THE HANDELOT TIMES

THE BEST
B2B MAGAZINE

August 2020 #20

THE AWAKENING

THE BIG COMPANIES RETURN AFTER THE "GLOBAL SLEEP"

INTERNET WAR
PACIFIC LIGHT CABLE NETWORK
6-7

BOYCOTT
FACEBOOK
28-29

STOP HATE FOR PROFIT

CORONA-UPDATES
WILL THERE BE A LOCKDOWN AGAIN?
14-15

OLD HAND
THE NEW NORMAL
32-33

NAJIBS CORNER
HERE IT COMES ...
16-17

HANDELOT
B2B wholesale consultants

THE HANDELOT TIMES

11 YEARS

3 LINES OF BUSINESS:
PLATFORM, MAGAZINE AND EVENTS

THE ONLINE B2B MAGAZINE FOR ELECTRONICS WHOLESALERS

AUGUST 2020

The tech industry is changing quickly and we want to keep you up to date with the latest news. We are developing ourselves by opening up to new innovations in **IT**. We are growing and keeping a reliable source of **B2B** information from all over the world. With The **Handelot** Times, we will bring you more information about market trends, share cutting-edge ideas, and bring our world together with yours.

Design & DTP: **Adam Mieloszynski - green64**
Jakub Dominikowski

Copywriters: **Melania Romanelli**
Kazi Najib Ashraf
The Old Hand

ASSOCIATES OF THE ORGANISATION:

Taha Tuzuner – Business Consultant Team Leader
Dima Malovanyi – Business Consultant Team Leader
Alicja Gogola – Business Consultant
Omar Benabdellah – Business Consultant
Koushik Deka – Business Consultant
Trang Nguyen – Business Consultant
Jon Rodriguez – Business Consultant
Venktesh Prasad – Business Consultant
Jack Serdak – Business Consultant
Victoria Chen – Business Consultant
Karolina Kotulska – Business Developer
Elza Lerner – Administrative Manager
Basak Senturk – Partner Coordinator Team Lead
Aleksandra Rządkowska – Partner Coordinator
Katarzyna Mroczkowska – Partner Coordinator
Paulina Franikowska – Partner Coordinator
Svitlana Shaposhnikova – Graphic designer
Khrystyna Terletska – Administration
Tetiana Handziuk – Administration
Agnieszka Pulawska – CFO
Valentyn Petruchek – Head of Development
Alexander Golovnya – Development
Cesar Gonzalez
Patryk Skowron

ADVERTISING:

FOR QUOTES PLEASE EMAIL
TIMES@HANDELOT.COM
OR CALL US AT
+48 717 152 600

TABLE OF CONTENTS

4-5	Quick Hits
6-7	The Pacific Cable - the internet connection at the bottom of the ocean that the US Wants to veto...
8-9	PPA - Mobile Phone
10-12	Apple Big Sur - 9 innovations announced at the annual conference for developers of the technology firm
13	GRT
14-15	Coronavirus - can covid-19 really be detected with a thermal image
16-17	Najib Corner - THE NEW HERO IN THE MOBILE PHONE ACTION THRILLER
18-19	Yukatel - Mobile Phones
20-27	VIP Gold + services
28-29	Facebook - which large companies have joined the boycott of the social network
31	Globax
32-33	The Old Hand
34	Teksmart Used Phones Specialist
35	Price per Magazine
36-47	Smart telecom
38-39	Galaxy Book S, Flex and Ion - Samsung returns to charge in computers
40-41	PS5 - release, price, games and features of the new PlayStation
42	The Lord of the Rings - the story of the $ 1 million video game thrown away
43	H-asia Recruitment
44-45	Microsoft to permanently close all of its retail stores
46-47	Google New Privacy Agreement - what to expect
48-51	All about iOS 14 - all you need to know
52-53	Xbox Series X and the price of the next-gen
54-57	Google Pixel 4 XL_ now it's really the iPhone with Android
58	VON
59	Top Products / Top Manufacturer / Top Brands / Top Models
60	Technology Supplier - lookingfor an Account Manager

QUICK HITS

A SELECTION OF CORPORATE NEWS FROM AROUND THE TECH WORLD

CORONAVIRUS, WHO ALARM: "THE WORST IS YET TO COME"

"The worst is yet to come. I'm sorry to say it but with this environment and in these conditions, we fear the worst. A divided world helps the virus spread." This was stated by World Health Organization's director-general Tedros Adhanom Ghebreyesus in the usual Covid-19 briefing. "The most difficult question to answer - added the director - is how to live with the virus. This is the new normal".

PC ENGINE CORE GRAFX MINI: THE KONAMI CONSOLE IS NOW AVAILABLE ON AMAZON

Konami has announced that PC Engine Core Grafx Mini, miniaturized version of the historic NEC console produced in collaboration with Hudson Soft, is now available exclusively on Amazon at a price of € 109.99.

The device offers a large series of games included, among which we can find important titles such as R-Type, Bomberman '93, Space Harrier and Snatcher, one of the first products born from the brilliant creative mind of Hideo Kojima, creator of Metal Gear and Death Stranding.

Two optional original peripherals are also available on Amazon:

- Turbo Controller for Core Grafx mini, official controller with auto focus function;
- Multi Tap for Core Grafx mini, accessory that allows local multiplayer for up to five players.

The console includes 25 games of the western version of TurboGrafx-16.

SMARTWATCH MARKET: +12% IN THE FIRST QUARTER

Despite the coronavirus epidemic and the consequent lockdown, the global smartwatch market ended the first quarter with deliveries growing by 12% to 14.6 million units. The analysts of Canalys report it, according to which China was driving with + 66%.

Apple remains firmly at the top of the market, although Apple Watch deliveries declined 13% in the first quarter, from 6 to 5.2 million units. As a result, the apple market share fell from 46.7% to 36.3%. From January to March - experts estimate - Apple has however registered 4 million new users of the Watch, which have brought the installed base to about 70 million users. According to experts, the Californian company will sell the 100 millionth Apple Watch between April and June.

In second place Huawei overtakes Samsung, thanks to deliveries more than doubled (+ 113%) to 2.1 million units. Third is Samsung with 1.8 million smartwatches (+ 46%). Off the podium Garmin (1.1 million, + 39%) and Fitbit (0.9 million, + 21%).

PENTAGON, HUAWEI SUPPORTED BY CHINESE ARMED FORCES

The Pentagon has released a list of 20 companies that would be owned or controlled by the Chinese military. Bloomberg reports that, according to the list, there would also be the giant

of the Huawei telecommunications and the solution company for video surveillance Hikvision.

Both companies were included in the trade blacklist by the U.S. government in 2019. The new list includes companies held, controlled or affiliated to the Chinese government, military or defense, according to Pentagon spokesman Jonathan Hoffman.

While the People's Republic of China tries to blur the boundaries between the civilian and military sectors, knowing your supplier is essential, the list will be a useful tool for the US government, companies and investors, academic institutions and partners to conduct due diligence operations on partnerships with these entities, particularly as the list grows.

AFTER COCA COLA ALSO STARBUCKS ANNOUNCES TO BOYCOTT FACEBOOK

The list of companies that have decided to boycott Facebook and social media is getting longer: the latest to join, after Coca Cola, is the coffee giant Starbucks, who has announced the suspension of advertising on all platforms. "We are against the content of hatred and we believe that the world of business and that of politics must unite to bring about real change".

The global bubble giant has announced that starting from July 1, it will suspend, for at least a month, all advertising on Facebook, Instagram, YouTube, Twitter and other social platforms.

see our dedicated article in this Issue

HONG KONG: CHINA LAUNCHES NATIONAL SECURITY LAW

China approves the national security law calibrated for Hong Kong: the media of the former British colony report it, reporting the work of the Standing Committee of the National People's Congress, legislative branch of the Parliament of Beijing. The vote, according to Cable TV, took place unanimously. The move, which caused tough opposition from the US, EU and Great Britain, is seen as a squeeze on the broad autonomy of Hong Kong expected when the city moved from London to Beijing sovereignty.

China's national security law marks the end of Hong Kong that the world knew. With powers swept away and an indefinite law, the city will become a secret police state.

Hong Kong will take the necessary countermeasures in the event of sanctions by the United States, as Governor Carrie specified. The U.S. Department of Commerce began yesterday the process of freezing the special status of the former British colony in bilateral relations with the United States.

The Japanese government calls the passage of Hong Kong's national security law "an unpleasant act", despite protests from local residents and opposition from the international community. Cabinet chief Yoshihide Suga said on the sidelines of a press meeting, explaining that the "One country two systems' principle was extremely important for Tokyo, given the important economic relations with the former British colony and trade between the two countries.

THE PACIFIC CABLE:

THE INTERNET CONNECTION AT THE BOTTOM OF THE OCEAN THAT THE US WANTS TO VETO ITS RIVALRY WITH CHINA

Google and Facebook have invested billions in the Pacific Light submarine data cable project connecting Hong Kong, Taiwan, the Philippines and the United States.

However, the Donald Trump government is considering vetoing the stretch between its territory and Hong Kong for fear of data theft by China.

And is that "Team Telecom", a committee of the United States government, has now recommended that the country deny its approval. The decision is another sign of mounting tension between the United States and China, which remain mired in a trade war.

