargava

“Everyone should have the access to the internet. Internet’s a necessity, those who don’t have the money to get online, should get it for free!”, Ah! Noble ideas. Alas, the current execution is so flawed that it creates segments inside the Internet.

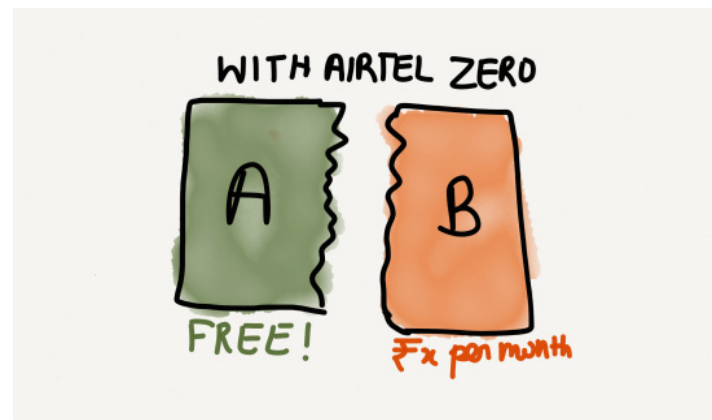
Currently to get on to ‘the’ internet, You have to pay for it. You pay a monthly rental to your ISP (Internet Service Provider) and get an Internet connection for it. For which you get to use the internet with limited data, say 20GB every month for some Rs. x.

Now, that Rs. x, might be a hefty sum for a lot of people in the developing countries and as a result, not everyone’s able to get online.

Which is where Airtel Zero comes! It provides you with ‘Free! \*’ Internet. So you get to browse a select few websites, completely free of charge, but you’ll have to pay the standard monthly rental of Rs. x to browse the others.

So, Yay! Consumers get some Free Lunch!

This creates two segments in our Internet. One (Let’s call it Segment A) that’s available for Free. The other (B) that you have to pay for.



But Why two segments? Why shouldn’t the entire Internet be free? Why doesn’t segment B goto Segment A? That’s because “There’s No Free Lunch”. ISPs need money to keep the internet running. In Segment B, the consumers pay the ISP that fee. In Segment A, the ‘businesses’ pay the ISP. Businesses with huge profits or big VC funding can easily pay the ISPs, making it a favourable arrangement for consumers. However, Businesses, who don’t have the money, basically any new startup, remain in the Segment A, the one where consumers have to pay.

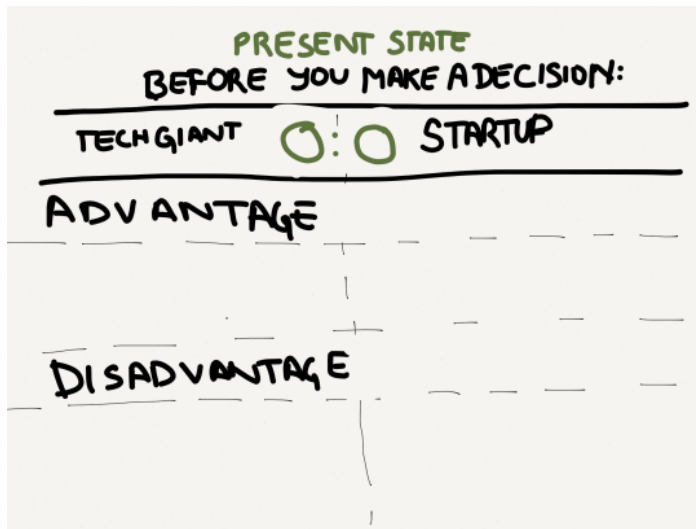
There’s no Free lunch! Someone’s else is paying for it, so that you choose the food ‘they’ wish to provide you.

By Nature, Consumers pick Free over Paid.

