THE HANDELOT TIMES

May 2019 #13

Man + Technology new intersections

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10 YEARS

The Online **B2B Magazine** for Electronics Wholesalers

MAY 2019

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QUICK HINTS

Microsoft enters the 'billion-dollar club'.

It is the third company to cross the threshold after **Apple** and **Amazon**. The Microsoft title flies to Wall Street and the Redmond giant founded by **Bill Gates** and **Paul Allen** enters the club for the first time, exceeding a market value of one thousand billion dollars. Until now only Apple and Amazon were successful, while the other giant of the web and hi-tech, Google, is still pursuing the goal. **To push Microsoft** in the Olympus the excellent results of the first quarter of 2019, obtained above all thanks to the rebound of the sales of the operating system of the house of Redmond, **Windows**.

Turin becomes 'technology capital' with the Italian Tech Week

Turin wants to become the Italian capital of technology. The Italian Tech Week sets this ambitious goal, with four focuses: **Industry, Impact, Investments and Ideas**. Two elements in particular of the Italian Tech Week approach are significant: **first of all** the idea that innovation is not just digital. Technology is applied to manufacturing (to continue producing in Italy), it is new ways of financing business ideas, it is still new answers to society's questions, or even new ways of producing art. **The second point is** the organizational structure: the Italian Tech Week experiments with a widespread and plural organizational method. There is no 'owner': the SEI (School of Entrepreneurship & Innovation) of Turin coordinates the work but in fact there are 11 promoters of the events and about twenty partners. The event is on the agenda from 25 to 28 June 2019.

First black hole picture: a breakthrough look from across the universe

Thanks to the Event Horizon Telescope and an international project involved, the historic image of the black hole in the center of the M87 galaxy was captured.

Scientists have unveiled an image of this object, a supermassive black hole that has the same mass of **6.5 billion** suns. A circular black void surrounded by a slightly lopsided ring of light, this historic photo is our first vision of the shape of a black hole, an image that approaches the inexorable edge of the mouth of the black hole.

Nintendo Switch Online has almost reached 10 million users

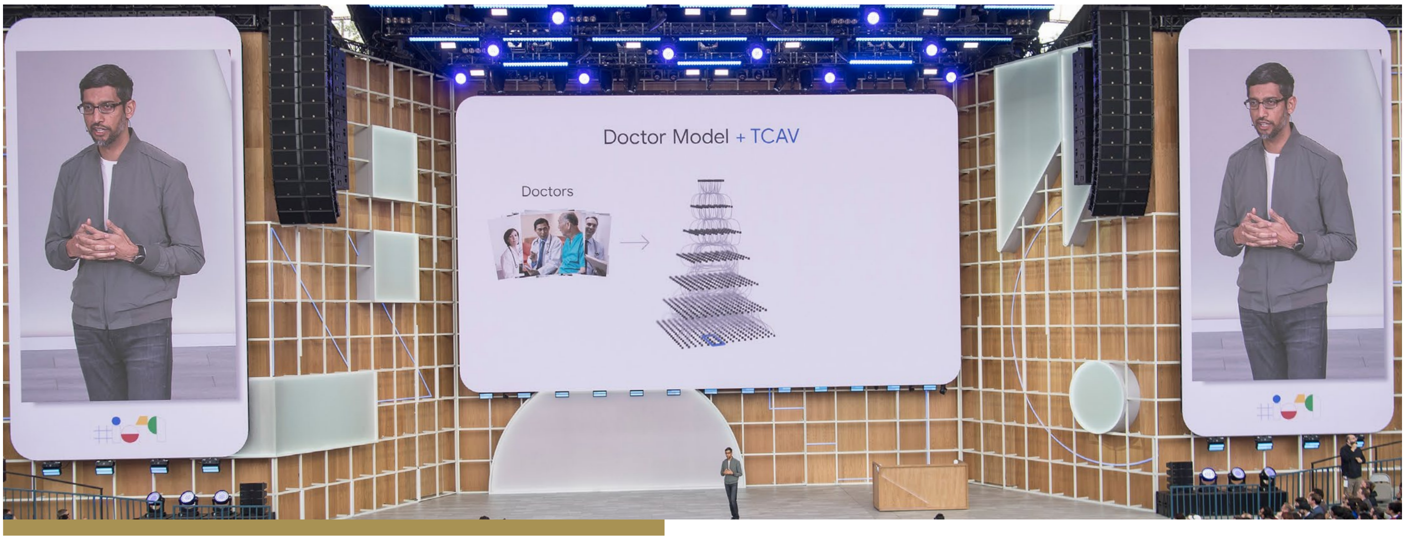
Although only available since last September 2018, **Nintendo Switch Online** is already enjoying huge success. According to the latest financial data released by Nintendo, in fact, the service that allows access to the multiplayer features of the games has reached more than **9.8 million subscribers**. In the count there are both the passes made with the free trial and those of the Family Membership. Based on the latest Switch sales figures, around one third of console owners have subscribed to the service. An excellent result for the big N that could push it to further improve its offer.

Red Dead Redemption 2 is the best video game of the year

Rockstar's western masterpiece wins three awards but **God of War** is the moral winner of the **Italian Video Game Awards**. The title of Playstation already triumphant at the Bafta Game Awads has met the public choice. Nintendo has as usual excelled in the Family category with Nintendo Labo. Confirmations for Forza Horizon 4 in sports games and Fifa19 as the best-selling title. Playstation is collecting awards with three awards for Detroit: Become Human by David Cage.

QUICK HITS

A SELECTION OF CORPORATE NEWS FROM AROUND THE TECH WORLD.



New developments out of **Google's I/O Developers conference** include a cost-conscious Pixel smartphone, the newest iteration of their voice-activated Assistant, and a sneak-peek at the upcoming Android OS.
Speaking of which, **GSMArena** reports that over 2.5 billion devices worldwide are running one version or another of the Android operating system. Numbers do not take into account non-Google Play Store devices, however, so the number could be larger in fact.

Meanwhile, the site also reports that the **new Pixel 3a** will not be bound to Verizon in the US. The new device will be available across all of the major mobile carriers, as well as Google Fi.

Telecompaper speculates that **2020** could be the year Google overtakes Amazon's Alexa in the home assistant category. Smart speaker sales are expected **to grow 57**% this year to **135 million** units shipped, and surely higher as time goes on.

In Australia, the government has blocked a merger between Vodafone and TPG Telecom, reportedly worth **$7.7 billion** per Bloomberg. TPG, who was already struggling, saw its shares dip by **14%** in response to the news.

GTT Communications reports a jump in revenues of 73 percent from last year, per Telecompaper. Earnings topped out at **USD $450.2 million**, easing a net loss suffered by the company.

Globally popular ride-sharing service Uber make its debut on the Wall Street Stock Exchange with what Bloomberg Tech calls **"one of the top ten largest IPOs of all time in the United States."**

GSMArena confirms that Motorola's upcoming One Vision device will sport a **48 MP** rear camera. Leaked renders of the phone also show that it will be available in blue and, curiously, brown.

Apple has been shifting its manufacturing to India recently to expand its footprint there, and it's paying off. **Bloomberg** reports that the firm has a shortlist of locations for the very first Indian branch of the Apple Store.

E3 LOS ANGELES VIDEOGAMES FAIR 2019:
WHAT TO EXPECT

The Electronic Entertainment Expo (E3) is the most important video game fair in the world, since 1995 an unmissable event for enthusiasts and a fundamental showcase for entertainment giants that attend the kermesse to preview their novelties.

The 2019 edition will take place from **Tuesday 11 June to Friday 13 June**. Historical the absence of Sony that, for the first time, will not participate in the event. So it will be E3 2019 gaming fair without PlayStation. Let's see what to expect from the upcoming 2019 Edition.

What is E3 2019

Known to everyone as E3, the Electronic Entertainment Expo is the most important video game show of the year which takes place every summer, since 1995. A real crossroads where the great publishers of the industry compete to present their news in gaming, from the new title to the new console. The 2019 edition will take place from Tuesday 11 June to Friday 13 June in the City of Angels.

The main players competing for the E3 showcase have always been the **Microsoft**, **Sony** and **Nintendo** trio. If, however, Nintendo has decided in recent years not to attend more physically, relying instead on the direct formula (video streaming presentations), this year Sony has decided to forfeit its focus by focusing on events of its own to announce its news. In that case, there will be space for smaller software houses and for increasingly popular independent productions.

The beginning of the E3

Before E3, many video game publishers showed their products at trade shows such as the Consumer Electronics Show **(CES)** and the European Computer Trade Show.

The first edition of the Electronic Entertainment Expo was conceived by the International Data Group **(IDG)** and co-founded by the Interactive Digital Software Association (now called the Entertainment Software Association). The convention debuted concurrently with the start of the fifth generation of consoles and featured the Sega Saturn, the announcement of the arrival of PlayStation, the Virtual Boy and the Neo-Geo CD. The specifications for the Nintendo Ultra 64 were also made available (later renamed simply as Nintendo 64), but the hardware was not shown.

Initially **IDSA** asked for a private space for developers within **CES**, requiring not to restrict access to registered guests only. Patrick Ferrell, CEO of IDG, sent the company's vice president of marketing to the meeting with CES organizers, from which the E3 was born. Needing to secure the full support of the industry, Ferrell partnered with IDG which led the two to co-produce the fair for quite a few years.

The event was held from 11 to 13 May 1995 in Los Angeles, California. The best known speakers were **Thomas Kalinske** (the CEO of SEGA), Olaf Olafsson (president of Sony Corporation of America) and Howard Lincoln (the then president of Nintendo of America). With 700,000 square meters, the first edition of the E3 was one of the most launches of exhibitions with the most space available in history and there were 38,000 participants.

Where and when it takes place

E3 2019 will take place (as always) at the Los Angeles Convention Center. In the days before the event, as usual, there will be **pre-E3** conferences held by leading manufacturers and developers such as Electronic Arts, Bethesda, Ubisoft as well as the big Microsoft, Nintendo. No Sony this year, as already mentioned, that will not be present at the fair.

In the coming months the details of the pre-E3 shows will be revealed, which will be held on June 10th.

Microsoft

Microsoft will take the stage of E3 2019 almost certainly presenting its two new next-gen consoles, planned for the market not before 2020. That Microsoft is working on two versions of the **next-gen Xbox** is already in the air for some time, with the rumors that mount insistently. The code names of the two new Microsoft gaming machines are already leaked: Lockheart, the cheapest and therefore less powerful (like Xbox One S), which will support the same games, and Anaconda, which would be the equivalent of Xbox One X.

The Los Angeles fair will be the occasion for the Redmond giant to reveal the final names of the two consoles, technical specifications, prices and much more. As already announced by Microsoft, during the fair the company will make important announcements regarding the evolution of PC gaming, both in terms of the Store and the development of triple A games.

Nintendo

Even Nintendo like Microsoft could take advantage of the E3 2019 display case - through its usual Nintendo Direct - to present **two new Nintendo Switch models**, just two years after the hybrid console was released in stores.

According to rumors there may be two new models: one dedicated to more hardcore gamers, for those who want superior performance and a second variant designed for more casual players, a sort of spiritual successor to Nintendo 3DS.

The Sony absence

Last November, Sony announced its decision not to participate in E3 2019. A real cold shower for millions of fans around the world who are always eagerly awaiting announcements from the Japanese giant at the Los Angeles event. And to say that in the past editions Sony PlayStation has **always given good** satisfaction with bomb announcements.

But evidently for Sony it is the end of an era, as explained by the same company during an interview with Game Informer microphones: 'The industry evolves and Sony continues to look for new creative opportunities to involve the community.'