So the Pacific Light Cable Network, designed to increase internet speed and capacity, would be the first such cable rejected by the United States for national security reasons.

WHAT IS THE PACIFIC LIGHT CABLE NETWORK?

Around the world, there are hundreds of submarine cables that provide internet connectivity.

It is estimated that there are some 300 cables in the water depths that connect us to the network crossing oceans and seas around the world. Some are submerged more than 8,500 meters. Some are active and others "under construction". Managing the connectivity of those cables is an incredible engineering feat and that's why the cost is high.

TRANSPACIFIC ROUTE

This is the case of the new Pacific connection announced in 2016 as a partnership between Google, Facebook and other companies.

Google said the cable would be 12,800 km long and would be the highest capacity transpacific route.

In other words, the cable will provide enough

capacity for Hong Kong to have 80 million simultaneous HD video conferencing with Los Angeles.

The project would also have stretches to connect the United States with Taiwan and the Philippines.

The cable is already in place, at a cost of **"many millions of dollars"**, but it needs approval to operate. One of the companies that work with Facebook and Google is Dr Peng Group, a Chinese broadband giant.

WHAT DOES THE "TEAM TELECOM" OF THE UNITED STATES THINK?

The committee has recommended the approval of the Taiwan and Philippine sections, also pointing out the authorization to be denied for the stretch between the United States and Hong Kong for reasons of national security.

AMONG OTHERS, ITS REASONS INCLUDE:

China's constant efforts to seize key personal data of millions of Americans

China's access to data from other countries through both digital infrastructures

Dr. Peng Group's relationship with Chinese intelligence and security services, and its obligations under Chinese intelligence and cyber security laws

China's recent decisions to eliminate Hong Kong's autonomy and allow Chinese intelligence and security services to operate openly in Hong Kong

The final decision will be made by the United States Federal Communications Commission.

WHAT IS THE BACKGROUND TO THIS DISPUTE?

After President Trump took office, the United States imposed billions of dollars in tariffs on Chinese goods, and Beijing did the same in retaliation.

Trump had long accused China of unfair trade and theft of intellectual property. The United States has also targeted Chinese tech company Huawei, calling it a national security threat, and is taking a more aggressive stance on Hong Kong.

China is trying to introduce a security law in Hong Kong, a special administrative region of the country. The territory, a former British colony, enjoys unique freedoms not seen in mainland China. But Washington sees the impending security law that Beijing wants to enforce as the end of Hong Kong's special status, agreed under the 1997 treaty between China and the United Kingdom.'

President Trump said the United States will end Hong Kong's preferential treatment. "China has replaced one country, two systems with one country, one system," Trump said in May. Hong Kong is no longer politically autonomous from China, so it no longer deserves special treatment under US law.

The decision could have serious consequences for trade between Hong Kong and the United States. Also for the future of investments in the former British colony, which has greater freedoms than the rest of China.

HONG KONG
TO LOS ANGELES
(POP TO POP)

APPROXIMATELY
12 900 KM
/ 8 015 MI

6 FPS
24 TBPS/FB
144 TBPS

PPA INTERNATIONAL AG

A Member of UniDevice AG

- TRADING WITH HOME IN GERMANY
- APPLE WORLDWIDE SPECIALIST
- LOOKING FOR SERIOUS CUSTOMERS REQUIRING SHARP PRICES
- AND INSTANT DELIVERY
- CALL US FOR YOUR BEST QUOTATION

PPA INTERNATIONAL AG
0049 (0)5601 9684570
GT@PPA-AG.DE
WWW.PPA-AG.DE

PPA
INTERNATIONAL AG

A Member of UniDevice AG

APPLE BIG SUR:

INNOVATIONS ANNOUNCED AT THE ANNUAL CONFERENCE FOR DEVELOPERS OF THE TECHNOLOGY FIRM

Apple CEO Tim Cook made the news at the World Developers Conference (WWDC), an annual company event.

Now, Apple's challenge will be to smoothly switch processors and convince third-party developers to update their apps.

"We hope to ship our first Apple-powered Mac by the end of the year," Cook said, adding that it would probably be two years before the full line of products had made the jump.

The firm said the move would allow it to offer devices with new features and better performance, as well as making it easier for developers to write and optimize software for the entire Apple ecosystem.

Apple's motivations for doing this include reducing its reliance on Intel, maximizing its investment in processors, increasing performance, and giving itself more flexibility and agility when it comes to future products, as said by Geoff Blaber of consulting firm CCS Insight.

Apple said it had already developed native versions of several of its own applications, including Final Cut Pro X and Logic Pro, for the new processors. IPhone and iPad applications can also be run on computers. Other developers should be able to launch new versions of their applications "in a matter of days", said the company's chief software officer, Craig Federighi. He added that old apps would be automatically translated at install time, although they would not work as well.

EFFECT ON SALES

ARM chips are based on the designs of ARM, a UK-based company. The clients of this company adapt these designs or add capabilities according to their own needs. Samsung, Qualcomm and Huawei are among the many other companies that already do that.

Some people planning to buy a Mac may postpone the acquisition until devices with new processors go on sale. This could affect sales both at Apple and in the studios that manufacture software for the platform.

Apple is the fourth largest provider of computers, according to market research firm Gartner, behind Lenovo, HP and Dell. The company says it has more than 100 million active Mac users. In June 2005, when it first announced the move to Intel chips, the number was about 12.5 million.

HOW THE FUTURE APPLE LANDSCAPE WILL LOOK LIKE

The processor is the brain of the computer and changing it is no small thing, so Apple has not decided lightly. The big question is: what good will this do for the Mac?

The prevailing view in Silicon Valley is **that Apple's processor will create more powerful Macs.** Building it internally could create cheaper processors, so in theory you could have cheaper Macs (that if Apple wanted to pass the savings on to the consumer). But there are also risks.

The first is that Apple has Macs with Intel processors yet to hit the market. Will people just wait for Apple's new processor to launch before buying a new computer? And, considering how well Mac products sell, there will be nervousness about changing a formula that has worked very well for Apple for the past 15 years.

Redesign of the operating system

To mark the importance of the processor change, the Mac operating system, MacOS, will go to version 11, **called Big Sur.** Since 2001, it had only moved from 10.0 to 10.15. Apple says Big Sur marks its biggest redesign to date.

IPhone as BMW key

Other announcements at WWDC included the ability to use an iPhone as a substitute for a car key by transmitting an NFC (near field communication) signal to unlock doors and start the engine.

Initially, this feature will work for only a few new **BMWs,** but Apple said it intended to extend it to other car models later.

Changes to iPhone home screen

One of the biggest changes to the **iPhone's iOS14** operating system will apply to the home screen.

The iPhone home screen will offer the possibility of organizing the programs in suggested applications, based on past habits, among other new order criteria.

Suggested apps based on past habits

In addition, the company is updating its widgets (blocks that show a small application window), so that they can be placed between the icons of other programs. **Android already has something similar.**

New translator

Apple is also launching a new application called Translate that performs language translations without an internet connection, offering an alternative to Google Translate. **For starters, it will support 11 languages.**

Apple Watch

The next version of **WatchOS** adds the sleep monitoring function to the company's smart watch, which will be based on the movements of the user in bed. It also adds the ability to identify when the owner washes his hands, to confirm if he does it long enough, to help prevent covid-19.

Additionally, the handheld device will allow third party funds to be shared and installed. The Activity app, now called Fitness, will track calories used by following various dance styles.

Headphones

Apple AirPod Pro headsets **will automatically switch** from being connected to one Apple device to another by the same user, as the owner moves from one to the other.

Apple tv

The firm's Apple TV set-top box will soon **allow compatible home video doorbells** to stream live images of visitors to television screens, while iOS 14 will make it possible to use facial recognition to identify them.

Global Resource Trading

www.grt.al

LOOKING FOR SERIOUS CUSTOMERS

BEST IN ALBANIA

WAREHOUSES IN SLOVAKIA AND TIRANA, ALBANIA

EU AND NON-EU STOCKS

CANYON

SAMSUNG

SWISSTEN

Prestigio

JBL

dyson

media alert

www.mediaalert.al

• Tablets • Accesories • Mobiles • Laptops • Ecosystem • IT •
• Small Domestic Appliances •

JAKUB SZYMANSKI
INFO@GRT.AL / +355688087143 / SKYPE: FREEMAN4606

INA TOPALLI SZYMANSKA
OFFICE@GRT.AL / +355688087142 / SKYPE: INA.MTE

CORONAVIRUS

CAN COVID-19 REALLY BE DETECTED WITH A THERMAL IMAGE?

With the relaxation of quarantines, cameras or thermal scanners have begun to be used in numerous public spaces to assess people's health.

In this guide, we explore what exactly they detect and how useful they can be to prevent the spread of Covid-19.

WHAT DOES A THERMAL CAMERA DO?

Using infrared technology, thermal cameras detect the heat radiating from a body — usually from the forehead — to estimate body temperature.

These cameras are an extremely powerful tool, frequently used by firefighters to trace embers and Police to search for suspects in an environment where they are not visible.

But these cameras are not designed as medical instruments. So how useful are they in the current pandemic?

Thermal scanners measure the temperature of the skin, with a variation of half a degree. However, this is not equal to body temperature.