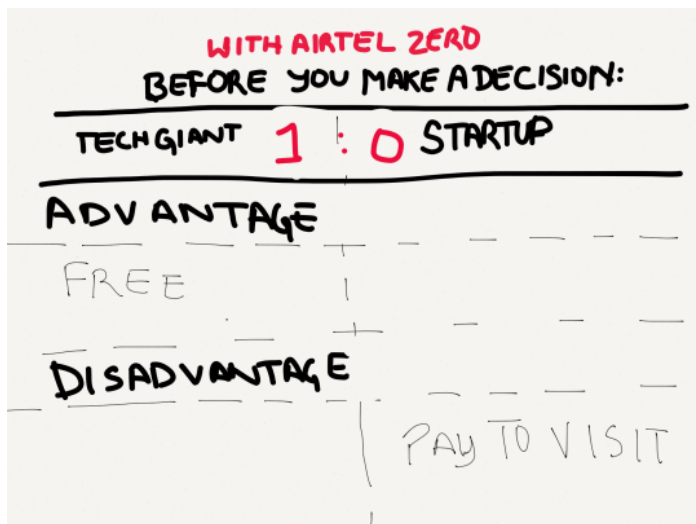


Who doesn't like saving a little money? By the looks of it, Segment A is going to be hugely popular, putting the small startups, instantly on a back foot. It destroys the level playing field that's existed between big businesses and startups on the internet.

Here's what a default blank Advantage vs Disadvantage sheet looks like without anything like Internet[dot]org or Airtel Zero, on a neutral internet.



But with something like Airtel Zero or Internet[dot]org, this sheet doesn't remain blank. By default, before you can fill in anything into Advantage vs Disadvantage columns, the sheet looks like this:



The neutrality is disturbed, the Big Business has a head start against the new startup, not because it's a stronger product, but because it has more money than the new startup.

This isn't even like the App Store, where the two factors are determined after you get an opportunity to compare the two. On the App Store, you pay to download the app, you don't pay to preview it and make a decision, the decision making segment of an App Store is neutral (Which is what Net Neutrality ensures for websites). However on a platform like Airtel Zero, the decision making part isn't neutral. Here, irrespective of whether you eventually use a product, you'll have to pay / be granted free access to make a decision.

It's like starting a football match with the Score Line set to 1-0. Is that a fair match? Should it happen?

Both Airtel Zero and Internet[dot]org are noble ideas. It's good to hear people wanting to provide Internet access to everyone. HOWEVER, The means they are using at the moment are unfair to a lot of people. A service that's only favourable to the rich (Businesses rather than consumers here.), isn't probably the best way to go forward.



## BUYING A BOOK ONLINE ISN'T THE RIGHT EXPERIENCE

Vidit Bhargava

I went to a bookshop last Sunday, my first meaningful visit to one in three years. Traditional Bookstores have always worked for me, a lot more than the online ones. So, for the book I bought, I browsed a lot of others too.

So why do traditional Bookstores work for me? They get a lot of things right. Serendipity for example. So, when I went to a bookshop last week, I not only got the Agatha Christie novel I was looking for, I also discovered a book on Pakistan's Cricket History, A book by Basharat Peer and an architecture and design magazine. Fortunate Happenstances like these seldom happen on Amazon or Flipkart.

Back in 2010, I was a regular at a bookshop in New Delhi's Connaught Place. The bookseller gradually picked up my reading habits and would suggest me a book or two, while I was at his shop browsing for new things to read. At times, it would be something I really liked at others not very good. But, there's some-

thing to be said about Booksellers here. They are some of the best book curators out their. They lend a Human Touch to the book buying process. Go to a Bookshop about where the ones selling you a book are just as enthusiastic about them as you are and you'll realise the value of the little suggestions they give you.

The New Book Depot, now closed, was one of the best Bookstores in the city!

Also, you get to feel the paper, turn the pages and select the book and the paper and bind quality. Now, this may seem trivial and in reality it is indeed a minor detail which many might ignore, but to me making sure that the book I'm buying feels good in hand, is essential in the buying process.