Announcements

In addition to the big colossus's upcoming news, on the E3 stage will also go up the main software houses like Electronic Arts, Bethesda, Ubisoft, Square Enix and others anticipating the fair with their **pre-E3 shows**. It is still early to understand which company will be participating and what they will present. In the coming months we will know more for sure.

Bethesda confirmed its **pre-E3** conference on June 10, 2019, where the software house will give more details on Doom Eternal, and much more.

What about Google?

It is possible that this year Google will also participate in E3 with a pre-trade show during which it could show the details of its **new Google Stadia cloud gaming service**, that we already presented in the last issue of the Handelot Times.

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A.I. MADE IN EUROPE

The Member States and the Commission are working together to strengthen 'artificial intelligence' made in Europe

As part of the implementation of the strategy on artificial intelligence **(IA)** adopted in April 2018, the Commission today presents a coordinated plan set up with the Member States to promote the development and use of artificial intelligence in Europe.

The plan proposes joint actions for closer and more efficient cooperation between **the Member States**, **Norway**, **Switzerland** and **the Commission** in four key areas:

- increased investment;
- access to more data;
- promotion of talent;
- confidence.

Greater coordination is essential for Europe to become a world leader in the development and dissemination of cutting-edge, ethical and secure AI solutions.

In order to maximize the impact of investments at EU and national level, the plan encourages synergies and cooperation across the EU, exchange of good practice and defines the path to follow to ensure that the EU as a whole can compete globally.

The new Commission service on AI knowledge, AI Watch

The coordinated plan presented today in 2019 for a **'made in Europe'** AI lists actions to be launched soon and prepares the ground for the activities of the following years. Coordination with Member States will continue and the plan will be reviewed and updated every year. The new Commission service on AI knowledge, AI Watch, will help monitor the development of artificial intelligence in Europe and the implementation of the coordinated plan.

For the success of the plan it is necessary to complete the digital single market and the related regulatory framework. The Member States and the European Parliament **must reach** an agreement as soon as possible on the legislative proposals on cyber-security and open data and on the next EU budget, which provides funding for research and innovation and for the dissemination of AI technologies.

Andrus Ansip, Vice President responsible for the Digital Single Market, greeted this important step by declaring: 'We have decided to work together to pool data - the raw material for the IA. In areas such as health care to improve cancer diagnosis and treatment, we will coordinate investments: our goal is to reach at least 20 billion euros of public and private investments by the end of 2020. It is essential for growth and employment. AI is fundamental to our future and cannot be considered optional.'

Representatives from the Member States, Norway, Switzerland and the Commission have met over the past six months to identify synergies and joint actions that will be reviewed and updated annually. They identified priority areas of public interest, such as health care, transport and mobility, safety and energy, agreeing on the actions listed below.

1. Maximize investments through partnerships

Compared to other parts of the world, such as the **United States of America** and **China**, investment in artificial intelligence in the Union is modest and fragmented. In line with the IA strategy presented, the plan provides for greater coordination of investments, which will bring greater synergies and at least **20 billion** euros of public and private investments in research and innovation in the AI field from today at the end of 2020 and over **20 billion** euros a year from public and private investments in the following decade. In addition to national investments, the Commission will invest 1.5 billion euros by 2020, **70% more** than in 2014-2017. For the next long-term EU budget (2021-2027) the EU has proposed investing at least € 7 billion under the Digital Europe program.

Joint actions to achieve these investment objectives include:

- national strategies on artificial intelligence: by mid-2019 all Member States should have national strategies that define investment levels and implementation measures, which will help feed the debate at EU level;
- a new European public-private partnership on artificial intelligence: a new research and innovation partnership will be established in the field of AI in order to promote collaboration between the academic world and industry in Europe and to define a strategic research agenda for artificial intelligence;
- a new fund for expansion in the AI field: the Commission will support start-ups and innovators in the field of AI and blockchain technology in the early stages of development, as well as expanding businesses;
- development and connection of cutting-edge centers for AI: European centers of excellence for artificial intelligence will be developed and connected, test facilities of global relevance will be set up for sectors such as connected mobility and the dissemination of AI will be encouraged the whole economy through the poles of digital innovation (today 66 million euros have been announced for the poles for robotics). A pilot initiative of the European Innovation Council will also be launched to support next-generation AI technologies.

2. Create European data spaces

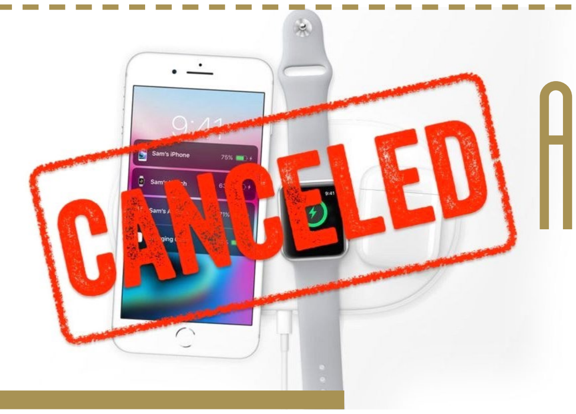
For AI technology to develop, large, secure and robust data sets are required. Together with European countries, the Commission intends to create common European data spaces so that cross-border data sharing is easy and at the same time fully compliant with the general data protection regulation. The health sector in particular can benefit from AI: in coordination with Member States, the Commission will promote the development of a common database of data taken from health examinations, with anonymized scanned images, donated by patients, to improve the diagnosis and cancer care through artificial intelligence. **By mid-2019** the Commission will launch a data sharing support center, in order to provide practical advice to all European stakeholders participating in the data economy.

3. Promote talent, skills and lifelong learning

Talent in Europe is essential for the development and use of artificial intelligence, but EU countries complain about the lack of **ICT** professionals and higher education programs specializing in AI. It is for this reason that the Commission, together with European countries, will support advanced university courses in artificial intelligence, for example through specific scholarships. The Commission will also continue to support digital skills and lifelong learning for the whole society, in particular for the most affected workers by the deployment of AI, as indicated in the AI strategy. For the development of anthropocentric AI, it is also important that teaching programs in other disciplines, such as law, include AI.

4. Development of ethical and reliable AI solutions

Artificial intelligence raises new ethical questions, for example it could distort the decision-making process. To instill the trust necessary for society to accept and use AI, the coordinated plan aims to develop a technology that respects fundamental rights and ethical standards. **A European group of experts**, representing the academic world, businesses and civil society, works to develop ethical standards for the development and use of AI. The goal is to bring Europe's ethical approach to the world. The Commission **is opening** cooperation to all third countries willing to share the same values.



APPLE OFFICIALLY CANCELS AIRPOWER

During the weekend Apple announced, in a note by Dan Riccio, **the cancellation of AirPower**: it does not reach the standards of Cupertino.

Apple has officially abandoned the AirPower project, one of the biggest flops in the company's recent history, for several reasons. Introduced nearly two years ago, Apple's wireless charging pad has never been released and never will be. Let's analyze the reasons for this failure, trying to understand why Apple has come to make this decision.

This is the statement shared by Dan Riccio, vice president of hardware engineering at Apple:

'After much effort, we concluded that AirPower will not reach our high standards and we canceled the project. We apologize to customers who were looking forward to seeing this launch. We continue to believe that the future is wireless and we will strive to advance the wireless experience'.

Why an important company like Apple, always attentive to details and customer satisfaction, presented a product that is not yet ready, promising that it would be available after a few months?

The failures of the recent past (and of Steve Jobs)

In the recent history of the company we have always seen presentations of hardware products that were then launched within a few weeks. Sometimes a few problems have occurred, but Apple has always kept its promises when it comes to launches and availability of various iPhones, iPads or Macs. The company has accustomed its customers to pre-order a product a few days after the presentation and to receive it at home within a few weeks.

The exceptions were few. The best known is the first iPhone, which was presented in January 2007 and marketed only in June of the same year. Even the Apple Watch was presented in September 2014 and sold in April 2015. In memory, very few devices have been delayed due to problems of some kind: the white iPhone 4 presented by Steve Jobs in June 2010 suffered a great delay, given that sales began only in April 2015 due to problems with color; AirPods were launched a couple of months late; iPhone X was shipped later than iPhone 8 and the HomePod had to wait about 6 months before it could be marketed. In principle, however, Apple had already announced the 'delay' in the presentation phase or after a few days, but sales then started in the promised times.

Things went really badly with AirPower: Apple presented its refill pad in 2017 along with the iPhone X, to make customers understand that the future would be more and more wireless and that the company was able to create something that no one, at that moment, had the engineering possibilities to propose. AirPower was a concentrate of hardware technology and software support, capable of managing up to three recharges simultaneously between iPhone, Apple Watch and AirPods.

A delay is justified, especially when you are a company that works on dozens of products and is working for the first time on a new device such as the multiple wireless charging pad. A delay, not a real abandonment.

Someone wondered if something like this would ever happen with Steve Jobs. The answer is 'maybe'. No one can say for sure, but even under Jobs's leadership there have been delays or flops like MobileMe, the iPod with no buttons or the many problems of the first Apple Maps. In short, we avoid this useless cliché.

What about other multi-device wireless pads?

But if other manufacturers have succeeded in creating multi-device wireless charging pads, why didn't Apple make it?

The problem is that AirPower was totally different from any other Qi refill pad on the market, in 2017 as in 2019.

Apple's idea was not to produce a simple device with three Qi recharge zones useful for charging iPhone, Apple Watch and AirPods. Apple had much bigger ambitions: instead of three individual Qi recharging points, the entire AirPower was designed to be a single uniform recharging area where you could leave any device in any position, without the user having to worry about putting the device at the exact point. You could put down any device: two iPhones and an Apple Watch, two AirPods and an iPhone, three Apple Watch and so on, without having to worry about anything.

In addition to this, AirPower integrated other technologies that the current Qi standard did not include (and still does not include). Indeed, the company's idea was to work to update the Qi standard so that everyone could benefit from Apple's progress in this area.

The problem is that, to date, no one has been able to do what Apple intended to do with AirPower. Not even Apple.

What didn't work?

Most likely, the biggest problem to face was that of too many reels in too small a space. It was never a problem of late suppliers, otherwise AirPower would have been launched sooner or later. Among other things, Apple has tried to save the last one until the last minute, as shown by the references to AirPower in the **iOS 12.2 beta**.

Apple has continued to experience problems of overheating and high levels of electromagnetic interference, as iFixit experts have always explained. Wireless chargers, in fact, use electromagnetic induction through a coil of wire, which must be coupled to a coil in each device. A refill pad draws current to create an electromagnetic field.

Third-party charging pads for iPhone, Apple Watch and AirPods use a single coil for each device. Users generally need to move their devices until they find the exact location to start charging. As we have seen, however, Apple wanted a refill pad that did not require such a precise positioning of the device and therefore designed a mat with several superimposed coils. This has caused a high level of interference and noise, such that AirPower probably would not have received even the approval from the **FCC in the United States** or other regulatory bodies abroad.

So, the sound of a single coil may not be a problem, but each charging coil generates a slightly different waveform. When those waves overlap, their strength is intensified. Just like when two waves in the ocean collide and combine their height, radio frequencies can combine their intensity when they interact. Indeed, this electromagnetic field produced by AirPower could have interfered with medical devices such as pacemakers and hearing aids.

During these 18 months, Apple has continued to work and struggle to try to bring AirPower to market. The months passed inexorably, so as to reach almost 2 years. At that point, even the management had to surrender to the evidence and make a difficult and painful decision, because the risk was to extend the time to infinity.

What to do? Launching a product that didn't work well, with the risk of unprecedented image damage, or killing it altogether and maybe try to work around a completely new product, even in one or two years?

In the first case, an AirPower with problems, perhaps of overheating or failure to recharge one or more devices resting on the pad, would surely have caused greater damage to Apple.