"These devices are generally less accurate than medical thermometers like the one you put in your ear," says Derek Hill, a professor at University College London and a specialist in medical imaging.

WHAT IS THE NORMAL BODY TEMPERATURE?

Around 37ºC. It is considered high when it is 38ºC or higher.

However, the temperature can vary from person to person and change throughout the day. And, we have to remember that, can also vary in women during the menstrual cycle.

Taking the exact body temperature is not easy. Although it can be measured on the forehead, mouth, ear and armpit, the most accurate method of measuring it is by taking it in the rectum.

CAN CAMERAS DETECT CORONAVIRUS?

No, **they only measure the temperature.**

High temperature, or fever, is just a common symptom of the virus. Others include nausea, headaches, fatigue, and loss of sense of taste or smell.

But not everyone with a Coronavirus has a fever, and not everyone with a fever has a Coronavirus.

For this reason, thermal cameras alone will not detect infected people but with other symptoms or asymptomatic (what is known as false negatives).

They will also identify people who are not well and have a fever for other reasons (false positives).

That's why you would be always careful with the prevention measures on your own and for your own sake.

So are the thermal chambers useful or not?

On their own, temperature scanners "may not be very effective", says the World Health Organization (**WHO**).

The cameras must be programmed correctly and take into account the ambient temperature. The risk is that they can give those who operate them a false sense of security. "They are just one tool among many others", says James Ferryman of the University of Reading in the UK.

And what if I have a face mask on?

"The heat radiating from the skin is likely to be affected by wearing the mask", continues Ferryman. This is why the forehead temperature, which is usually exposed, is generally measured.

Will I be hotter if I come from exercising?

Not necessarily. In fact, the skin temperature drops during exercise, when perspiration appears.

The body is very good at regulating its temperature even after exercising, so the temperature has to be very high for it to be detected by the camera.

HOW ELSE CAN YOU TAKE THE TEMPERATURE?

With portable thermometers focused on the forehead. They do not need to touch the skin, but they must be within inches of it.

While they are accurate (within a fraction of a degree difference in skin temperature), they correctly detect fever in about 90% of cases.

NAJIB'S CORNER
VIP ARTICLE

THE NEW HERO

IN THE "MOBILE PHONE ACTION THRILLER" - HERE IT COMES XIAOMI

- 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.

Who could have imagined that the wars for Telecom would bring countries and regions against one another? Mobile Technology was designed to bring people together and that surely happened for quite some time until recently. The network as well as the devices have now become, in fact, a source of international conflicts with Huawei and 5g at the eye of the storm. No one knows how this chapter would end, but for now it sure does not look pretty good.

As the history taught us, the series of legends looked a bit like this: Motorola, Ericcsson and Nokia for a very long time, then Samsung and Motorola and, finally, the era of smartphones that landed on us. The game had changed to Blackberry, Android and iOS and within Android there was a multitude of players being led by Samsung. After the demise of Blackberry, the game was within iOS and Android and the whole basket of brands landed in the lap of Chinese companies.

Lately, Huawei with its little brother Honor had started to give a run for the money to Samsung and it seemed that the pedestal was about to shake the long-term leader but alas the games of destiny. Poor Huawei fell out of favor and along with that its upcoming sidekick.

The new kid on the block is now Xiaomi, a brand that is still hard to pronounce and confuses the hell out of people because of the way it's spelled. However, it has made some very smart moves to fill in the blank left by the "assassinated" Huawei brand.

From an online brand to a serious challenger, the story of Xiaomi is a typical "phoenix rising from ashes" fairy tale. Visionary leader dreams world domination and goes in an online mode for quite some time before unleashing production facilities across the home turf as well as in India.

Oh yes, India, that's an interesting one: the country has banned the addictive Chinese apps and destroyed the aspirations of upcoming stars on TicTok, but couldn't do anything to the multiple factories that Xiaomi has placed across the country bringing employment to thousands and an FDI dream for the new Asian Tiger. Here, the continuing lockdown and

pandemic created a heavy demand for Xiaomi in India keeping the factories busy.

For trading, again Xiaomi has become a darling for the local markets in the Middle East. Demand from Iran, Iraq, Libya, and other surrounding markets is on the rise and its hard to get a hold of devices. Aggressive prices for feature rich products with a great quality creates a new headache for Samsung at this stage. The marketing strategy for Xiaomi in the Middle East still leaves a lot to be desired and its organic growth that has been prompting the demand because of the hole left by Huawei.

Globally, every brand had a disastrous Q1 because of the pandemic, where Samsung Huawei and Oppo recorded the worst performances of top five smartphone vendors, whereas the only brand that still stayed in the black had been Xiaomi. The global smartphone market had declined by 13% in Q1, these negatives had been last observed in 2014 and the global shipments had fallen by 300 million units. And guess what, smartphones had been the last thing on the mind of people, but the recovery did start in Q2 and Apple became a clear winner during the online sale frenzy during lockdown.

Again, the clear winner and hero had been Xiaomi, with a 30% market share in India and now also chasing the race of the competitive TV market.

How Oppo, Vivo and Realme follow the lead of Xiaomi is anyone's guess and the Chinese companies are - I would say - a bit "secretive" in their approach, but for now the Middle East, Africa and Europe has embraced the new winner with open arms. With Rice Cookers, Scooters, Drones, Shoes, Yes Xiaomi Shoes, lightbulbs, carryon luggage, hairdryers and so much more, the company has taken the aspect of connectivity to a whole new level. From humble beginnings to an aspirational brand all priced competitively can be defined as an Apple killer at the low end.

The success of the brand has been its strategy on minimum marketing expenditure, just in time delivery, low expense on manpower and distributed production in key markets.

For traders, this is a new gold mine to dig into as the demand keeps growing and regularly the Xiaomi devices are among the top trending products on sites like gsmarena.com.

Good luck to the new kid on the block!