Online stores on the other hand, lack the human touch. Personally, I've felt this ever since I started buying things from Flipkart / Amazon. There's little emotion in the selling process. It's a mechanical warehouse culture that

these books are subjected to. Wrapped in a cardboard box ready to be 'shipped', the Book is just another courier consignment and not a doorway to another universe full of amazing things.

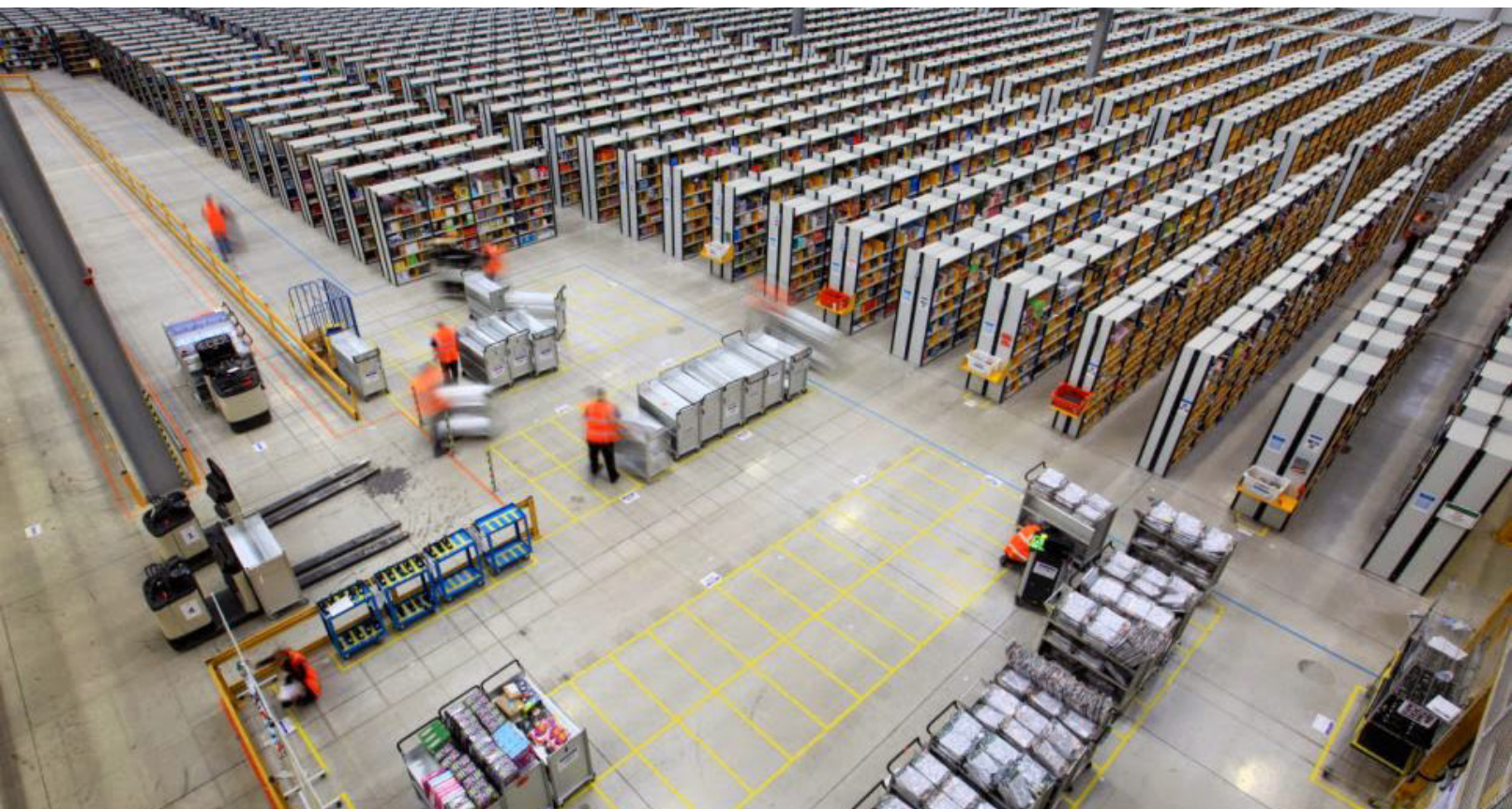
Wrapped in a cardboard box ready to be 'shipped', the Book is just another courier consignment and not a doorway to another universe full of amazing things.