Will there be a new AirPower?

Here we connect to the last question above and the roads are different. Apple could make a less ambitious and simpler wireless charging pad, perhaps even calling it AirPower. Or, it could share the technologies discovered so far with third-party partners like Belkin or Mophie that already built Apple certified chargers.

The third way is to continue working on an advanced pad, one of a kind, although this could mean waiting a couple more years.

The only thing certain is that this story has damaged Apple's image, but it will probably also serve as a lesson for the future.

ONEPLUS WANTS MORE: THE PHONES ARE NOT ENOUGH

Now it's up to TV, automotive and PC'

Pete Lau, CEO and co-founder of OnePlus, is a kind of **Asian Steve Jobs**. He has a similar obsession with details and the desire to challenge much larger and more powerful giants of technology. His company, founded at the end of 2013, is today among the **top five brands** in the West in the field of high-end smartphones and in India it was the first place until a few days ago, causing the envy of a giant like Huawei. With one difference: the OnePlus models cost half of those of Samsung, Apple or Huawei and are often more powerful.

In the role of David fighting against the many Goliaths, Lau is at ease. The company, **1500 people** around the world, still sells online, devotes little space to traditional marketing, focuses on one model per year which is then updated with a second version: a past as vice president of the Chinese multinational company OPPO, the CEO of OnePlus is famous for the fussiness in design and for wanting to control every phase of the design and realization of smartphones. **In five years it has succeeded** in the miracle of carving out a space where it seemed impossible to get it, also thanks to the close relationship with the Bbk, multinational with based in Dongguan which is among the largest in the world in telephony.

Now Lau has decided to expand. But not in the field of telephones, but in that of televisions, **automotive** and computers, just as all the others point to folding telephones.

About the folding smartphones...

OnePlus has been considering the idea of a folding phone for over a year. But they have not yet found a way to build a device really valid in the eyes of their users. When they do something, anything, they always pay a lot of attention to the utility that that can have for a person. They try to solve complex problems with simple solutions. In summary, for OnePlus the folding phones do not represent the next generation of smartphones, for now they are niche devices and these will remain in the near future. Not only because the costs are too high, but also because they basically don't do anything different than a traditional smartphone, they don't offer features that can make a difference.

Foldable displays offer, or rather offer, interesting possibilities, although probably not so much in the field of telephones. For smartphones now the curvature of the screen that folds is too wide and therefore the thickness is excessive. According to OnePlus, when the technology will be able to fold it like a sheet of paper without damaging it or marking it, then the market will mature.

OnePlus business model

Little advertising, online sales, only one model for the year and low prices. But the Company is also growing up and soon it will stop being a startup.

OnePlus uses a different approach. They don't follow fashions, they adopt what they think is necessary to have on a smartphone and every year they focus on just one model, updated after six months with a more powerful version, where they try to put the maximum of technology at the lowest possible price. **Both aspects are important:** the maximum technology at the most affordable price they can offer while remaining a company that generates profits. They do not intend to change this philosophy, they do not intend to stop challenging the technology giants: today the center is the smartphone, but they are willing to soon add a television using the same method. And it will be a **TV** that can communicate with the phone without any barrier forming a single true ecosystem. The house, in addition to mobility, is the second area in which they will concentrate their efforts. The other two are the office and the car. The idea then is to build a universe that accompanies people at different times of the day.

Why starting from Television...

Because in fact it has not changed. To make the **TV** really smart you needed a company that knows smartphone by heart. And OnePlus is focusing on smart displays rather than **TV**. Today, for example, when you come back home you have to look for the remote control to turn on the television and this is already a really dated system. Pete Lau imagines a screen that is always ready and anticipates various needs. Artificial intelligence from this point of view can do amazing things and is maturing very quickly. They can learn from habits and provide what is needed when needed. And OnePlus promises to work on it.

From television to automotive and business sphere.

OnePlus is thinking more about a software or a platform. In the true era of the Internet of Things, in ten years, everything will be connected but it is impossible for a single company to build all the devices that surround us. That's why OnePlus is building a platform. The **5G** in perspective, from **2025**, will allow us to offer a sort of super virtual assistant that will assist us in ways that are difficult to imagine today.

About the office, moreover, OnePlus believes that the work sphere is important. But it is **also important** to maintain concentration and take one step at a time. When the Company will be ready, they are planning to also enter that world. In five years all content will be stored in the cloud. Entering the office we will access you from the device we need for that particular function. And it is clear that **PCs** are a fundamental piece.

TEN YEARS OF B2B SMARTPHONE TRADING:

A RETROSPECTIVE

Huawei Today, Gone Tomorrow? I Think Not!

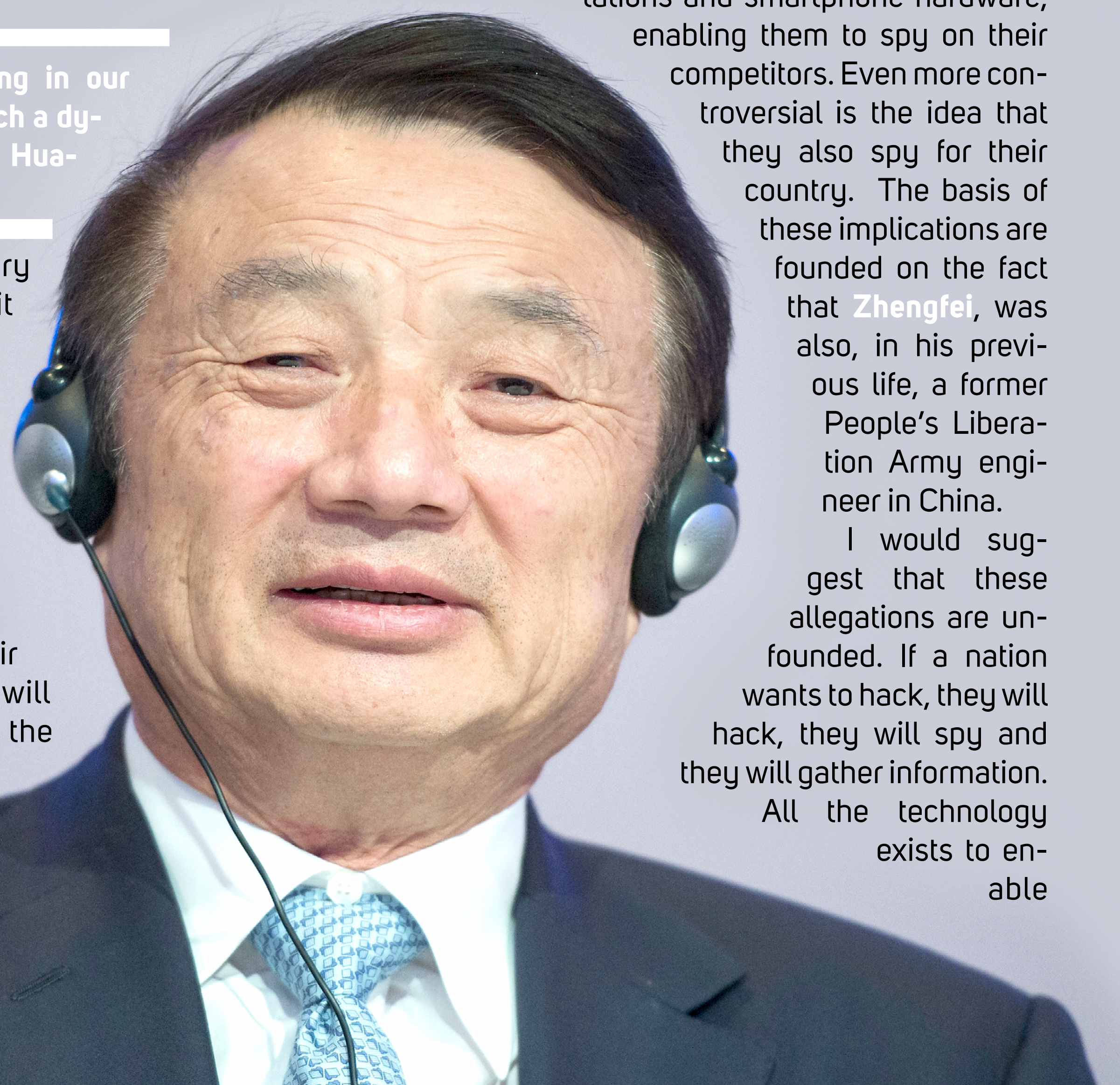
Huawei Technologies Co. Ltd, founded in 1987 by **Ren Zhengfei** in Shenzhen, China, is now the second largest manufacturer of smartphones in the world and is hot on the tail of its biggest competitor, Samsung. Yet again, another unbelievable success story from the Far East.

What can go wrong in our marketplace for such a dynamic company as Huawei?

It's the old story that if you make it so big with such an appetite for success, then someone somewhere in the international market space is not going to like your success. Their distaste for you will likely be down to the fact that it is having an effect on their success and ultimately their bottom line. Follow the money and there you will find the answer to the problem.

For the last few decades, there have been many conflicting stories that have implied that Huawei may impose international security threats through their network implementations and smartphone hardware, enabling them to spy on their competitors. Even more controversial is the idea that they also spy for their country. The basis of these implications are founded on the fact that **Zhengfei**, was also, in his previous life, a former People's Liberation Army engineer in China.

I would suggest that these allegations are unfounded. If a nation wants to hack, they will hack, they will spy and they will gather information. All the technology exists to enable



them to do it without the help of Huawei. It does not have to be done by Huawei, and in my opinion, they would not do it. **Why would they risk** their phenomenal business success and profits to be so blatantly put out off business? It doesn't make sense when information can be gathered by utilising many easier and more covert processes. These allegations are derived utilising the biggest political form of leverage that exists on our planet and that is **FEAR**.

The US has every reason to fear Huawei, certainly not for security issues, but for competition. They are allegedly Iran's biggest supplier of smartphones, and I'm pretty sure that on its own doesn't sit well with US policy considering that, against massive international opposition, **Donald Trump** revoked the Iranian Treaty of 2015.

Huawei overtook Apple in 2018 and became the second largest manufacturer of smartphones in the world, another reason that the US would feel a little peeved, don't you think? Due to these allegations, AT&T and Verizon won't supply Huawei smartphones, denying them a **300 million** new user base. Power certainly talks in the big world of smartphone manufacture and distribution.

I'm not, however, so sure that the smear campaign is working so well for the US. A few weeks ago it was leaked that the UK government was considering utilising the services of Huawei to implement the UK's new **5G** network. I, for one, would to see this go ahead. After the ridiculous pantomime called **Brexit**, it's a breath of fresh air to see the UK government thinking rationally and laterally. When a company so successful as Huawei are, due to the fact that they produce hardware that is to the same standard, if not better than their competitors and at a reduced cost to the consumer, I think it is good for our business as well as their customers. It creates interest and sales, which ultimately creates profit for us.

Being a trader at heart, and trading being one of the oldest professions in the world, I believe that we should all be allowed to trade in a free society. It should not be restricted in any way whatsoever and neither should it be controlled or influenced by power and certainly not politics, especially when those politics are unfounded and come with ulterior motives.

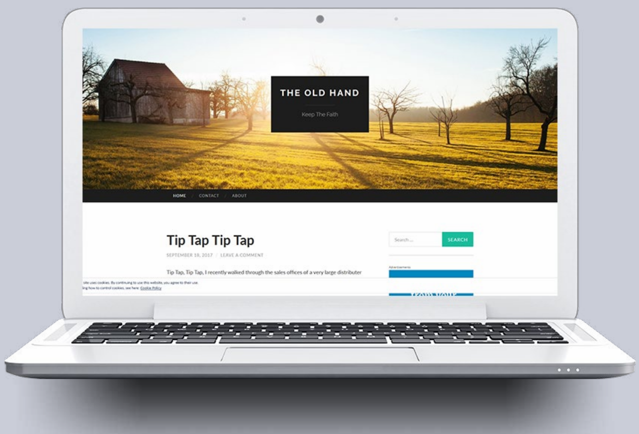
It's very easy to believe what the media spin out to us all. It's a lot harder to analyse the information we are fed, dissect that information and look for alternative sources of information to compare and eventually come up with an opinion or a conclusion.