YUKA tel

trustable in mobile

3 mill. SOLD devices per year

500 different variations DEVICES

LANGUAGE agents with native languages

more than 100.000 units STOCK ready stock

750 Mill. €uro in year

reliable fair secure

HANDELOT
B2B wholesale consultants

PARTNER over 8000

50 SALES to over countries

DELIVERY 1 within day

TRUSTABLE LEADER mobile wholesales

YUKA POINTS
GET REWARDED WITH EVERY PURCHASE

MOBILITY PLATFORM

0048 CZ s.r.o.
Czech Republic
Praha

BOSS ENTERPRISE LTD
China
Hong Kong

Euromedia Investment Group, S.L.
Spain
Torrent

AMC Elektronik Vertriebs GmbH
Germany
Bonn

Cell-Tel MIDDLE EAST LLC
United Arab Emirates
Dubai

Eurostar Global Electronics Ltd
United Kingdom
Newcastle-under-Lyme

Amir Group
United Arab Emirates
Dubai

Central point Europe s.r.o.
Slovakia
Pezinok

Galactica Alian√Ba SA
Spain
Valencia

AT7 GmbH
Germany
Wuppertal

Combigrama Portugal
Portugal
Lisbon

GEETEX PTE LTD
Singapore
singapore

AVR GROUP DOO
Serbia
Beograd

Domo Trading Limited
Malta
Msida

Global Resource Trading Sh.p.k
Albania
TIRANE

Bluefin Century s.r.o.
Slovakia
Bratislava

Dotson IT Asset Management Corp
United States
Dallas

HK HUI BAI ZHOU ELECTRONICS CO., LIMITED
China
Hong Kong

Bluepoint Corporation Ltd
United Kingdom
Milton Keynes

Erregame S.p.A.
Italy
Milano

Hong Kong Cooline technology Limitd
China
Hong Kong

HTP
France
Villeneuve-le-Garenne

Kamkwat Limited
China
Hong Kong

LFE distribution, LLC
United States
Miami

INFO TECH
France
Paris

KANSKY a.s.
Slovakia
Bratislava

LMD GROUP GOLD LTD
Israel
Ramat Gan

Intrade d.o.o.
Slovenia
Maribor

Komputronik S.A.
Poland
Poznan

Mardin Gsm LLC
United States
Doral

JEET UK LIMITED
United Kingdom
MIDDLESEX

Krishna Wireless
United States
Doral

MMM-Agramservis d.o.o.
Croatia
Zagreb

Jimpower Trading Ltd
China
Hong Kong

KROWN MOBILES TRADING LLC
United Arab Emirates
Dubai

Naam Electronics Fze
United Arab Emirates
Dubai

JP Teck BV
Netherlands
Beverwijk

KSTelecom B.V.
Netherlands
Beverwijk

NET WIRELESS INC
United States
New York

Jupiter GSM FZCO
United Arab Emirates
Dubai

LANDOTECH MOBILE SP Z.O.O
Poland
Kraków

NOVAPHONE sp. z.o.o S.K
Poland
Warsaw

MOBILITY PLATFORM

P.C.Distribution SPA
Italy
Napoli

Prestige Group Srl
Italy
Bari

SG SPA
Italy
MIlano

Pantheon Distribution GmbH
Austria
Klosterneuburg

Q-CONN GmbH
Germany
Bruchsal

SGM Socher Inc
United States
New York

Parktel sp. z o.o.
Poland
Wroclaw

Rainbow International Distribution
Romania
Bucharest

SHAANXI HISUN BAUTON ELECTRONIC AND TECHNOLOGY CO.
China
Shaanxi

PHF GmbH
Germany
Paderborn

RIBSON COMPANY, INC
United States
Florida

Sisu Net AB
Sweden
Ėrsundsbro

Phone Cash Business, S.L.
Spain
Madrid

RS GLOBAL LTD
United Kingdom
London

SK & ASSOCIATES LTD
United Kingdom
Cheshire

PINES Sp. z o.o.
Poland
Wroclaw

Runphone international company limited
China
Hong Kong

Smalltronic.pl Sp. z o.o. Sp. K.
Poland
Wyszk√≥w

PPA International AG
Germany
Schanefeld

SELTE SPA
Italy
MILANO

Smart Art Com sp. z o.o.
Poland
Krakow

Smart Telecomm LLC
United States
Scottsdale

TPC Technology FZCO
United Arab Emirates
Dubai

Yonida International Trading Corp.
United States
New York

SMARTCOM DISTRIBUTION S.R.O.
Czech Republic
Praha

UV phone ltd
Israel
haifa

Yukatel GmbH
Germany
Offenbach am Main

Sound Business
France
Paris

VADIMPEX Handels GmbH
Austria
Baden bei Wien

For quotations
times@handelot.com
or call us at
+48 717 152 600

SPK Telecom FZCO
United Arab Emirates
Dubai

Vitel Mobile
United States
Doral, MIAMI

For quotations
times@handelot.com
or call us at
+48 717 152 600

Swift Telecom FZCO
United Arab Emirates
Dubai

Vtech Electronics Tecnology Limited
China
Hong Kong

For quotations
times@handelot.com
or call us at
+48 717 152 600

Tekpoint GmbH
Austria
Vienna

WOWO Distribution Limited
China
HK

For quotations
times@handelot.com
or call us at
+48 717 152 600

TelePart GmbH
Germany
Holzmaden

XTG S.A.
Poland
Wroclaw

For quotations
times@handelot.com
or call us at
+48 717 152 600

INHOME PLATFORM

AC Electronic Limited
China
Hong Kong

Erregame S.p.A.
Italy
Milano

Intrade d.o.o.
Slovenia
Maribor

AT7 GmbH
Germany
Wuppertal

Galactica Aliança sa
Spain
Valencia

Jimpower Trading Ltd
China
Hong Kong

BOSS ENTERPRISE LTD
China
Hong Kong

GEETEX PTE LTD
Singapore
singapore

Krishna Wireless
United States
Doral

Click Europe Limited
United Kingdom
London

Global Resource Trading Sh.p.k
Albania
TIRANE

KROWN MOBILES TRADING LLC
United Arab Emirates
Dubai

Combigrama Portugal
Portugal
Lisbon

GLOBAX Sp. z o.o. Sp. K.
Poland
PoznaŇĄ

MMM-Agramservis d.o.o.
Croatia
Zagreb

Domo Trading Limited
Malta
Msida

Hong Kong Cooline technology Limitd
China
Hong Kong

NET WIRELESS INC
United States
New York

Dotson IT Asset Management Corp
United States
Dallas

INFO TECH
France
Paris

P.C.Distribution SPA
Italy
Napoli

Pantheon Distribution GmbH
Austria
Klosterneuburg

Shenzhen New Way Technology Co., Ltd.
China
shenzhen

TELPUR SRL
Romania
Bucuresti

Rainbow International Distribution
Romania
Bucharest

Shock Distribution Ltd
United Kingdom
Sheffield

XTG S.A.
Poland
Wroclaw

RS GLOBAL LTD
United Kingdom
London

Sisu Net AB
Sweden
Ėrsundsbro

Yukatel GmbH
Germany
Offenbach am Main

SELTE SPA
Italy
MILANO

Smart Art Com sp. z o.o.
Poland
Kraków

For quotations
times@handelot.com
or call us at
+48 717 152 600

SG SPA
Italy
MIlano

Smart Telecomm LLC
United States
Scottsdale

For quotations
times@handelot.com
or call us at
+48 717 152 600

SGM Socher Inc
United States
New York

SPACO, S.A
Spain
Madrid

For quotations
times@handelot.com
or call us at
+48 717 152 600

SHAANXI HISUN BAUTON ELECTRONIC AND TECHNOLOGY CO.
China
Shaanxi

TECH DREAM D.O.O.
Croatia
Zabreb

For quotations
times@handelot.com
or call us at
+48 717 152 600

IT PLATFORM

AT7 GmbH
Germany
Wuppertal

Krishna Wireless
United States
Doral

Smart Telecomm LLC
United States
Scottsdale

Combigrama Portugal
Portugal
Lisbon

P.C.Distribution SPA
Italy
Napoli

Triple J'S Hong Kong Limited
China
Hong Kong

GEETEX PTE LTD
Singapore
singapore

Pantheon Distribution GmbH
Austria
Klosterneuburg

XTG S.A.
Poland
Wroclaw

INFO TECH
France
Paris

SGM Socher Inc
United States
New York

Yukatel GmbH
Germany
Offenbach am Main

Jimpower Trading Ltd
China
Hong Kong

Smart Art Com sp. z o.o.
Poland
Krakow

For quotations
times@handelot.com
or call us at
+48 717 152 600

ADVERTISING:

FOR QUOTES PLEASE EMAIL
TIMES@HANDELOT.COM

SERVICES

365 Days Freight
United Arab Emirates
Dubai

AIR EXPRESS POLAND Sp. z o.o.
Poland
Wroclaw

Interken Freighters (UK) Ltd
United Kingdom
Feltham

Captains Freight Services USA
United States
Miami FL

Captains Freight Services HK LTD
China
Hong Kong

MIT MEDIA
Poland
Warszawa

NewbridgeFX
United Kingdom
London

DREAM CARGO SERVICES SRL
Romania
BUCHAREST

For quotations
times@handelot.com
or call us at
+48 717 152 600

VELARA TRAVEL
United States
Boston

For quotations
times@handelot.com
or call us at
+48 717 152 600

For quotations
times@handelot.com
or call us at
+48 717 152 600

For quotations
times@handelot.com
or call us at
+48 717 152 600

For quotations
times@handelot.com
or call us at
+48 717 152 600

For quotations
times@handelot.com
or call us at
+48 717 152 600

HANDELOT
B2B wholesale consultants

OR CALL US AT
+48 717 152 600

FACEBOOK

WHICH LARGE COMPANIES HAVE JOINED THE BOYCOTT OF THE SOCIAL NETWORK

(AND WHAT THEY ARE LOOKING FOR WITH IT)

The ice cream brand Ben & Jerry's has joined what is already a growing list of companies that, throughout the month of July 2020, have decided to withdraw their advertising - and their funds - from Facebook platforms.

The company that Mark Zuckerberg runs owns Instagram and Whatsapp, in addition to the social network itself and the conglomerate adds up to 80 other lesser-known companies.

This boycott is part of the "Stop Hate For Profit" campaign, which requires Facebook to take stricter measures against hate and racist content.

Facebook gets $ 70 billion a year in advertising revenue, so the campaign accuses the social network of "amplifying the messages of white supremacists" and "allowing messages that incite violence".

Ben & Jerry's, owned by British consumer goods giant Unilever, tweeted that it will stop advertising on Facebook and Instagram in the United States quite soon after the big announcement.

OTHER BRANDS

As we saw with Coca-Cola and Starbuck's in the "Quick News" article, also outdoor equipment brands The North Face, Patagonia and REI joined the campaign.

"From secure elections to racial justice to a global pandemic, there is a lot at stake to sit back and let the company remain complicit in spreading fake news and speeches that foster fear and hatred", said one of the Patagonia tweets.

Ben & Jerry's said they agree with the campaign and with everyone who has asked Facebook to take more vigorous action to prevent their social media platforms from being used to divide our nation, nullify voters, encourage and Stoke racism and violence, and undermine our democracy.

After George Floyd's death in police custody last May, Ben & Jerry's CEO Matthew McCarthy said "businesses have to be responsible and put in place plans to increase diversity.

Earlier this week, independent work platform Upwork and open source software developer Mozilla also joined the campaign.

FACEBOOK VOWED TO "ADVANCE EQUITY AND RACIAL JUSTICE"

"We are taking steps to review our policies, ensure diversity and transparency when making decisions about how we apply our policies, and advance racial justice and voter participation on our platform", the social network said Sunday.

The statement also outlined the company's Community Standards, which include recognizing the importance of the platform as a place where people can communicate. "We take our role seriously to prevent abuse of our service", states Facebook.

The **"Stop Hate for Profit"** campaign was launched by civil rights advocacy groups such as the Anti-Defamation League, the National Association for the Advancement of Colored People and the Color Of Change organization.

The movement has said it is a response to Facebook's long history of allowing racist, violent and verifiably false content to run rampant on its platform.

"Stop Hate for Profit" has also called on advertisers to pressure the company to take stricter measures against hateful and racist content on its platforms by withdrawing investment in advertising throughout the month of July.

According to consulting firm eMarketer, Facebook is the second largest digital ad platform in the United States, behind Google.