On Flipkart or Amazon, you get what you want, but seldom do you come across something new. Seldom does Flipkart suggest something that you really might want to read. Both the websites it seems, are always embroiled in a battle to provide the cheapest rates possible. None of them seem to care about the condition and quality of the book they are sending the readers, there've been

many instances for me when an Amazon fulfilled purchase ended up in a book with dust and scratch marks on it or even a torn cover. Even though the online stores provide an image with every purchase, you still don't know what you are going to see at your doorstep.

Having said that, the online stores deserve some credit for having a much larger collection of books than a conventional bookstore might have. There've been a lot of times when I was unable to find a book anywhere in the city but found an import edition on Amazon. Also, some of the online stores do care about the books, Flipkart was famous for sending some really beautiful bookmarks, back when they were young and few people knew them.

Buying a book online is sometimes a necessity. For every other time, I'd prefer to walk to my Bookstore where the experience is much more human.



# PODCAST OF THE MONTH



## Inquisitive Relay FM

Hosted by: Myke Hurley  
Episode Air: Every Wednesday

### Must Listen:

Behind the App #1: History  
Behind the App #3: The 30% Cut  
Behind the App #7: Identity

Vidit Bhargava

Having gone through several iterations, The Inquisitive Podcast hosted by Myke Hurley, of Relay FM is currently in its best state. Running a special series titled, “Behind the App” tries to discover how the process of building an app has evolved over the last eight years, starting from the introduction of iPhone and the App Store.

The podcast, hosted in the soothing voice of Myke Hurley (You may have heard him at another podcast titled Connected, along with Federico Vittici), is extremely engaging and has a bunch of interesting interviews from some of the best Indie-Developers like Marco Arment, Guy English.

Keeping it short at 25 minutes of length, the series is my favorite after Last year’s Serial by Sarah Koenig. Like Koenig’s Serial, the production values of this one are high. Higher than the content RelayFM is currently providing, at least.

Podcasts have evolved into great Periodicals, they are something that a lot of people love to listen while driving, or in the gym. They are definitely a favorite of mine. If You are yet to start listening to a podcast, you should definitely give Inquisitive’s Behind the App series a try!



# XIAOMI Mi 4i

Vidit Bhargava

Every product has a reason to be, a story of sorts which it needs to execute, When the iPhone launched it was a ‘Smartphone that doesn’t Suck’, to execute that it got three things right: Phone, Internet Communication and iPod. The Amazon FirePhone had a reason to exist too, ‘People buy a lot of things, Let’s make that experience easier for them’. They came up with something called ‘Fire-Fly’ for it. When the Mi 4i was announced last week, I was compelled to look back into the story of Mi Series. Their reason is simple: “There’s a lot of economic disparity in the economic markets. A lot of people can get premium phones, but a lot of them can’t. Let’s provide something that looks premium for a more affordable price.”. Mi 4i is perhaps the biggest, best example of this thought process.

The Mi 4i is a phone made for a price point. It’s made with the idea to provide as much

as possible for less than 15,000 Rupees. And since its cheaper, the target audience is slightly different from those of Mi 4. A younger audience and so, the basic design is extremely similar to that of Mi 4 but with more colourful shells. It’s a story of aspiration. The aspiration of a phone to look just like the industry standard in smartphones. But somewhere down the line, the ‘want’ to look and feel like the industry leaders, the desire to imitate becomes greater than the desire to provide a premium phone at an affordable price.