As traders we are constantly researching, analysing and concluding. These are the processes we use to source and distribute product. We can adapt most of the skill sets we have acquired in our general lives.

I say to Huawei, Well done! Keep up the great work!

Considering that we parallel traders are responsible for the distribution of at least a third of the manufacturers' products, I also think that we need to pat ourselves on the back every now and again.

So Huawei it is, do your job and root out that stock!



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BLUEFIN CENTURY S.R.O.	SLOVAKIA	BRATISLAVA
BLUEPOINT CORPORATION LTD	UNITED KINGDOM	MILTON KEYNES
BM ELECTRONICS FZCO	UNITED ARAB EMIRATES	DUBAI
CELL-TEL MIDDLE EAST LLC	UNITED ARAB EMIRATES	DUBAI
CENTRAL POINT EUROPE S.R.O.	SLOVAKIA	PEZINOK
DOMO TRADING LIMITED	MALTA	MSIDA
DOTSON IT ASSET MANAGEMENT CORP	UNITED STATE	DALLAS
EUROSTAR GLOBAL ELECTRONICS LTD	UNITED KINGDOM	NEWCASTLE-UNDER-LYME
GLOBOMATIK INFORMATICA, S.L.	SPAIN	ALMERIA
HTP	FRANCE	VILLENEUVE-LE-GARENNE
IGT IMPEX LIMITED	CYPRUS	NICOSIA
INTRADE D.O.O.	SLOVENIA	MARIBOR
JUPITER GSM FZCO	UNITED ARAB EMIRATES	DUBAI
KOMPUTRONIK S.A.	POLAND	POZNAŃ
KROWN MOBILES TRADING LLC	UNITED ARAB EMIRATES	DUBAI
LMD GROUP GOLD LTD	ISRAEL	RAMAT GAN
MBD TELECOM LTD	CYPRUS	NICOSIA
MMM-AGRAMSERVIS D.O.O.	CROATIA	ZAGREB
NOVAPHONE SP. Z.O.O S.K	POLAND	WARSAW
PARKTEL SP. Z O.O.	POLAND	WROCLAW
PHONEZONE B.V.	NETHERLANDS	BEVERWIJK
PPA INTERNATIONAL AG	GERMANY	SCHAUENBURG
PRESTIGE GROUP SRL	ITALY	BARI
Q-CONN GMBH	AUSTRIA	VIENNA
RIXOS FZE	UNITED ARAB EMIRATES	DUBAI
RS GLOBAL LTD	UNITED KINGDOM	LONDON
SELTE SPA	ITALY	MILANO
SG SPA	ITALY	MILANO
SGM SOCHER INC	UNITED STATES	NEW YORK
SOUND BUSINESS	FRANCE	PARIS
SPK TELECOM FZCO	UNITED ARAB EMIRATES	DUBAI

VIP

TEKPOINT GMBH	AUSTRIA	VIENNA
TELPUR SRL	ROMANIA	BUCURESTI
XTG S.A.	POLAND	WROCLAW
YONIDA INTERNATIONAL TRADING CORP.	UNITED STATES	NEW YORK
YUKATEL GMBH	GERMANY	OFFENBACH AM MAIN
ZED-UK LIMITED	UNITED KINGDOM	LONDON

INHOME PLATFORM:

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DOMO TRADING LIMITED	MALTA	MSIDA
GLOBOMATIK INFORMATICA, S.L.	SPAIN	ALMERIA
IGT IMPEX LIMITED	CYPRUS	NICOSIA
INTRADE D.O.O.	SLOVENIA	MARIBOR
KROWN MOBILES TRADING LLC	UNITED ARAB EMIRATES	DUBAI
LMD GROUP GOLD LTD	ISRAEL	RAMAT GAN
MMM-AGRAMSERVIS D.O.O.	CROATIA	ZAGREB
RAINBOW INTERNATIONAL DISTRIBUTION	ROMANIA	BUCHAREST
SEGMENT BILGISAYAR DIŞ TIC. LTD.ŞTI.	TURKEY	İSTANBUL
SELTE SPA	ITALY	MILANO
SG SPA	ITALY	MILANO
SGM SOCHER INC	UNITED STATES	NEW YORK

IT PLATFORM:

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GLOBOMATIK INFORMATICA, S.L.	SPAIN	ALMERIA
IGT IMPEX LIMITED	CYPRUS	NICOSIA
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ALEXA LISTENS TO US: AND THE 'EARS' OF

AMAZON GADGETS ARE ALSO HUMAN

Therefore Alexa not only has artificial but also human ears.

A **Bloomberg** investigation confirms the army of analysts who correct, label and interpret samples of voice recordings to improve the functioning of the digital assistant. With all the risks involved.

Speech recognition software to interpret and execute requests and commands given by users is not - and could not be - the only listener on the other side of the system. Sometimes, in the audience - so to speak - there may also be analysts in flesh distributed in a series of centers between Boston, Romania, India and Costa Rica. This is explained by a Bloomberg survey based on the revelations of seven several sources according to which certain samples of the audio commands sent to Amazon gadgets so that the assistant Alexa responds and executes **('Alexa, what will it be like today?', 'Alexa, turn on the lights in the living room' and so on)** are passed on to beings humans to be transcribed, annotated and returned to the system. To improve performance, which must become more and more precise.

An issue before everyone's eyes...

On the other hand, the issue was before everyone's eyes, and even inserted - even without explicit words - in the cryptic terms of service or, between the lines, in the most frequent questions about the system where we read that the more data we use to train these systems, the better Alexa will work. The point is that at the moment one of the most effective ways to support Seattle's artificial intelligence (and others) in improving is to submit the most controversial and the least clear requests to human listeners, to dissolve them and make the platform of the home butler smarter. But also other pieces, randomly caught.

The procedure, known as **'data annotation'**, is actually quite common. And, in the end, it would seem to agree with those who, a bit conspiracy-wise, see in the gadgets that populate our homes - like Amazon's echoes - spies that are always on and ready to pick up keywords to submit more and more targeted advertisements. On the other hand there is not too much choice at the moment: **artificial intelligence algorithms** improve over time if the data they have access to is good, clean, well categorized, consistent data. A basic work that some higher forms may even manage to do independently. But certainly not systems like Alexa, to which some elements are 'roughed', so to speak. The points of misunderstanding, in fact, can be many: from the linguistic nuances to the ill-placed commands, from the homonymous to the dialects and so on. In short, not everything can be dissolved and solved by machines.

How does Alexa's work?

Analysts would listen to these recordings at remarkable rates, up to a thousand hours of recordings on 9-hour shifts, assigning them the correct definitions, also based on certain indications, and **returning the 'adjusted'** element to the system, so that this can feed on it and not make more similar mistakes in the future. Or commit less. What is called 'supervised learning', a method often associated with other ways of training artificial intelligence. **All the major digital players**, from Apple to Google up to Facebook, make use of this type of technique in similar ways and also Siri and Google's versatile assistant improve thanks to human eyes and ears. Although it must be said that the Amazon itself is tending to break away more and more from this kind of methods in favor of others such as 'active learning' in which the AI does everything or a lot on its own, progressively eliminating the contribution of 'correctors' human. **Ruhi Sarikaya**, scientific director of Alexa, had explained it at the beginning of the month in an article published in Scientific American and emblematically entitled 'How Alexa Learn'. He wrote that Alexa's system must learn to improve themselves. For now, they can't do it completely.

A privacy matter...

Apparently, however, in the case of Amazon, the phenomenon would be massive: thousands of employees, some internally and others externally, would deal with this continuous vocal analysis behind the scenes. A procedure explained in terms of use but of which, as **Bloomberg** points out, users may not be fully aware of when using these assistants. Not to mention obviously that deep concerns remain for privacy and there is room to abuse it, given that this colossal corpus of recordings undoubtedly contains sensitive elements, which make it possible to identify the speaker. It is also unknown if these data were ever stolen, where and for how long they remain stored. According to the files viewed by the agency, the recordings would reach the analyst containing **a serial number of the device**, the name of the person (without the surname) and another number of accounts, obviously Amazon.

According to the survey, not only were these extracts in some cases ignored in case of potential crimes of which they were involuntary witnesses, but also exploited in a comic way by the employees, who exchanged fragments with their colleagues to laugh about it. It seems that those who work these analyzes have an internal chat service from which to pass to clarify their doubts, but which sometimes lends itself to the circulation of audio clips just to laugh at them.

Not enough: if it is true that Alexa should be activated only after receiving the command of the same name, it is equally true that this does not always happen. Each employee is in fact charged with transcribing up to one hundred false activations, that is, records of what happened at the time of the fake activation (evidently with the aim of perfecting the magic word and avoiding such disruptions).

Amazon's replies to Bloomberg's survey

Amazon has replied to **Bloomberg** simply to write down that the small sample of voice recordings on Alexa are being used with the aim of improving the user experience. For example, information helps us train our speech recognition systems and natural language, so that Alexa can better understand the requests, and make sure the service works well for everyone. The giant added that it has **'stringent technical and operational guidelines'** on this activity and has 'zero tolerance for abuse'. For example, analysts do not have access to the identity of the person dealing with Alexa and any sensitive information is treated in an extremely confidential manner. Not only: the data would also be protected by multi-factor authentication to restrict access. Similar measures would also be taken in the other groups: Google would distort the audio, Apple would anonymize it to assign it randomly.

TAKEAWAYS FROM THE EAST:

THE INDIAN LIFEBOAT EDITION

There's no sugar-coating reality, smartphone shipments are in decline worldwide. Even as markets everywhere are completely saturated, there is no let-up in sight for the release of new product. **India is a yet-unsaturated market**, and the gold rush is on to see who comes up on top. It won't be easy, though. This is Takeaways From The East.

How bad is it? Globally, the industry experienced a **6.9%** year-on-year decline. For each individual company it's worse still: Samsung's shipments dipped **8%** and Apple's suffered an alarming **20%** fall (LG, though no longer one of the big makers, fell harder as they saw **40%** of their share disappear over the same period). In China proper, the fall was less drastic at **5.8%** YoY, but is nevertheless down **30.5%** from the fourth quarter of 2018.

Explanations? Sure, there's the post-holiday lull. The ongoing US-China trade war is another one of the usual suspects. But there are two interesting factors at play here. First, the numbers may not be accurate. Xiaomi is crying foul over the numbers being reported by research institutions, calling them "inaccurate and unfair". The statistics in question - a reported market share drop of over **10% year-on-year** against a self-stated slight decline of a few hundred thousand shipments - could fundamentally alter the way the company is perceived, so they're right to be upset.

Second, it seems that Huawei is the single reason that the market decline isn't worse than it already is. On one hand, if Xiaomi's claims are true, they don't move the needle. On the other hand, Huawei has experienced the biggest upswing of market share in their history, expanding their footprint by half over the past year to grab **17%** of the marketplace. It should be noted that this was accomplished without presence in the coveted US market. Instead, Huawei has made their gains by giving consumers tantalizing products through their main brand as well as through their budget Honor sub-brand, targeting all possible price points. **Phone replacement** cycles are lengthening among consumers, and when it comes time to upgrade, Huawei has seemingly become the go-to brand.