Facebook and its **CEO Mark Zuckerberg** have often come under fire for handling controversial issues. This month of June, company staff spoke out against the tech giant's decision not to remove or flag a post by President Donald Trump.

THE DEFENSE OF ZUCKERBERG

"We invest billions of dollars each year to keep our community safe and work constantly with external experts to review and update our policies," he said in a note: "We underwent a civil rights audit and banned 250 supremacy organizations. White from Facebook and Instagram. The investments we have made in Artificial Intelligence allow us to identify almost 90% of the hate speeches we intervene on before users report them to us".

Facebook then cites a report from the European Union, which found that Mark Zuckerberg's social network examined more hate speech reports in 24 hours than Twitter and YouTube.

"We know we still have a lot of work to do - the note concludes - and we will continue to collaborate with civil rights groups, GARM and other experts to develop even more tools, technologies and policies to continue this struggle".

In addition, on June 19 2020, Facebook also, for the first time, overshadowed a post by Trump deemed potentially inciting hatred.

Is this a beginning of a new era of the social network?

HANDELOT
B2B wholesale consultants
LARGEST
B2B PLATFORM
SEGMENTS: MOBILITY, INHOME, IT
The World's Leading
Consumer Electronics
Platform.
International wholesale trade as it ought to be.
Mobility
Inhome
IT
3100 COMPANIES FROM ALL OVER THE WORLD
160 COUNTRIES
12 YEARS ON THE MARKET
REGISTER ON
WWW.HANDELOT.COM

WE WANT TO BUY

PHILIPS

REMINGTON

BRAUN

GLOBAX

AND

- **SDA** (SMALL DOMESTIC APPLIANCES)
- **COFFEE MACHINES**

PLEASE SENT YOUR OFFERS/REQUEST TO: B2B@GLOBAX.PL
CONTACT PERSON: HUBERT LADNO
MOBILE / WHATSAP: +48 533 303 366
SKYPE: MADUFO90
POZNAŃ, POLAND
WWW.GLOBAX.PL

Keep The Faith
The Old Hand
theoldhand.wordpress.com

THE NEW NORMAL

We are in the eye of the storm. Even if in most countries the Covid-19 pandemic mortality rates seem to be falling, the real question arises: will it return?

Well I think the answer to that question is that it has never left and there is a good possibility that it will return in a second wave. Until a vaccine becomes available, in fact, it will be necessary for us all to adapt to living with Covid-19 within the so called "New Normal".

I believe that future lock downs will not involve the closing down of entire countries, rather the isolation of defined areas within countries that are receiving high volumes of new cases.

The world has learnt a lot from the first wave. It has also thrown a huge amount of financial recourses at the Pandemic. Governments are no longer in a position where they can indefinitely financially support continuous complete lock downs, so we all have to adapt and learn how to manage and live with Covid-19 in our lives.

As just said, a new phrase has been coined - "The New Normal" - and we have to look at that in depth and detail and adapt it to our own lives, more importantly our own work environment and business.

Due to Covid-19, it is very likely that we will all experience a lasting global recession and as with all recessions there will be winners and there will be losers. It's our job as individual business creators and owners to make sure that we are one of the former side!

Well... it's not all bad news.

Due to the fact that people have developed the ability to work and run their businesses from a home environment, there has been a continual demand for technology hardware. Desktops, Notebooks and Smartphones have all seen an increase in demand during the lock downs. This will continue as companies will continually adapt to work from home.

This is the new normal. This is OUR new normal.

We are traders in technology hardware and we supply that demand so the future of our business looks promising. As with all businesses, at the start of the Covid-19 pandemic the impact on our business was devastating. As the Pandemic has evolved, this certainly is not the case. The only things that will change and restructure in the trading environment are our sales channels and supply chains.

Those will be different. Historically, if your supply has ended up with a high street retailer then it's likely that this channel will initially become slower stagnant or even disappear. It's obvious that the demand for the product still exists, but if your experiencing slower or non existent sales channels then your supply chains end buyer is more than likely to be a main street or high street retailer of technology.

Well, what do we normally do when that happens? We find different and more buoyant channels to sell our products to. What we don't do is to sit on our backsides and blame Covid-19 for destroying our livelihoods. The business is definitely out there to be taken. We just need to go and find it. As traders we are driven by market demand: that's why a good trader will always seek out where that demand lies.

The OEM supply has also slowed down somewhat, initially this started with China and the manufacturing process but, as the world starts to get accustomed to the new normal, then this will once again fall in line to a constant supply again.

Do what you are good at and source the product. That's why you are trader and that's what enticed you into the business in the first instant.

I understand the new normal is not the old normal, and as human beings we don't like change. In fact, we hate change. We like consistency and normality. Still, as a trader you will be accustomed to change so it should not be that difficult for you to adopt the new normal.

Consider also different avenues to trade. The used or pre owned business is currently alight and constantly driving growth. Due to the inevitable fact that a lasting recession will occur, consumers will be looking for a bargain. This may come in the form of a refurbished or graded smartphone, or indeed other technology hardware. Consumers will also be looking to cash in their old technology, those Smartphone's that have been laying idle in their homes for so long will now be a consumers focus on extra cash.

To kick start their economies a lot of western governments are talking about investing a huge amount of recourses into environmental projects.

This will be in energy saving projects along with big investments into "The Circular Economy". This was prevalent before the onset of the Pandemic and it seems that during Covid-19 the governments of the world are seeing the world in a much greener light.

They have recognized that the reduction of carbon emissions may be the savior from the financial consequences of the Pandemic, allowing them to create a whole new economy.

The new normal is going to be a different environment for you to live and work in: recognize its strengths and understand its weaknesses. Capitalize from everything that it offers. Opportunity is knocking for all traders and its time for smart traders to grab some of that opportunity.

Change is a good thing, not always bad one, and we are all in the right business to supply the demand for that product, whatever that change may be.

The high street will change its format but the online retailers will grow even faster than they were growing before, so we must grow with them.

Embrace that change, because the new normal might be your best second wave.

THE HANDELOT TIMES

TARGET AUDIENCE

- **3000** Active Companies
  550 Verified Starter Companies
- **5100** Active Email IDs
  18000 deleted Email IDs (30% active emails)
- **1500** followers on facebook
- **2000** Contacts over linkedin
  Instant Google post with active contant
- **2000** Whatsapp Contacts

FULL PAGE ADVERTISING

500 EUROS / PER ISSUE
DESIGN INCLUDED
MIN 2 ISSUES

SPONSORED ARTICLE

1000 EUROS

LAST COVER PAGE

1500 EUROS / PER ISSUE

FRONT COVER ADVERTISING

4000 EUROS / PER ISSUE
(INTERVIEW INCLUDED)

teksmart

CALLING ALL TRADERS

DO YOU SELL TO
OR BUY FROM RETAILERS?

NETWORKS OR DISTRIBUTORS?

IF SO WE WANT YOU
TO HELP US BUY
THOUSANDS OF USED
SMARTPHONES

WHAT DO YOU GET?
A GOOD SHARE OF THE PROFITS

teksmart have all the software to make it work, all you have to do is open the door and let teksmart do the rest

THE API FOR USED PHONES
CALL +44 7802 682626 NOW AND ASK FOR JOHN
WWW.TEK-SMART.CO.UK INFO@TEK-SMART.CO.UK

Teksmart LTD is a company registered in the UK, Company number 11230990 Teksmart LTD, Arundel House, 24 Arundel Street Glossop, Derbyshire, SK13 7 AB, United Kingdom

AL THANAYYAN GROUP OF COMPANIES

OFFICES IN DUBAI, SAUDI, KUWAIT, QATAR AND

DOING

SAMSUNG

AND OTHERS

IN BUSINESS SINCE 2007

MD@SMARTTELECOMM.COM

NOW USA!

+1(480) 246-0498

GALAXY BOOK S, FLEX AND ION

SAMSUNG RETURNS TO CHARGE IN COMPUTERS

Productivity, advanced connectivity, maximum portability and complete integration with mobile devices, smartphones in mind: there are all the necessary ingredients to claim a place in the sun in the universe of notebooks for Samsung, which in announcing the availability in Europe of new families Galaxy Book certifies, in fact, its return to the personal computer market in Europe. Available from 30 June 2020, the three Galaxy Books can be purchased on the samsung.com website and in electronics stores (also online) with these entry prices: 1,229 euros for the S series, 1,429 euros for Ion and 1,699 euros for Flex.

GALAXY BOOK S WITH INTEL ENGINE

Galaxy Book S is perhaps the most interesting product because it will be the first to use Intel Core technology with Intel Hybrid Technology, the one called Lakefield or Intel 3D Foveros stacking technology. A particular solution, because this processor is the first of a new generation of Intel chips where both Atom and Core are used, and this is what we talk about hybrid.

The presence of new generation Core CPU is in itself a guarantee of power and efficiency but the peculiarity that this notebook can exhibit, compared to previous versions with Qualcomm's Snapdragon chip on board, is the hybrid architecture of the processor that combines with 3D Foveros proprietary stacking technology.

The advantages? Compatibility with Windows 10 applications, intelligent balancing of high-performance processes during use and reduction of battery consumption when not in use.