Coming back to the Mi 4i. Mi 4i’s hardware is a winner. Staying true to Xiaomi’s culture of making phones with hardware way above than what’s being offered at the price point, Mi 4i packs a punch. The 441 ppi display is extremely well done, the camera shots are pretty good, if not DSLR quality, but then it’s a long shot to even hope for something like that in a budget phone. More than the speed or perfor-

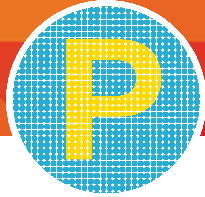


mance, It's going to be Mi 4i's Construction, Display and Camera that are going to be key to Mi 4i's success. That's where Mi 4i is blowing pretty much every other budget phone out of the water.

However, if there's one thing that'll probably nag Xiaomi is, the absence of Stock Android Lollipop. MiUi is a cross between being an iOS imitation and Lollipop's structure. It's a curious place to be in. Every Mi App could exist on the iPhone and not look out of place, but it's not on an iPhone, it's on an Android device, which now has a different Platform convention. The Material Design apps are completely different, they look nothing like MiUi apps and this hampers the experience. To it's credit, MiUi is far better than TouchWiz, it's fast and lag free.

Bottomline:

The hardware's impressive. the Software's fine. However, it's still difficult to not call an Mi phone, a Rolex Imitation. It's that beautiful watch looks better than it feels, it looks like a Rolex, it tells you the time alright but it just doesn't feel like one. To be honest, a lot of people are fine with those watches and a lot of people are 'okay' with Mi 4i being the fake Rolex Equivalent of a smart phone. I'm not one of them. So, even if this is the best phone at less than Rs. 15k, I'll always be slightly hesitant to recommend it. For Xiaomi, somewhere down the line, "A premium phone at a budget" becomes "Let's imitate the premium". And that's all the difference that Xiaomi needs to cover to make a dent in the budget smart-phone space.



## Pixel Quiz April 2015

Vidit Bhargava

Q1. The website X, launched in 2003 by Anthony Casalena. X is a SaaS based Content Management System comprising of a website builder. X's 2015 Super Bowl ad titled, "The Power of Om" featured Jeff Bridges. In the 30s commercial, no words were spoken except for Bridges, chanting Om. What is X?

Q2. "With X, David and I set out to create a new platform that allows people to be their most authentic selves.... It's become clear that the next chapter of X is beginning in a way that will be less about the kind of creation and design that I love, and so it's time for me to step down." - This is the statement that Chrys Bader the founder of X. What is X?

Q3. This is what Bruce Mau Design (BMD) has to say about X: "It was meant to in motion, something radiating, something happening" BMD calls X as the "Amplification Mark". The Design team describes X as a Happy Accident. What is X?

Q4. X is a video game series developed by IO

Interactive and published by Square Enix. First released in November 2000, X revolves around a Agent 47, a cloned assassin, whose flawless records place him in high demand among the wealthy and elite. What is X?

Q5. The creator of X claims that she drew inspiration from A Batman character. A different version of X, called Y was displayed along with the "Chimes of Death" melody in MAC OS's equivalent of a "Screen of Death". An iteration of Y also landed in the initial iPods. X is still in use. Y was however replaced with the universal 'no symbol' in 2002. What are X and Y?

Q6. X was launched in the summer of 2012 by Logan Green and John Zimmer as a service of Zimride, a company the two founded in 2007.. Y is iconic to X. Commenting on Y, Green said, "We originally thought of doing this just for women.". What is X and Y?

Q7. X Weinman is famous for calling her startup X : "We're an 18-year-old overnight sensation". What is X?

Answers to the previous Pixel Quiz

- |                |          |            |                   |                 |
|----------------|----------|------------|-------------------|-----------------|
| 1. Photoshop   | 2. Tally | 3. Hawkeye | 4. SuperComputing | 5. CyberRagging |
| 6. Jack Kelley | 7. Cisco | 8. Canon   | 9. BuzzFeed       | 10. Nokia       |

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