Is there still a point to the continuous cranking out of new devices if there's nowhere to sell them and you find it difficult to replicate the methods of the winning competition? Where there's a will there's a way, and where there's a market there's a will. Especially if that market is the second-largest on Earth such as India.

For a long time, India's smartphone market has lagged behind that of China due to different economic conditions such as income, pricing, and the continued practicality of so-called "dumb" phones. In fact, less than **20%** of the population use smartphones regularly. That, however, is changing with a **26%** annual growth rate in smartphone usage. Accordingly, Chinese brands made up **66%** of the market

in Q1 2019, with Xiaomi leading the way. Vivo, and Oppo sub-brand Realme are **also performing strongly there**.

What are the keys to success in the Indian market? For one, a goal of the Indian government is to get manufacturers to open up facilities in the country. As India has put up tariffs on smartphone imports in the past few years, it makes financial sense especially if phone firms want to keep prices appealing to consumers. Coupled with the fact that labor in China (where all of the top manufacturers have set up shop) is becoming more expensive and less available, its southern neighbor all the more attractive. Chinese brands are already getting in on the deal, and Apple, who has struggled mightily, is poised to follow suit.

Is it enough to make prices as low as possible? The answer is no; the second key to success is in the marketing. Apple and Xiaomi have been wildly successful in their home markets, in part, because they know how to make their devices appealing throughout various advertising campaigns. But marketing devices must be tied to their target consumers' identities and how the phones can be a part of it.

For example, there is considerable buzz surrounding smalltime **Chinese manufacturer AGM**, who is positioning their ruggedized, occasionally octagonal devices as essential for the traveler who needs protection for their phone in the wild world outside as well as the ability to snap amazing photos outdoors. They're devices whose newest iterations can go **toe-to-toe** with Xiaomi and Huawei, but as they employ JBL speaker technology, they carry a premium price.

To reach the average Indian consumer, one need look no further than Vivo. The Chinese brand is among the top-ten smartphone brands worldwide and has a hot phone out right not in the **V-Series**, which sports a pop-out camera that sets them apart from the crowd. Along with Huawei, they are one of the survivors of the current downward shift and also stand to benefit from the gold rush in the Indian subcontinent. Another thing that sets them apart from their competitors there is the tactics they've taken to get their name in the mouths of middle-class Indians. Vivo is currently the head sponsor of the **Indian Premier League**, the main professional cricket organization in the country. This means that hundreds of millions of people hear the brand's name called out every single week. The promotion has worked wonders - after signing up for an initial two-year run as **IPL** sponsor in 2016, the partnership **(worth $341 million)** is now locked up through 2022, edging out a bid from Oppo to become sponsor. The value is clear: Vivo is up, Oppo is down, and it's all thanks to successfully aligning themselves with the most popular sport in the land.

THE TAKEAWAYS

Manufacturers have been slow to respond to the current downturn, and with **5G** on the horizon, it's not certain that they will respond at all. It's a shame, really. The smartphone industry is a vicious cycle; everybody got so used to releasing new product on an annual basis that the constant game of brinksmanship is impossible to halt. The reality is that as consumers dictate the length of replacement cycles, the more devices that are flying around, the less likely they are to be bought.

That is, unless you're trying to break into India, the lone bull market that exists. **Data consumption** is on the rise and devices will be needed. The rising tide will lift all boats, but liifestyle marketing will be crucial to winning the day: align yourself with the right trends and the gold is there to gain.

TRADE WINDS UAE:

LET'S ASK THE EXPERTS

■ KAZI NAJIB ASHRAF IS MY THREE YEARS OF MOBILE CONSULTING IN THE DUBAI AIRPORT FREEZONE

■ TRADE BARRIERS AND REGIONAL TAXATION ONLY BRINGS OPPORTUNITIES FOR THE BUSINESS COMMUNITY. HOW TRADERS ADAPT TO THE NEW REALITY WILL DEFINE THEIR SUCCESS FOR DECADES TO COME.

Mobile trading is at a whole new level and has always been evolving. A fast-moving commodity unlike any other product depending on brand movements and regional geopolitical situations, it still holds the power of the legends. **UAE being the hub** of regional trade, recent developments in terms of markets and regulations has had a paradigm shift in how things will be done from now on. **Change is always good**, but at times painful to move into the next phase. Markets are maturing and coming on par with the international way of doing business. There is a strong in-country focus with the core being sold at independent retailers and key domestic retailers, and a major influence of network operators providing attractive packages to lure in new consumers.

I had a frank conversation with four experts with in-depth views and experience of the market that revolved around **only two questions:** what the current state of trading is, and what future they see for this dynamic trade.

An optimist by nature, Mahmoud Tawfiq of Al Thanayyan International sees the current slowdown as an expected phenomenon after years of an overheated market.

Today, the brands on their own do not offer any added value in terms of feature set or design.

The overall approach is to have a strong in-country presence. The carousel revolves around Apple, Huawei/Honor and Samsung controlling the channels, and so does the investment in branding and visibility. **There had once been a rush** from traders to take on distribution of brands, but this has alarmingly disappeared. For the time being, there is a correction in the market consisting of a downward trend. **Lending for SME's** as well as credit insurance for mobile businesses is a challenge. Additionally, the introduction of VAT in UAE and Saudi Arabia has adversely affected local business. To top it all off, the ROI on business is getting more and more restricted. Trends are moving from trading to servicing of channels, and whoever is patient enough to cater to this change will be the ultimate winner. In the meantime, Saudi Arabia, Iraq and a few major regional markets have closed their doors to product being re-exported from the UAE, adding fuel to the already existing fire.

Mahmoud is of the opinion that in the next 6 months there will be a clearance in terms of weaker players leaving the market. This will create a vacuum to be fulfilled by companies that have holding power and consolidate the business. There will be a surge of refurbished business, but this time the sellers would have to ensure quality in a maturing market place. He is also upbeat about the **5G devices** and the impact of faster internet that will prompt a huge shift by consumers to upgrade their devices. Mahmoud advises traders to hold their breath as the good times are about to roll soon with the changing markets.

Being associated with the industry from its inception, Mohib Ullah of Royal Telecom has seen the many highs and lows of the market.

For the time being, the markets are at a middle point and traders can make do with the trade that's available. However, profitability is a challenge. With the regional markets in a slowdown, he has smartly manoeuvred his company towards newer territories such as **Turkey**, **Russia** and **Europe**. Laying low and waiting for good times to come is not a smart move according to him, and one must constantly explore new ideas to ensure business growth. In addition to the aforementioned markets, he also created channels in **Africa** that, to most traders, has been out of bounds because of the business mechanics. The core focus is on Samsung, Huawei, Xiaomi and Blackberry, **as this is how one makes a difference:** by going the unconventional route with new markets and products. For Apple, its primarily accessories that are worth it, as the high ASP for iPhones and low margin together with providing credit to customers does not justify the investment. One must look in depth at the movement of Xiaomi and Huawei as Samsung will now be attacked and continue to slip both in terms of margin and market share.

Mohib is truly upbeat on the future of trading as he considers credit the fuel for this vehicle. Manufacturers fear to tread here, so the void can only be filled by traders. The overall market will shrink for sure, but the strong players will control the trade as again, it's all about the willingness to offer credit.

Just like real estate, Mr. Yahia Arsan Omar of Horizon Telecom believes trading never dies but goes through periods of correction and this is what we are currently experiencing.

One of the main issues plaguing the trade is the overload of stock from mobile manufacturers themselves. **On one hand**, they play the mantra of in-country distribution and on other, it's a continuous dumping of stock in markets that cannot absorb as much as supplied. This naturally creates a glut of overstocking, hence the artificial prices drops and losses. **Manufacturers** are also managing the pricing and availability, and this is something totally unpredictable resulting in an unstable market situation. Coupled with this the current restrictions in regional markets have created oversupply. At the current rate, the availability and price cannot work for traders dependent on the regional markets only. Yahia is quite hopeful that these restrictions will go away; the regional markets aren't structured as well as UAE to cater for regional business, and they would require a constant supply of goods that can only be catered to from **DAFZA**. As our other experts mentioned, there is an exit from weaker players and the near future will see a new avenue for the financially stable companies to take up the share from the exiting companies. It is extremely important during this transition to optimize the cost and have a **razor-sharp** focus to ensure that there are absolutely no leaks when it comes to financial management.

The future is all about refocusing on the markets and looking for newer avenues and product lines to compliment what the traders are doing now. Even distribution in smaller regional markets has reached saturation, so how much can one keep pouring in? **The solution is new market** creation and to look outwards. He also recommends a review by manufacturers on the current situation as they are a part of the whole value chain. In short, he is upbeat about the coming times and looks forward to a healthy revival of trading business.

Mr. Elias Atallah of Metra Computers also weighed in, and I'll let his insightful words speak for themselves:

Before we jump into trading, let's define it and why it happens. Trading is basically exchanging one item with another, or in business, exchanging money for goods. **It requires certain conditions** to thrive and grow such as:

- Product lines that are hyped, growing at good rates, having high demands and short cycles.
- Distribution channels are still in their infancy.
- Compliance across countries and relatively easy import & export.

The last category which met these conditions is smartphones, followed by desktop computers, laptops, MP3 players, USB devices, HDDs, and so on. A new attractive direction is yet to come. **The golden days** of mobile trading are long gone, and the trade is expected to die with smartphones very quickly. **Why?**

- Economic slowdown. The main brands for mobile trading are Apple and Samsung, which both find it hard to sell their premium devices.
- Smartphones are lacking major new features and innovations. Thus, the need to change your mobile once or twice a year is gone.
- Mature supply chain official channels.
- Fierce competition leading to clashed margins, focusing on reducing multiple tiers from the distribution layer up to direct distribution.
- Not only is demand slowing, but also market access. Saudi Arabia regulations, Egypt NTRA, Iraq customs, and GCC countries all face challenges.
- Trading issues that stoke major doubt, driving traffic through official channels, such as runaways, fake goods, damages, incorrect orders, low stocks, missing parts, etc.
- Bigger players are joining the game, such as retailers looking to compensate their retail sales due to online and slowdown.

Though the mobile trading future looks dim, we're in the endgame now. The future of trading looks foggy at this stage. Alternative categories to replace the mobile like the mobile replaced the laptops is not here yet, or at least not known to the masses. Though I don't believe trading will die out, it won't be the same as we know it for many reasons:

- Principles see traders as a waste of resources and funds. Here we're talking about top management rather than regional heads who want to achieve numbers regardless. Principles control margin structure, programs, portal access and support available only for authorised players.
- With the enhancement in communication, principles can now reach each POS, monitor, control, and support.
- Trading is losing its structure: a small shop in Erbil, Iraq has access to communicate and buy with the biggest traders in UAE, effectively killing the middleman like vendors are trying with the traders. It's a war with multiple fronts.

- New technologies and routes of ordering and receiving goods. I believe the most obvious is 3D printing. In the near future, you will be able to order buy your product in soft copy and print it out in your local 3D printing shop.

His advice to traders who are investing money into this, don't. Do your research, don't rush it. What goes up quickly comes down at the same rate. Make an effort, acquire new knowledge, into a stable and reliable business. It might be slow at the beginning but in the long run the results will be rewarding.

For tips regarding smart retail you can always contact me at kazi.najib@playtorium.com

REDMI NOTE 7 ANALYSIS:

THE FIRST STEP OF THE NEW XIAOMI BRAND

Xiaomi surprised us not too long ago when they decided to split one of their most famous phone lines, the Redmi, to turn it into a brand with its own entity. **The new Redmi** were soon receiving their first issue, a **Redmi Note 7** that for the first time did not carry the Xiaomi brand in front of the name but in the form of last name 'by Xiaomi' to indicate kinship, but not direct dependence.