The autonomy that can reach the limit of 17 hours is consequently one of the highlights of the Galaxy Book S, together with the support of the new Wi-Fi 6 (Gig +) protocol, a maximum thickness of just 11.8 mm (made possible by the Shell design without fans) and a weight that does not exceed 950 grams.

Compared to the version with Snapdragon processor the Galaxy Book S with Intel offers full compatibility with Windows 10 applications and despite this Samsung ensures that Galaxy Book S has a battery that can last up to 17 hours. Galaxy Book S is thin and very light, offers up to 512 GB of storage space and has Wi-Fi 6. The integrated LTE modem present on the version with Snapdragon is missing on this model.

GALAXY BOOK FLEX AND ION FULL SCREEN

The other two models are more classic, but they also have some strengths. For example, they are the first to use a QLED panel that ensures a color volume close to 100%, which combined with the brightness of 600 nits makes them perfect products for those who have to work in the field of image and video editing. They have long-lasting batteries, and it is also possible to recharge smartphones, wireless headsets such as Galaxy Buds or wearable devices compatible with the Qi standard through the touchpad of the laptop.

Galaxy Book Flex and Galaxy Book Ion do not have Lakefield, but tenth generation Intel Core processors with an always Wi-Fi 6 (Gig +) network card and Thunderbolt 3 ports.

They are the first examples of laptops in the world to use a QLed display, with a 13.3-inch touchscreen panel and a resolution of 1920 x 1080 pixels, which in Outdoor mode ensures a brightness of 600 nits and therefore maximum visibility even under the Sunlight. Among the most interesting add-ons supplied with these notebooks, the Wireless Power Share functionality stands out, through which to recharge - directly from the touchpad - the smartphone, the Galaxy Buds wireless earphones or wearable devices compatible with the Qi standard, at the hardware level, Galaxy Book Flex and Ion take advantage of the capabilities of the tenth generation Intel Core processors (Comet Lake) and support the standards of wireless and wired connectivity Wi-Fi 6 (Gig +) and Thunderbolt 3. The first one also has a 360-degree hinge Degrees that allows complete rotation and use even in tablet mode with a special S Pen, while the second is specifically aimed at professionals who are not bound to a desk by virtue of a weight less than a kilogram and a thickness of 12.9 Mm.

Galaxy Book Ion has been designed for mobile professionals, no aluminum but an ultra-light magnesium body, 12.9 mm thick and weighing less than one kilogram.

All three devices will be available on the market from the end of June 2020 and will support the already present Galaxy Book S with Snapdragon. Unfortunately we don't have the prices, but they will certainly not be low-cost devices.

PS5: RELEASE, PRICE, GAMES

AND FEATURES OF THE NEW PLAYSTATION

PlayStation 5 will be released in 2020 at 499 euros, yes to backwards compatibility and 8K support: the characteristics of the new PS5. Everything you need to know about the next Sony console.

THE RUMORS

Many rumors on PlayStation 5 confirmed that answer questions about the release date, price, features, games and news of the next Sony home console. We now know that it will be released in 2020, **will cost $499,** will support up to 8K resolution and ray tracing and there will be both physical and digital games. The design has now been revealed.

Al always, the PS5 release is one of the most discussed topics of recent times. Indeed, to be honest, one wonders when the new PlayStation has been released for about 5 years, that is, since the release of the PS4 Pro (enhanced version of PS4 Slim, with support for 4K).

In the upcoming paragraphs of the article, then we will take stock of the situation on the news of the Sony next-gen console.

WHEN DOES PLAYSTATION 5 COME OUT?

Without an official from Sony it is difficult to say for sure when the PlayStation 5 will be released, however several analysts have expressed themselves on the matter. To date, the most accepted hypothesis is that PS5 should be released next year, with more popular dates that see it ready for its de**but in stores in November 2020.**

Well-known analyst Michael Patcher said that Sony will most likely release PS5 in November 2020. It also added that the PS4 Pro will become the base PlayStation model and will see a price reduction. All this would make sense as it would be in line with forecasts for the 4K TV market in the United States, which will reach 50%.

Also according to Jason Schreier, news editor and videogame expert, the PS5 will be released in 2020, just as the new Xbox Scarlett will arrive in 2020. Schreier claims that both Sony and Microsoft will aim higher than 10.7 Teraflops, surpassing the computational power of Google Stadia, the streaming platform with which Google officially entered the gaming industry

In a recent blog post, Sony has confirmed not only the official name of the console, which is PS5,

but also the official release period that should be scheduled for Christmas 2020. It also invited us to depart from the idea of the life cycle Traditional of gaming platforms as consoles and networks (like the PlayStation Plus) are not two separate things. To confirm, or almost, this hypothesis also coincides with the release of Xbox Series X, the answer of Microsoft's new generation.

PS5 PRICE: HOW MUCH WILL IT COST?

If there is another detail that intrigues fans, that's the cost of the new console. What will be the launch price of the PS5? Between PS3 and PS4, we have seen a price drop of $ 200. The third generation PS started from **$ 599,** while the PS4 came out at **$ 399.**

The price of a new console is always a sensitive topic, and how much the PlayStation 5 will cost is the current dilemma. The rumors speak of the possibility that the PS5 will be released in two versions, standard and slim, an aspect that will affect the price of the console.

The PS4 has shown that **$ 400** is a figure that works, so Sony is likely to stay on the same price or raise it slightly, hitting the **$ 500.** The latest rumors, derived from the presence of PS5 on Amazon UK, indicated a price of almost 600 euros subsequently denied. There are many rumors that indicate this figure as the introductory price, a sum which, however, is currently not confirmed. We also do not know if the presence of the two models, one equipped with an optical reader and a fully digital one, will entail a significant price difference (the all digital model could cost less).

PS5: WHAT TO EXPECT

PS4 and PS4 Pro not only continue to be successful, but have also made it into the best sales in history. Also until 2019 the system exclusively supports flagship titles such as **"Gran Turismo 7"** and a new enhanced version of **"Red Dead Redemption 2",** alongside other exclusives such as a new "God of War" and **"Horizon: Zero Dawn 2".** It therefore makes sense for Sony not Announce yet a new generation console.

But with Microsoft returning to the rescue at the end of 2017 with Xbox One X, the increasingly popular Nintendo Switch and PlayStation 4 Pro that has lost the primacy of the most powerful home console, logic wants Sony to pull the rabbit out of the top hat.

Among the innovations on board the PS5, fans expect more powerful processor and GPU, more capacious hard disk, improvements on the virtual reality front (perhaps a new VR headset?) And backward compatibility with previous versions, lost with the PS4.

PS5: HOW WILL IT BE? OFFICIAL CHARACTERISTICS

Listen to the developers, this is the warning followed by Sony for the **new PlayStation 5.** The architecture of the console depends a lot on this factor and as illustrated in the presentation of March 18, 2020, focused on the features, the SSD was a central element in the development the specifications of the new console.

THE LORD OF THE RINGS:

THE STORY OF THE $ 1 MILLION VIDEO GAME THROWN AWAY

Jon Burton, founder of Traveller's Tales, a studio known for the licensed video game series based on LEGO bricks, shared news that we all ignored: apparently the studio had in mind to create an ambitious action title dedicated to The Lord of the Rings. Not a LEGO-style action game, but a "serious" one with realistic graphics.

To be precise, the studio wanted to create a game based on the prequel **"The Hobbit"**, given that the cinematographic film was in development at the time (although at that precise moment the direction was entrusted to Guillermo del Toro and not yet to Peter Jackson). To try to sell their idea, the team created a playable demo, investing behind it an exorbitant amount, **well over $ 1 million.** For what was supposed to be a simple demonstration, it was an incredible expense.

Although the proposal was for a game on "The Hobbit", the demo was made using some iconic scenes from the original Lord of the Rings saga. In support of this story, Burton published the entire demo on his Youtube channel, commenting it live.

As you can see, in that presentation it was possible to take control of different characters and each of them would have a different gameplay: stealth for Frodo, magical battles for Gandalf and classic action for Aragorn. The graphics and motion capture are of a high standard, considering that it is a game conceived for the Xbox 360 and, despite the typical imperfections of an alpha concept, the quality is there and it shows.

What happened next?

Unfortunately, the owner of the video game rights of "The Lord of the Rings", Warner Bros., did not approve the concept, since at the time they wanted a game that followed the events parallel to the films and not recreate them to perfection. Traveller's Tales then returned to work on the LEGO games of "Lord of the Rings" and "The Hobbit", unfortunately lightened by a million dollars spent on a refused project.

Although it has not been confirmed by Burton, during the last generation of consoles, a game of the "Lord of the Rings" that followed a story parallel to the events of the film was actually released: it was "Lord of the Rings: War in the North", developed by Snowblind Studios. Could that have been the game that WB had bet on, rejecting the idea of Traveller's Tales?

In any case, it is a pity that this game has not seen the light of day, especially in the face of the lost investment. Nonetheless, TT LEGO games are loved by many, so it's a good thing that this refusal didn't have much impact on the health of the study.

What do you think? Would you have liked to play that title?

