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Date: February 2016 | Venue: Mumbai.

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Internet users in India likely to reach up to 550 mn in 2018: report

- According to a report Internet users in India are likely to reach up to 550 million in 2018, primarily led by affordable access and improved awareness.

- The report further said that Internet-connected urban population will increase from 130 million to 300 million.

- The real action will take place in more-rural areas, where the user base could easily expand by up to 40% per year, from 60 million in 2014 to 280 million in 2018.

Click on the link to read more:
http://bit.ly/1QbfA8v

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E-Gag: If Google was deleted we can't Google what happened to Google.
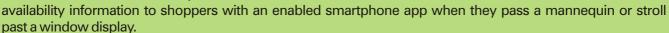
The Bytes in the Bill

Trends in retail technology for 2015

Muti-channel retail - Shoppers want the flexibility to buy online, return in-store and re-order from a mobile, and retailers have to be prepared to offer full service across each of these channels.

Mobility - Having a smartphone may soon become a hygiene factor for retailers. In-store shop assistants carrying tablets/smartphones can help visitors with information, price checks or even check- out to help avoid long queues.

Delivery management - Distributed and networked warehouses enabling offline-pick up of online orders and even drone technology are being explored by warehouses to make delivery effortless.

In-store broadcast - Beacon technology will use bluetooth to beam price and availability information to shoppers with an enabled smartphone app when they pass a mannequin or stroll past a window display.

Cloud for customer - The cloud will be used to put inventory online so that customers will know when a product will hit the shelves. This will boost SKUs and fulfil orders from any location to prevent loss-of-sale.

Tech Trivia: Yahoo stands for Yet Another Hierarchical Officious Oracle.

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Why is Oracle banking on the cloud?

- Oracle, currently the world's second-largest SaaS company after Salesforce Inc., believes it has the "breadth and depth" to succeed since it has all the elements of a cloud computing strategy.

- Revenue from cloud computing—SaaS, PaaS, and IaaS—totalled more than $1 billion in half-a-year, according to the company's fiscal 2015 earnings report.

Click on the link to read more
http://bit.ly/1Msb9At

Google to tweak search algorithm again, 'mobile-friendly' sites will get preference

- Google has changed the way its influential search engine recommends websites on smartphones and tablets in a shift that's expected to sway where millions of people shop, eat and find information.

- The revised formula will favour websites that Google defines as "mobile-friendly." Websites that don't fit the description will be demoted in Google's search results on smartphones and tablets.

Click on the link to read more
http://bit.ly/1JvkLuk

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E-Gag: Programmers never change light bulbs because it's a hardware problem

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Soon, app for constables too

- The Delhi Police is working on a web-based app for its beat constables to reduce paperwork and make them more efficient.
- With this 'Beatbook app,' police want to replace the beat register where a constable has to make entries about his day-to-day activities with an electronic log book.
- The beat constables would be now connected to a centralized server through which they can update records and fill logs from wherever they want.

Click on the link to read more
http://bit.ly/1FYGW9Y

Now just find your missing Android smartphone on Google Search

If your Android smartphone is missing, you can now directly use the Google Search app or site to find it. According to a   Google Plus post   by the company, you can get Google to ring the smartphone for you or get a view on Google Map to see where you've forgotten the smartphone.

All users have to do is type 'Find my phone' in the Google Search bar and it will help locate your smartphone on the map. There's also an option to Ring the phone on the bottom which will be helpful in case you've misplaced it somewhere in the house.

Click on the link to read more
http://bit.ly/1KQ2TMG

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Tech Trivia: The original Sony Playstation used CDs to play games.

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Academic and Placement

Campus Drive in North by Addaxie Technologies was attended by 107 students from 16 centres for 50 openings.

Counselor training in South and West to prep them up for the new season.

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List of placement companies in April 2015

- Capegemini India Pvt. Ltd.
- Dreamvision Pvt. Ltd.
- Accenture
- HDFC Securities Ltd.
- Reliance Technology Pvt. Ltd.
- Tata Consultancy Services
- Innosoft Solutions Pvt Ltd.
- Torry Harris
- Webber
- Idealake

- Reliance
- Pantaloons
- Airtel
- Tata Motors
- University Of Grant Commission
- Ministry of Finance
- All India Radio
- ASPL Info System
- Alliance World School

Tech Trivia: The Apple iPhone was first available in 2007.