This **Redmi Note 7** debuted as expected with its leaks. A mid-range phone with a power similar to that of the Mi A2 but with distinctive features, such as its **48-megapixel** rear camera. Join us to see the detailed analysis of the Chinese version of the The **Redmi Note 7** with **6GB** and **64GB**.

Design: more care than usual for its category

There is a fact that we will probably repeat several times during this analysis, because it will help us always keep in mind what price category we are moving. We will talk about a **Redmi Note 7** that, in its most basic version, which has **3GB** and **32GB** of internal memory, will be sold at a price of 149 euros. A price difficult to reach by the competition and that only differs from its older version in RAM and storage. As for the rest, we will talk about identical twins.

The Redmi Note 7 sports a plastic frame and glass body whose rear part is signed by Corning with its Gorilla Glass 5.

We are not facing a phone precisely lightweight, although **186 grams** for its 6.3 inches 19.5: 9 screen is a fairly tight weight. 8.1 millimeters stand out in their measurements, the thickness of a model very comfortable in hand and with an excellent grip. **The glass also helps** in part to ensure that the model does not get too hot, although in more demanding moments some temperature is appreciated, but it never bothers.

In terms of distribution, we are talking about a fairly basic structure. Volume keypad and power on the right frame, **USB C** charging port on the bottom, headphone jack on the top and back for the camera, located in the upper left corner, and the fingerprint reader centered on the part middle top of the phone. On the front, almost all screen. We move around an **81/82%** front taken advantage of by the panel, which has a small 'notch' in the shape of a drop of water.

It should also be noted that both the body and the screen of this **Redmi Note 7** resist fingerprints quite well, something that is not usually seen in glass bodies of this price range.

Screen: the LCD can perform very well in economical lines

And it is the case of this Redmi Note 7, whose screen is a **6.3-inch LTPS** Incell that does what they do all of a time to this part, stretch the frame to the maximum by cutting the panel in half. The 'notch' that we have in hand is one in the form of a drop of water, so the loss is minimal, although we will discover later that MIUI does not manage the free space on both sides of the cut in the most optimal way.

The resolution of this panel is **FullHD +**, which means that with its 19.5: 9 ratio we have **2,340 x 1,080 pixels**. In short, approximately **409 pixels** per inch of density, more than enough to read and see all kinds of content without appreciating pixels on the screen, and with a remarkable warmth and sharpness for this type of panels. In addition, the screen comes covered by **Gorilla Glass 5**, which is always appreciated in terms of durability.

As for the resolution of color, we can see live tones but without the extra depth of the **AMOLED**, and with a pleasant feeling all the time, especially for well-calibrated whites with the default setting of the system. And speaking of brightness, the behavior of the panel is quite good, even though it is an economical telephone. A fairly fast automatic brightness gives us the right amount of light at all times.

The viewing angles are quite good, allowing us to use the mobile without problems in almost all angles, even having it on the table something removed from us. Perhaps it should be noted that the oleophobic layer responds to that of a mobile of this category, and it could be improved. Although the footprints do not become uncomfortable in most situations, the sun itself can appreciate something more than the bill, although a simple rub against the clothes will suffice to have it again impeccable.

Finally, note that **MIUI** incorporates a few improvements that raise the level of the screen, as our always claimed double touch to turn the panel, we can activate when we want. Or as the possibility that the panel is turned on when we put the mobile in an upright position, when rescuing it from a table or taking it out of the pocket. This way we can save ourselves touching the screen, the power button or the fingerprint reader to wake it up, ideal if we activate facial recognition.

Battery: for a while, for a long time

We talked about the **Redmi Note 7** highlighted in design but there are a couple of aspects where it still has to face. One is photography, which we will talk about later, and another is autonomy, in which we are already. **4.000 mAh** offers us the new Note 7 of Redmi, that although it does not offer wireless **(bad)** load, it does make available fast **(good)** load. The charger that includes the box is 10W but if we can get a more powerful one, we will notice the change.

Camera: improper sensors of this price level, for good

We come to another of the strengths of this **Redmi Note 7**, your photographic equipment. Specifically we are facing a double rear camera with a **48 megapixel** sensor, a **GM1** signed by Samsung, with an aperture lens f / 1.8 and another **5 megapixel** sensor whose only function is to take depth readings. It will be the sensor responsible for helping the phone capture images with bokeh.

With the Snapdragon 660 we are also facing a phone that can capture **48 megapixel** photographs without problems. In the phone with international ROM we will not have problems to capture images at 48 megapixels from the automatic mode, which is an extra plus. Although we must be careful, because these pictures can reach **15MB** in memory, it is important to know this to choose the right storage model between **32GB**, **64GB** and **128GB**.

But let's talk about how they behave, and this is where the surprise really is. We come across photographs of very high quality that are really improper of a mobile phone whose basic model, which also shares these cameras. **Clear pictures** with good light and behave well when it is missing, although here we can not help but see that the night mode does not lend a hand too remarkable to improve the captures.

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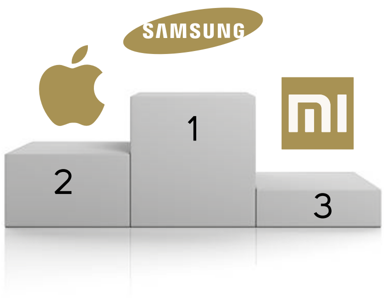
TOP BRANDS MAY 2019:

(AMOUNT OF TRADES)

1. Samsung	5148
2. Apple	4128
3. Xiaomi	1707
4. Huawei	1529
5. Sony	1005
6. LG	705
7. Nokia	544
8. HP	483
9. Lenovo	420
10. Canon	380



TOP MODELS MAY 2019:

(AMOUNT OF TRADES)

1. iPhone 8 Plus 64GB	214
2. Galaxy J4+	195
3. iPhone 7 32GB	165
4. Airpods	164
5. Galaxy J6+	164
6. iPhone 8 64GB	157
7. iPhone X 64GB	144
8. Galaxy A7 (2018)	139
9. Galaxy A50	231
10. Airpods 2019	221

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ALL ANSWERS TO QUESTIONS ABOUT THE BOEING 737 MAX 8

At what point are the surveys on the Boeing 737 MAX

There are doubts about the process that led to the certification in the United States of models fallen in Indonesia and Ethiopia, meanwhile almost 400 remain on the ground.

Since March 2019, **nearly 400 Boeing 737 MAX airplanes have been on the ground following** the serious Ethiopian Airlines flight 302 (ET302) crash, which crashed in Ethiopia shortly after take-off, **killing 157 people**. Most airlines and flight safety authorities have decided to suspend the use of the 737 MAXs in their different configurations, waiting to clarify the causes of the accident, which has many similarities with that of the Lion Air flight took place last October in Indonesia. There are above all doubts about the role of the Federal Aviation Administration (FAA), the government agency that deals with civil aviation in the United States, and about how it managed the approval process of the new Boeing then put on the market.

Boeing 737 MAX vs. Lion Air 610

According to statements made so far by the Ethiopian Ministry of Transport, the data recovered from the black box of the precipitated Boeing 737 MAX 8 indicate several similarities with those of the Indonesian Lion Air 610 flight, which fell IN 2018 with **189 people on board.** The model of the plane was the same and it is suspected that the two accidents were caused by the malfunction of one of the automatic flight attitude control systems, which would have led the two planes to lower the nose repeatedly, compromising the climb in cruising altitude immediately after take-off.

The suspects are concentrating on the Maneuvering Characteristics Augmentation System (**MCAS**), a system that serves to prevent the airplane from stalling, meaning that it loses lift, the force that allows it to remain in flight. The **MCAS** is activated by modifying the attitude of the tail and, according to the investigations carried out so far by the Ethiopian authorities, precisely that part of the plane was configured so as to lower the nose to the airplane. Data on the rise after the take-off of the **ET302** flight indicate that the airplane has continued to take and lose altitude. In ground communications, the pilot also said he had problems with flight controls.

Boeing 737 MAX: what the black box shows

Something similar happened with the Indonesian flight **JT610** last October. The analysis of his black box made it possible to reconstruct the last phases before the accident: the pilots had repeatedly tried to bring their Boeing 737 MAX 8 back into the right position, countering the automatic system that pushed the nose downwards. For several minutes, the pilots had tried to disable the **MCAS** without success, the plane had meanwhile lost altitude and crashed to the ground.

To date it is not clear why Boeing had not included clearer indications on the **MCAS** and its operation in the flight manuals for the use of its 737 MAX before it was put into service in 2017. Since then Boeing has sold **376 series airplanes**, with different configurations, now almost all kept on the ground for safety reasons. Following the first incident in Indonesia, Boeing had released an update of the manuals, inviting the airlines to pass it on to the pilots, but it is not clear if the indications were sufficient to understand how to safely disable the MCAS in the event of unforeseen circumstances.

What Boeing has to do about it?

Boeing is one of the largest aircraft manufacturers in the world, in a sector that sees only one other major company, the European Airbus. The two companies compete closely, offering aircraft models that are usually very similar in terms of features and price, in order to keep their customers, mostly made up of airlines. Boeing is an important company for the US economy, with development and production

centers in different parts of the country. Being also the only large one in the industry, it has very close relations with the **FAA**, which should exercise a controlling role, but which ends up relying on Boeing itself for safety assessments.

A long and documented survey published by the Seattle Times, the city newspaper where Boeing is based, has explored the most controversial aspects of this privileged relationship, in relation to the mechanisms that led to the approval of the Boeing 737 MAX.

According to documents consulted by the Seattle Times, the **FAA** directly entrusted Boeing with some central steps in the certification process for the new airplane. Furthermore, in its risk analysis, the company neglected aspects related to the safety of the **MCAS**, underestimating its impact on the aircraft's governability in particular circumstances and the difficulties in contrasting it manually with pilots' interventions.

The approval of a complex system, such as a new airplane, should be carried out by an independent body, yet in recent years the United States has witnessed a progressive shift of responsibility from the **FAA** to Boeing. Congress approved the possibility for the controlling body to delegate to Boeing many of the processes for the control and certification of its airplanes. The choice depended on economic and practical reasons, but also on the need to accelerate the introduction of new models of airplanes in order not to lag behind the competitor Airbus.

The sources consulted by the Seattle Times explained that at the beginning **FAA** and Boeing had shared the certification work fairly, but later things had changed with continuous delegations from the government agency to the company. The certification processes that remained under the control of the **FAA** were also accelerated, leading to the neglect of some elements in order not to accumulate new delays.

In addition to internal investigations initiated after the two incidents, the Boeing 737 MAX certification process is ending under the attention of the judiciary in the United States. According to the Wall Street Journal, at least one individual involved in the development of the **737 MAX would be under investigation**. The collection of material such as emails, messages and other correspondence produced internally by Boeing and by the other subjects involved in the certification of the new airplane would also begin. At least one survey was already underway before the Ethiopian accident.

CREATIVE AUTOMOTION

DADABOTS

In late March of 2019, a YouTube channel by the name of Dadabots began live streaming music. This in itself is not unusual as there are multitudes of channels on the streaming video platform pumping out tunes in just about any genre you can think of. However, the safe money is on the bet that it's the first channel that's streaming music made without any human input whatsoever.

Dadabots have engineered an artificial intelligence algorithm, or a **"neural network"** in their words, that plays death metal endlessly. Waveforms are constantly triggered by a computer that has learned the conventions of death metal music by being exposed to legitimate (and human) artists. **Death metal can be a complex** and technical genre, and to the untrained ear sounds indistinguishable from something a band would play (not to mention every bit as brutal).