H-ASIA

WANTED

WE ARE LOOKING FOR EXPERIENCED TRADERS
SPECIALISTS IN CHINA BRANDS: HUAWEI

- SKYPE INTERVIEW,
- HOME OFFICE,
- GREAT SALARY

PLEASE SEND YOUR CV TO:
HASIA.RECRUITMENT@GMAIL.COM

H-ASIA TECHNOLOGIES | 10 LANGSAT ROAD, SINGAPORE | +65 9656 1932

MICROSOFT TO PERMANENTLY CLOSE

ALL OF ITS RETAIL STORES

Microsoft is giving up on physical retail. The company announced plans to permanently close all Microsoft Store locations in the United States and around the world, except for four locations that will be "reimagined" as experience centers that no longer sell products.

Those locations are New York City (Fifth Ave), London (Oxford Circus), Sydney (Westfield Sydney), and the Redmond campus location. The London store only just opened about a year ago. All other Microsoft Store locations across the United States and globally will be closing, and the company will concentrate on digital retail moving forward. Microsoft says Microsoft.com and the Xbox and Windows storefronts reach up to 1.2 billion monthly customers in 190 markets.

The company tells that no layoffs will result from today's decision. "Our commitment to growing and developing careers from this diverse talent pool is stronger than ever," Microsoft Store VP David Porter said in a LinkedIn post on the move.

A source with knowledge of Microsoft's retail operations confirmed that this plan was originally in place for next year, but was accelerated by the COVID-19 pandemic.

Microsoft's Xbox Series X is launching this holiday, so it makes sense that the company had at least initially planned for the stores to make it that far. The dual-screen Surface Neo device that was also going to ship during the holidays has been delayed, though the Surface Duo is apparently still on track for this year. Still, if you were hoping your local Microsoft Store would be a surefire bet for a new Xbox, you'll have to look elsewhere.

The big decision partially explains why Microsoft had yet to reopen a single store after they were all closed in light of the pandemic. Last week, Microsoft stated that its "approach for re-opening Microsoft Store locations is measured and cautious, guided by monitoring global data, listening to public health and safety experts, and tracking local government restrictions." At the time, the company declined to offer an update on when any stores might open again.

Since many Microsoft stores are in shopping centers and malls, the continued closure hasn't stood out as unusual.

In US states that are taking a cautious approach to restoring retail operations — to avoid a resurgence of the novel coronavirus — most malls remain closed. There have already been spikes of COVID-19 cases in regions with more relaxed guidelines, which has led Apple to re-close some stores where it had only

In April, Microsoft outlined in a blog post how many retail store associates had shifted to remote work after their everyday jobs were sidelined. The company has continued to provide regular pay for team members through the pandemic. "Our retail team members will continue to serve customers working from Microsoft corporate facilities or remotely and we will continue to develop our diverse team in support of the overall company mission and objectives," the company said in a recent update.

The Microsoft Store debuted in 2009 and closely adhered to Apple's successful retail playbook. Each store is a showcase for the company's Surface and Xbox hardware, plus a selection of third-party PCs. Employees were well-versed in all things Windows, and the company also offered in-store events, workshops, customer service, and repairs.

The stores were were closed even before Microsoft's latest hardware release cycle that included the Surface Book 3, Surface Go 2, Surface Earbuds, and Surface Headphones 2.

GOOGLE NEW PRIVACY AGREEMENT:

WHAT TO EXPECT

Google will retain less data than before on its products. A series of privacy updates from the Mountain View giant have been announced. The stated goal is to manage in the default settings less information in order to lighten the load of sensitive data without having to intervene by changing the settings. As we read in the Google blog, automatic deletion becomes the default option in the activity settings.

On the other hand, the same mistrust directed towards social networks or applications such as FaceApp, is now also towards Google. In fact, the spotlight on the theme has led, over time, to the transparent choices even by the giants of the web. Sunda Pichai, CEO of Google, has announced some updates already active all over the world.

PRIVACY CONTROL

First of all, greater user control over the privacy of some products. And then, above all, automatic deletion of data after 18 months and easier incognito browsing. "As we improve the privacy and security of our products, we continue to speak for the importance of balanced regulation on the use of data worldwide, including adequate privacy legislation in the United States," Pichai wrote on Twitter. "We have published a proposal for a regulatory framework based on some laws and models created in the rest of the world, such as the European Gdpr". That is, the EU privacy law in force since May 2018.

There is talk of automatic deletion of data after 18 months, which however does not concern Gmail, Google Drive and Google Photos for which, the company specifies, protocols are already active to safely store personal content.

AUTOMATIC DELETION OF POSITION HISTORY AFTER 18 MONTHS

From today, the first time you activate Location History - which is deactivated by default - you will have an automatic setting of 18 months as the default option for data deletion. This means that the data of the activities **will be automatically deleted after 18 months,** instead of being kept until you decide to delete them. The same goes for Web and App Activities on new accounts. Of course, you can deactivate this setting and change the options for automatic deletion. If you had already activated Location History and Web and App Activities, Google will not change your settings.

ON YOUTUBE, THE DATA WILL BE AUTOMATICALLY DELETED AFTER 36 MONTHS

Same goes, for example, for Youtube. The automatic deletion of information **will be set by default to 36 months** when you create a new account or if you activate History for the first time.

This improves current industry standards and at the same time allows YouTube to continue making useful recommendations based on the videos you have already seen or listened to - for example warning you when a new season of your favorite series comes out, or when a musician has released a new album. Those who already use YouTube can always choose automatic deletion at 3 or 18 months. Importantly, this does not apply to products such as Gmail, Drive and Photos, which are designed to safely store your personal content for longer times.

CHECKING THE GOOGLE ACCOUNT DIRECTLY ON THE SEARCH ENGINE

Basically when you're on the search engine as a registered user, looking for things like "Google Privacy Checkup" or "Is My Google Account Safe?" A box will appear - **visible only to you** - which will show you what your privacy and security settings are, so that you can check and possibly change them.

EASIER ACCESS TO "INCOGNITO MODE"

As Google writes, it is one of the most used apps. It can be activated by prolonged pressing of your profile image on the search engine, on Maps and on YouTube. **This option is available today** on the Google app for iOS, and soon on Android and other apps.

MORE PRIVACY CONTROLS

Five years ago Google launched the Security Check, a tool that allows you to keep your Google Account safe. **Now with a single click** a clear picture of your account security is offered, and personalized recommendations for data security. An interesting example is what they call differential privacy. It is the basis of the reports on the movements of the communities during COVID-19 and is also used in Google Maps, so that people can see how crowded a restaurant is, in real time, without knowing who is actually inside the restaurant. To understand this, they are the principles according to which Google anonymizes data. This year they used both differential privacy and federated learning to prepare the artificial intelligence models that underlie Gboard.

THE TURNING POINT ON INFORMATION: IT WILL PAY PUBLISHERS FOR ARTICLES

In addition to the issue of privacy, there has been another one on the net for years now that has held a bench among information operators. Publishing is a sector in crisis also due to the lack of an online business model. Facebook and Google, for example, bring traffic to newspapers on the web, but at the same time it is as if they appropriated other people's content, making money on it.

Google, however, is ready for the breakthrough. It announced the first license agreements with some publishers in Germany, Australia and Brazil, paving the way for the payment of 'high quality news' suppliers and announcing the intention to enter into further editorial agreements. The information came directly from Brad Bender, vice president of Google's product management: the services purchased will end in an - for now - indefinite news experience which will be launched in 2021 and will be published on Google News and Google Discover. Publishing partners include the German magazine Spiegel, Solstice Media, a publisher of titles in southern Australia and the Brazilian regional media company Diarios Associados.

ALL ABOUT IOS 14:

ALL YOU NEED TO KNOW

At WWDC 2020 which kicked off on 22 June among the many important announcements, there was an undisputed protagonist, the formalization of the transition to the ARM platform of the Macs. But the "second" guest of honor, as always, is IOS status 14.

Although macOS Big Sur and watchOS 7 are two fundamental pieces of Apple's market strategy, it is in fact indisputable that the mobile operating system, also declined in the iPad version, is the foundation of a large part of the Apple system. The new features in the update, of which a first beta was released after the presentation, are different. Some notes and officially presented, others will be revealed gradually. Let's start with those that are on the plate as of today and that formed the central nucleus of the presentation of iOS 14 to the public.

IOS 14 AT A GLANCE

The most interesting aspect of the new operating system, which has been talked about for months (in practice since very little after the launch of iOS 13) for all those who read us, revolves around the innovations that will introduce their digital device into daily life. **To better frame the matter it must be said** that for some time Apple has been updating its main operating system in small steps without making important leaps from a functional point of view. For this reason, any hypothesis of revolution was already excluded from the beginning. In reality we knew from some rumors that even if the changes to the interface would not have been huge, some of them would have changed the use of the iPhone in very important contexts, that others would have changed the use of the home and finally that still others would not have been Been evident, but located deep in the system.