In a vast array of fields from fine art to journalism, creative work is being conceived using artificial intelligence, virtual reality, and 3D printing technologies. **And we're teaching computers how to do it all.** The idea that we're creating machines to do everything humans can - including think creatively - is a scary prospect because of all the dangerous roads that science fiction has told us it can lead us down. Obviously, we're not embarking on this project to bring about the demise of humankind. **So what's the benefit?**

For one, these oncoming technologies can free us from the more mundane tasks of the digital age. Marketing is one such area, as creating promotional copy can be tedious work that produces stale results. Artificial intelligence can learn from the most successful advertising campaigns in the world, and together with original prompts, can produce directions for the work that might have gone unthought by human minds. In this way, it serves as an machine-operated Oblique Strategies card deck.

Advertising is, in a way, a manner of artistic output. It can be as eye-catching and appealing as some of the greatest works of art. Artificial intelligence can produce works of art that approach not only the nuance, but also the particularities and imperfections of man-made effort. J. Walter Thompson, an Amsterdam-based advertising agency, commissioned a project in concert with financial mammoth ING, Microsoft, and the Rembrandt House Museum to create a brand new Rembrandt-esque painting. After deep learning of nearly 350 of the Dutch master painter's works, a machine produced its own painting that mimicked tendencies of the artist - right down to the par-

ticulars of the accretion of paint buildup on the canvas.

Deep learning can benefit the vivid imaginations of children as well. A startup called Crayon Creatures turn's the drawings and scribblings of little ones everywhere and creates 3D-printed figurines. As AI extends its reach, 3D printers will be called on to bring virtual ideas into reality. In the near future, it may be a good business move to stock 3D printer parts or even whole machines in warehouses. AI is becoming more common, and people will continually dream up more and more uses for these appliances.

Perhaps the rise of artificial intelligence makes some people uneasy as it implies that machines can produce original thought. It should be said that there's no AI without knowledge. Knowledge is conveyed through previously existing work, and machines cannot produce new ideas without it. Human beings are at once both creative and lazy. These oncoming technologies are tools that will enable both of these tendencies without having to pay the labor costs.

DISNEY PLUS:

HOW IT WORKS, PRICE AND OUTPUT

Disney +: how the streaming platform works

Disney + is the on-demand video subscription service that The Walt Disney Company plans to launch from November 12, 2019 in the United States, and thereafter between the end of 2019 and the beginning of 2020 in Western Europe and the region of Asia-Pacific, by the end of 2020 in Eastern Europe and Latin America.

This streaming service that will rival Netflix and Amazon Prime Video will boast a catalog featuring the best of Disney, Pixar, Marvel, Lucasfilm (Star Wars) and National Geographic productions, as well as the titles produced by 21st Century Fox that was recently acquired by the home of Baby Mouse.

We know that, at least according to the initial plans, Disney intends to supply only its own original products, marking what according to Disney boss Robert Iger is **'the beginning of what will be a completely new growth strategy for the company'** .

Disney + launch date: 12 November 2019

The Disney business-to-consumer streaming service is about to be officially opened. It is presented on 11 April 2019 on the occasion of Disney's investor day.

It seems, in fact, that the new Disney-branded platform will debut in the autumn of 2019. **How will it work?** Currently, not many declarations have been made regarding the operation of the streaming platform. We only know that the service will be called Disney + and that it will initially be inaugurated only in the United States and only later will it expand overseas. Probably the operation could follow that of the platform created by Disney for Great Britain in 2015 but nothing is certain yet.

Disney +: how much is the subscription and prices

The price of the Disney Plus subscription has been confirmed: $ 6.99 a month, or € 6.18. Alternatively you can subscribe for 12 months to the offer of $ 69.99, which brings the monthly cost to 5.83 dollars or 5.18 euros. The price of launching a subscription to

Disney Plus for Europe has not yet been announced, but this aggressive pricing policy aims to erode Netflix's advantageous positioning.

Back in 2015, in Great Britain, he had made a first experiment with Disney Life, at 9.99 pounds a month. Currently there is no definite news regarding subscription prices but according to **CNBC**, **Disney CEO Bob Iger** would have left some statements about the streaming service, pointing out that it would be very competitive in terms of prices. In addition Disney is also launching ESPN Plus, the sports streaming service that will cost **$ 4.99 a month**. Probably, therefore, even the Disney service could fall within this price range.

Catalog of Disney +: TV series and original movies

It is early to talk about a real catalog, but it seems that some titles of the original films and TV programs produced for the streaming platform will be revealed on 11 April 2019. On that date the service of the new player is presented. The arrival of Disney + is scheduled for November 12 2019 in North America.

In its first year of launch, Disney Plus will include 7500 episodes of TV series currently aired and completed series, 25 original series and 10 original films made exclusively for the platform, 400 films available in the catalog and 100 films released at the cinema. Among the titles in the catalog, the Disney Channel series and films and also the 30 seasons of The Simpsons, of which Disney Plus will be the exclusive distributor with respect to all other streaming services.

We know that some productions have already been defined that will be part of the Disney catalog. Among these is the film production of Don Quixote, Lady and the Tramp, Stargirl and Togo. There should also be Magic Camp and projects such as Three bachelors and a baby, Timmy Failure. For fans of the Disney world, then, the Disney Streaming Catalog will also feature High School Musical and the animated series Monsters Inc. **Among the launch titles**, there will also be limited series Marvel Studios starring Loki and Scarlet Witch, and two Star Wars: The Mandalorian titles and the Rogue One prequel with Diego Luna. It seems, however, that the platform's goal is to generate four or five original films and as many TV series that should cost around **$ 25 million every 10 episodes.**

Disney + streaming, what changes for Netflix

Now that a platform entirely dedicated to the Disney world is coming, what will happen to the Disney content on Netflix? In fact, there are many series and films in the Netflix catalog that are part of the Disney world, like all the films and series produced by Marvel Television for Netflix. The cancellations of Luke Cage and Iron Fist cast doubt on the future of the Marvel series on Netflix, but it seems that Reed Hastings, CEO of Netflix, still has no intention of giving up the Defenders franchise. At the moment, however, it seems there will be no major changes. In fact, through a press release, Netflix would have stated that nothing will change for its catalog at least for countries outside the United States.

The Netflix members of the United States, on the other hand, seem to have access to Disney's catalog films until at least the end of 2019.

XBOX ONE S ALL-DIGITAL:

RELEASE DATE, SPECIFICATIONS AND PRICE

Xbox One S All-Digital Edition: the first Microsoft console without disc player and focused on digital games is official.

In the world of gaming, digital is becoming more and more popular, year after year. **Following this trend**, companies are aiming for subscriptions such as PlayStation Now and Xbox Game Pass dedicated primarily to the Cloud and digital. For this reason, Microsoft announced its desire to experiment with the announcement of Xbox One S All-Digital Edition, a console without an optical reader and entirely focused on digital delivery and future streaming. The digital project linked to Xbox One S All-Digital Edition was actually born in 2013 with the ill-communicated announcement by Xbox One that based digital delivery and cloud streaming, fighting the used and the further dissemination of the physical format. **The digital console** is therefore an idea born in the past but which finds its natural presence in the present, above all thanks to Xbox Game Pass and the future **xCloud** dedicated to streaming games.

In this article we tell you, then, everything you need to know about Xbox One S All-Digital Edition, the console without optical and blu-ray player and consequently, always online. In addition you will also find hardware specifications.

This platform without an optical reader has the exact same hardware as Xbox One S, with no particular distinctions.

Microsoft's new challenges

So if you're in favor of digital gaming only, Xbox One S All-Digital Edition is the platform for you. The platform will be available starting May 7 at a price of **€ 229** and will include three games: Minecraft, Sea of Thieves and Forza Horizon 3.

The Xbox One S All-Digital Edition is exactly the same as the Xbox One S in terms of hardware, the only difference is that it does not have a **Blu-Ray 4K** reader. Also, it will be compatible with the full range of existing accessories and all our games and applications purchased digitally can be used in the console.

Microsoft mentioned that between the Xbox One S and the Xbox One S All-Digital there will always be **$ 50** difference in price, although they do not rule out the launching of special bundles and special editions at promotional prices.

The Xbox One S All-Digital is designed for an online ecosystem, and therefore Microsoft will include a promotion that will offer three months of **Game Pass for $ 1**, plus a free month of Xbox Live Gold.

Here it is necessary to emphasize that after the period of three months, the usual rate of 10 dollars per month for Game Pass will have to be paid.

The new Xbox One S All-Digital Edition can be booked from today with some distributors and will go on sale on May 7 for **$ 249.**

Technical specifics:
Jaguar Custom Otto core CPU at 1.75 GHz
GPU 12 computational units at 914 MHz
RAM 8 GB DDR3
1.4 TFlops
Bandwidth 68 GB / s (8 GB DDR3), 218 GB / s (32 MB ESRAM)
Hard disk 500 GB, 1 TB, 2 TB
120 W power supply (internal)
HDMI 2160p @ 60Hz, HDR10 support
IEEE 802.11ac dual band 2 × 2 wireless Wi-Fi connectivity, EthernetIR Receiver, IR Blaster
The same shape is the same, with the same dimensions. It is very probable, however, that the weight changes, even though the original One S was already quite light in itself.

Xbox One S All-Digital Edition is therefore an experiment to test the market while waiting for the next gen Xbox, which will have two platforms at launch, including one without a blu-ray player - Lockhart. But it is also a papabile first response to **Google Stadia**, the streaming service that will arrive during 2019 (we talked about it in the last issue of The Handelot Times).

Xbox Game Pass and xCloud

It is no secret that the desire to make a series of Xbox without a disc player is the result of a series of choices that are currently working as Xbox Game Pass, the subscription service that allows you to play about **200 titles**. This is related to Xbox All Access, available for now only in America that allows you to get a year of Xbox Live Gold, a year of Xbox Game Pass and an Xbox One X paying around **$ 30 a month.**

It is impossible, however, not to mention xCloud, the game streaming project that Microsoft will launch in 2019 to allow Xbox titles to be played on any device, smartphone, android and even competing consoles like the noisy Nintendo Switch. It is not to be excluded that xCloud may allow in the future to stream the next gen titles on Xbox One S and All-Digital Edition.

Recently, a shared Xbox Live and Xbox Game Pass subscription called Xbox Game Pass Ultimate has even been announced and will be available in 2019 and will cost **€ 14.99 a month.**

Is the future digital?

What do you think of this Xbox One S at the Digital Edition? **Do you believe it will work?** Is digital really destined to become the future of gaming?

STAY SAFE OUT THERE:

DEEPFAKES

Ever since the World Wide Web became an indispensable tool for business, identity protection has been of utmost importance. Untold time and money has been poured into encryption technologies to keep data, secrets, and corporate strategy safe from prying eyes. Online security isn't watertight, but at least business owners have a solid foundation for their security strategies.

We can't hide everything, though. In an effort to give their clients the personal touch, companies the world over put the faces of their workers out on the web in promotional images and videos, creating content that presents an accessible face. **In reality**, this is no different than what many of us social media users do regularly as we do much the same thing: posting the right visual content at the right time to project whatever image we want to the world.

This being the 21st century, the simple act of sharing photos and videos of ourselves is risky to our reputations because of how they can be manipulated, distorted, and used for nefarious means. Artificial intelligence technology, wondrous and helpful as it may be, can also be dangerous in the wrong hands. AI is the driving force behind the phenomenon of "deepfakes", or the painstakingly precise stitching together of images to create a new, realistic image that is indistinguishable from reality.

Deepfakes typically refer to the synthesis of human images - one person's face on another's body, for instance - that falsifies the identity of a target to seemingly prove them engaging in conduct unbecoming of their personas. For instance, fake videos of **Scarlett Johansson** in amateur pornography have popped up online. Worse still, they have already been used for political ends, as in Belgium a seemingly authentic video of Donald Trump daring the country to pull out of the Paris climate change accords upset viewers there.

Is it hard to create these videos? Again, this being the 21st century, it's getting easier and easier. A popular app called FakeApp is used to forge deepfakes - this world being a portmanteau of **"deep learning"** and **"fake"** using so-called **"generative adversarial networks"** to learn the physical characteristics of a person through photographs and produce a new image without being a copy of any single one of them. If there's enough visual evidence of us out there, it can also be done to any single one of us.

What are the implications for business?

The Harvard Business Review puts it like this: imagine an authentic-seeming video of a CEO saying their company will donate $100 million to feed starving children. The announcement, which never actually happened, leaves the company with a choice: go ahead with the donation or publicly imply that the company doesn't care that much about starving children after all. Whether for the wallet or for the reputation, it can be damaging.

Translating it to the smartphone shipping world, it could be a disaster to the supply chain. Maybe there wouldn't be falsifications of a trader's persona, but it could from another angle. Tech companies strive to project a human image, as people like **Steve Jobs**, **Tim Cook**, and **Lei Jun** personally announce their companies' newest products to the world as their pride and joy. It is not hard to imagine a deepfake of an announcement about, for example, a joint collaboration between Apple and Xiaomi, which would go viral before the record could be set straight. It could wreak havoc on stocks, both on Wall Street and in your warehouse. It could lead to a loss of faith in firms and the availability of products in the marketplace.

Or worse, anyone could be faked making unsavory comments that disparage an individual or group, alienating a customer base and leading to a loss of revenue. Try as we might to clear our names, The Guardian warns that enough deepfakes in different spheres of life could lead to **"reality apathy"** in which consumers distrust begin to distrust everything out of fatigue from trying discern whether somebody's word is true or not.

We may be a way off from that, but what can we do to guard against it? As the refinement of deepfake technology moves ever quicker, inaction hurts profitability. The technologies of fraud and fraud detection are a cat-and-mouse game, and one will always temporarily outsmart the other. **A solution may be** in crowd-sourcing crisis response, as diehard fans of a brand will be the fiercest defenders and debunkers of falsehood - Xiaomi and Apple are in prime position to take care of this strategy. Traders are similarly well-connected; we value our business relationships and trying to fraud each other gets us nowhere. Therefore it is imperative that we stay sharp on the latest developments from manufacturers and listen to what their communities are saying so we can all stay vigilant against deepfakes.

The world of artificial intelligence is here, and we're already living in it. No more than ever, we need to do all we can to ensure we stay safe out there.

5G AND NEW OPPORTUNITIES

In the last issue of The Handelot Times we have already talked about the development and launch of the new 5G smartphones. As always happens with new technologies, the news follows one another relentlessly, precisely because successes and experiments on the subject follow one another.

In that occasion we already talked about the many advantages that would be gained by switching to fifth-generation networks, focusing in particular on the issue of latency, improved twenty times compared to what is currently expected in LTE cells. **With 5G**, in fact, the time between sending a specific input from a device connected to the network and receiving the output is reduced to a millisecond, and this would make possible projects such as, to provide a single example, Industry 4.0, a new industrial model in which machinery is remotely controlled.

Let's see together the latest news regarding 5G.

5G: in China the first surgical operation 50 km away

In the past few days the world has taken another big step towards a 5G future, experimenting with the efficiency of fifth-generation networks even in such a delicate area as surgery. In China, in fact, the first surgical operation was carried out at a distance of 50km from the patient's body.

For the first time in history, in fact, a surgeon operated a patient remotely, finding himself at an effective distance of **50km from the body** and from the medical equipment necessary for the operation itself. **This happened** using two robotic arms that the surgeon would remotely control via the 5G, with specially designed and built commands.

Even if the operation was carried out on the body of a laboratory animal, this has nevertheless represented an important novelty that could revolutionize both the technological and especially the scientific and surgical world. With a latency of one millisecond, in fact, as emerges from the video itself, operations could be performed at a distance and avoid potential fatal errors that would cost the patient's life. **In doing so, 5G**, therefore, would allow surgeons to operate remotely, for example, in disaster areas and distant borders, and in this way help smaller structures in which the immediate presence of personnel is needed.

Zte, in China the first call to the world on 5G network

A historic step for the ultra-fast mobile network. Zte has announced that it has created, together with the mobile operator China Unicom, the first phone call in the world on 5G networks, the **fifth-generation telecommunications** networks of which this year a commercial launch is expected in several cities around the world. The call was made in Shenzhen, China, using the Zte 5G smartphone prototype.

After the tests last November in the research center, Zte confirms the leadership on the development of 5G by passing a test that also allowed us to verify various services, such as the group voice call on the Wechat app, online videos and web browsing. On a technical level, this is the first commercial test in the world in which a call is made in accordance with the 'Rel-15 3GPP' standard of 5G, in Nsa mode **('non-standalone', ie with the 5G network supported by the 4G infrastructure existing).**

Known as 'the city of' innovation ', Shenzhen is one of China Unicom's first 5G pilot cities. Shenzhen is fully testing the network capabilities of 5G network equipment, special services, roaming and interconnecting services, throwing thus a solid foundation for the entire commercial construction of the 5G network.

Global market size and technological challenges

According to Netscribes research, the 4G LTE mobile - Long Term Evolution will dominate in terms of volume for at least the next ten years but it is expected that the global 5G market will grow at a dizzying rate, with an average annual rate of around **97%** on a period of five years, reaching a value of 251 billion dollars by 2025.

A similar growth will be driven mainly by the power of broadband and, therefore, by the speed of data transmission: today a 4G infrastructure can support data transfer rates up to 100 Mbps in download and 50 Mbps in upload; with 5G you can reach speeds from **10 to 50 Gbps** with reduced latency and response of the network to 1 millisecond.

However, a similar promise passes through non-trivial challenges such as the adaptation of infrastructures and mobile devices but also the development of digital applications and services.

Infrastructure challenges and new 5G power

From the infrastructure point of view, 5G technology is not a linear evolution of the 4G and LTE mobile network but a real change of access / connection system with higher bandwidth, better performance and lower power consumption. To get a rough idea of the power of 5G, just think that it will have to meet the following technical requirements:

- very low latency (even less than 1ms);
- throughput, that is the data transmission capacity of amplified applications (10-20 Gbps peak);
- reliability (99.9999%);
- connectivity density (up to 1 million devices per Km2);
- high speed (up to 500 Km / h);
- spectral efficiency (30 bit / s / Hz), that is that, unlike the previous mobile network architectures, 5G will not be put into operation on specific bands but will have to support connectivity over the entire frequency spectrum (a feature that will guarantee digital services that have very different requirements but can count on a single connectivity infrastructure).

5G technologies will therefore see very broad applications in Internet services, multimedia services, voice calls via Internet Protocol **(VOIP)**, online gaming services, video streaming up to 'data intensive' applications such as those based on Virtual and Augmented Reality, Big Data Analytics, Artificial Intelligence, IoT, robotics and 3D printing.

A revolution that could generate a global economic impact of **3.3 trillion dollars** by 2026, as Ericsson reports in its latest Mobility Report, above all by virtue of mobile traffic generated by applications centered on file sharing, web browsing, downloads of software and applications, digital audio services, social networking applications and services, and, most of all, video applications (which include video streaming services, TV on demand, virtual and augmented reality services).

BEST TABLET FOR CHILDREN:

DISCOVER WHAT THE MARKET OFFERS US

In this article we talk about the best tablet for children. The goal is to offer you a complete overview of the various tablets available on the market in order to help you choose the best tablet for children that best meets your needs.

Best tablet for children: which to buy

Today, as you will have understood, we will guide you to the purchase of the best tablet for children. As we know and as we see more and more often, even the little ones begin to get acquainted immediately with electronic devices, even more if they are small or characterized by bright colors and sounds that manage to attract their attention.

Obviously when it comes to accompanying the growth of children, **special attention** must be paid to the type of device (or game) that is provided to them. If on the one hand we have realities with decades of experience behind us with regards to stimulation through, after all, 'normal', standard games, on the other we register a bit of confusion when we move on land that is not so much beaten.

This is precisely the field of tablets, devices that we adults use daily and that more and more often attract the attention of even the smallest. In fact, it will also happen to you to hand the tablet to your child to watch an episode of Masha and Orso and company singer. True? But what to do when we are tempted to give the child full autonomy to experiment, play and discover the functionality of the tablet?

A world for adults...

You will certainly agree with us that it is obviously necessary to look towards a different product. The reason is easy to say: the tablets that we use as adults **90%** of the time are not even dedicated to using a small child. Although many parents are still reluctant to promote the contact of 'smart' devices with the smaller ones, small big impositions begin to fail at this limit; one above all is the American Academy of Pediatrics which has lowered the minimum age to 18 months to promote the use of an electronic device - smartphone or tablet.

Despite this reputed hostility towards these products, certain precautions remain to be taken when it is desired to promote the use of tablets even for the little ones.

First of all the materials: we know very well that for the children visual but also tactile feedback with objects is fundamental, especially with the now classic hand-mouth gesture. The best tablet for children must somehow encourage this kind of feedback by continuing to leave the older ones quiet who can watch their children play with the tablet without worries.

Same thing for the operating system. Although some OS allow to limit the use of some areas of the tablet by means of the poles - we think about access to the digital store, to the web browser or to particular applications -, on the market there are products basically developed for children and not modified to allow use them too. In this regard, as it seems quite normal considering the availability of 'lean' mobile operating systems, most of the products in our guide mount Android.

The choice to use Google's operating system derives from the fact that, thanks to its extremely open and flexible nature, producers can modify the operating system at will to bend it to their needs (and children). The presence of Android opens the door to two important aspects: Play Store support and ease of use. Having access to the Play Store, Google's digital store, allows adults to have access to millions of applications and games that they can download to let their little ones play. Ease of use also allows older children to start operating the operating system without too many headaches.

Tablet for children from 18 months to 6 years

The best tablets for children from 18 months to 4 years include the selection of some products that are targeted for use that can take place as early as the minimum age required for kids. They are obviously addressed for an extremely simple use, enhanced by the presence of important stimuli for children in that age group.

CHICCO Happy Tab

We open our personal selection of the best tablet for children with **Chicco**, one of the leading companies in this sector. The model we advise you to consider is the Happy Tab, a tablet made for really children. Being a real Android tablet, parents have the opportunity to download any application on the Play Store and allow it to be used. However, taking into consideration what the tablet offers to children, we realize that we are facing a high level product.

The quality of the product can be seen by using the proprietary applications developed by the company, both free and paid. They are often well done, clear, intuitive, designed for learning and they use the voice a lot, a very important factor for children, especially for the age it refers to: **18 months to 6 years.** The advanced control section is provided with password access, so children (even the most astute) will not be able to access sections of the OS designed for adults, such as the general settings of the device.

Best tablet for children aged 6 and up

The best tablet for children aged 6 and up encompass our personal selection of tablets aimed at children who are a little more autonomous, who can push themselves to use slightly more complex products.

Amazon Fire HD 8 2018

Being within the age group of 6 and up, it is really hard not to include **Amazon's Fire HD** 8 2018. Basically we have a product that sees the presence of a good 8-inch HD panel, an excellent audio compartment thanks to the presence of a set of Dolby speakers and excellent autonomy.

Although it is an Amazon tablet, we remind you that the operating system is still based on Android and there is the Amazon Underground digital store in which there are hundreds of thousands of applications and games **- no,** the Play Store is not present but on Google there are dozens of guides explaining how to install it.

Staying under the big Amazon wing ensures good build quality, the presence of constant software updates over time and the large fleet of tools that are integrated on Amazon. Being the tablet extremely linked to the digital store of the company, there is no need to worry about the little ones. There is a robust parental control system through which children can work with confidence.

In addition, if desired, an external rubber cover is also available that covers the tablet and protects it from shocks.


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