A STRICT EYE ON QUALITY

In practical terms, a large number of new iOS 14 (codenamed Azul) are in the code, to repair the bugs that iOS 13 continued to carry with it for which it had been heavily criticized at the time of release, making negative considerations On Apple's quality control process. **To ensure that bugs are easily identifiable and at the same time limit their effects,** Apple has used and will use a different module for tests with the possibility of excluding pieces of code that prove problematic; In the release phase, functions that are also far ahead in development could be completely excluded if they do not exceed a specific level of quality. Some of them may be deferred to later versions of iOS 14, during its natural development and improvement process, or even to iOS 15 (codenamed Yazul +1)

THE INTERNAL RELEASE ESCAPED APPLE

This is important to underline because most of the rumors that circulated until early spring, it was learned, would have been revealed thanks to an internal development version, which had escaped the control of Apple. It is not clear how this could have happened but five different sources of the Motherboard site related to the jailbreak community, claimed that someone, already in December 2019, had managed to get his hands on an iPhone 11 with an iOS 14 version. **This could have caused serious security problems,** as well as the flight of advances (many of which as we will see confirmed) on the functions of the operating system. As for security, in any case, Apple would have already worked to close many flaws that emerged in that "alpha" version. Now the only real concern could be the fact that some competitors have been aware of Apple's plans in both the software and hardware fields, given that iOS 14 has also disseminated information on the iPhone 12 and even before on the iPad Pro 2020 and iPhone SE 2020 And even on an improved version of Apple TV.

APPEARANCE OF IOS 14

Apple, as often happens when it releases a new operating system, makes some adjustments to the graphic aspect. During the last release

there was the big news of the dark theme; this year, Apple's attention has focused heavily on the home which changes substantially, enhancing the widgets and giving the home screen a revolutionized application organization system.

WIDGET IN IOS 14

According to some information disseminated by the Twitter user DongleBook Pro, Apple was working on a project, codenamed "Avogado", which in iOS 14 would have allowed to place real widgets on the Home. Confirmed forecast as one of the protagonists of the portion of Apple's keynote dedicated to the operating system, focused on the presentation of this function. Widgets are small portions of code that perform 'abbreviated' functions of an application by providing, for example: weather forecast, departure gate of a flight, a road block on the route we are following. They were already present previously, placed by scrolling all the way to the right of the iPhone screen, but now they are used in an innovative way.

Now, for example, they can be fixed, in different sizes, on any page of the Home Screen and it is possible to create a Smart Stack of widgets, which uses the "intelligence" integrated in the device to make the right widget appear based on the time, Place and activity. Each page of the home screen, together with the apps, can show the right widgets for work, sport, travel and so on. The page where the Widgets are located has been redesigned in parallel. Here we have a gallery of widgets where you can choose the ones that the apps provide. You can also customize them.

APP LIBRARY

At the moment, to consult the apps installed on iPhone and iPad, you need to scroll through the various Home screens, or use the spotlight search function by typing all or part of the name of the desired app. IOS 14, as expected, **radically changes this system** with the App Library. It is a new space that is located at the end of all the screens and thanks to which the operating system automatically organizes all the apps in a single easy and intuitive view, and which makes the ones it deems most useful to the user appear in that Moment. You can choose how many pages of the Home Screen to view, but also hide them for faster access to the App Library. The new applications can be added, as always, to the Home screen but also kept in the App Library so as to have a less messy screen.

Click on Profile Password & Security Apple

CLIP APP

A new feature that we will find in iOS 14 is App Clip. It is a system that recovers a small por-

tion of an app's code to be used when they need it. App Clips are associated with a particular product or business, and load in seconds helping users complete a specific activity, for example renting a scooter, buying a coffee or paying for parking. To facilitate access to the App Clips without requesting a new account, **"Sign In With Apple"** is supported and integration with Apple Pay has been introduced. For App Clip App Apple has developed a new QR format that uses a visual function and also NFC. Their operation, as seen in a preview video presented by Apple, is simple: you get to a place, scan a QR code and a useful function is called up for that moment and this without downloading the application.

PICTURE IN PICTURE FUNCTION

IOs 14 introduces the picture in picture function. This is a mode that is primarily useful for those who want to see a movie without interrupting the use of other applications or without being denied access to the applications. The movie window appears in one corner of the screen and can be relocated to any other corner.

OTHER NEW IOS 14 FEATURES

Then there are some not so crucial innovations, but which for some could become an important 'bonus'. Let's see what they are:

- The Activity application becomes Fitness and integrates with new exercises (such as Dancing) in WatchOS 7;
- Space audio technology is introduced in AirPods;

ID logins | Click on Any.do | Stop using Apple ID

- In CarPlay for iOS 14 there are custom wallpapers and support for new applications;
- The Weather app keeps users updated on violent weather events, offers a graph of rainfall in the next hour, shows rainfall minute by minute when rain is expected;
- The camera application is faster and the NightShot function is supported by the gyroscope to reduce the risk of blurred photos;
- Sleep mode reduces the light intensity of the screen and presents the date and time, similar to the Apple Watch bedside mode;
- Research field for emojis;
- The Find Mine feature will support devices and accessories from other manufacturers with the new Find Mine accessory program;

Accessibility includes Headphone Accommodations, which amplifies or attenuates certain frequencies to ensure clearer and clearer audio in music, movies, phone calls and podcasts, and sign language detection in group FaceTime calls.

XBOX SERIES X AND THE PRICE OF THE NEXT-GEN:

THE XBOX ALL ACCESS PROGRAM WILL BE FUNDAMENTAL

While Microsoft hasn't announced the Xbox Series X price yet, it should be an expensive console as PS5 is likely to be. To help the system reach the widest possible audience, Microsoft will push its Xbox All Access program.

With this program, players can get an Xbox Series X without upfront costs and pay for it over the course of two years. This is a common commercial practice in the world of smartphones, but it is new for consoles. Microsoft has already tested the program with Xbox 360. However, the launch of Series X will mark Microsoft's biggest push in this regard, said Spencer.

"Xbox All Access will be critical to both the launch of the Xbox Series X and the overall generation," said Spencer during the GameLab event (via GI.biz).

Spencer went on to say that the response to Xbox All Access in the test markets was exceptional. The program is currently limited to a few countries, including the United States and Australia, but Spencer has said that Microsoft is keen to expand the program to other places in the world.

"You will see a much larger market and more resellers will support All Access", he said. That will correspond to a model used by customers for many other devices they buy. It is an easier way to offer a great product to customers.

Xbox All Access will not only help improve console sales by offering a lower starting price, but will be bundled with Xbox Live Gold and Game Pass. Basic subscription services for Microsoft.

THE ETERNAL BATTLE WITH PLAYSTATION 5

For the advent of the next-gen Microsoft has played in advance, revealing its news before Sony. The company announced Xbox Series X and its hardware long before PS5. But now things have changed since Sony finally unveiled its system along with several games. The event was well received, and now the eyes are on the Colossus of Redmond and the July event.

During Game Lab Live, Phil Spencer spoke about the PS5 reveal event. He actually complimented Sony on the excellent job he did on the show, but on the other hand, the Xbox boss wasn't too concerned about Series X's position. On the contrary, Spencer showed full confidence In the hardware advantage of the console and in the line-up.

"As a competitor, it's good to know what the program is. We have seen the device, we have seen the games. To be honest, I felt confident after watching their show. I think the hardware benefits we have created, such as frame rates and other things, will be shown as we talk more about our games. I also have confidence in the line-up that we will have at launch. During their show, we discovered what they are doing, which helps us to focus more on what we have, and I think it will be a strength for us at the time of the Launch. I think they did a good job. But when I think about where we are with the games we will be able to show and how they will look, the hardware advantage we have, I think we are in a great position".

What do you think?

GOOGLE PIXEL 4 XL:

NOW IT'S REALLY THE IPHONE WITH ANDROID

The years of controversy for the end of the Nexus series are long gone and we are already in the fourth year in a row in which Google offers users a vision of the world of smartphones. Also this year we have two variants: a classic and an XL. We begin to discover the new Google Pixel 4 XL.

THE BOX

The Pixel 4 XL packaging is a bit sparse for a **top of the range.** Inside we find a USB-C / USB-C cable, an 18W power supply and a USB to USB-C adapter. Wired headphones disappear this year: a shame, considering that no adapter is supplied in the box to use your old headphones with a 3.5mm jack.

CONSTRUCTION AND ERGONOMICS

Google Pixel 4 XL, as the name could have predicted, is certainly a bulky smartphone. It is larger than its predecessor (for height and thickness) and is also heavier, reaching 193 grams in weight. However, waterproofing remains according to the IP68 standard. In the hand it is extremely pleasant to the touch, especially in the white version with the satin glass back, which also holds very few fingerprints. Completely opposite impression with the glossy black color, which instead holds many fingerprints. **Pixel 4 XL has a very particular design** and which, although different from the past, makes the Pixel series speak every year. We liked the square module for the dual camera, but overall we found that it lacks a winning idea. The profile is matt black, in all versions and we liked the orange colored button (in the white version)

HARDWARE

Important and due updates also in the hardware field. The processor is the Snapdragon 855 octa core from 2.84 GHz with Adreno 640 GPU and not the latest 855 Plus version. It is however accompanied by the Pixel Neural Core developed by Google and by the Titan M chip for security. The RAM increases and reaches 6 GB, while the starting memory size remains from 64 GB UFS 2.1. Few, even considering that there is no more free space without compression for photos on Google Photos. As always, the memory is not expandable and the second SIM can only be used in the virtual eSIM format, not marketed by many operator at the moment. Good connectivity: we have LTE up to 1200 Mbps (no 5G variant), Wi-Fi ac, Bluetooth 5.0 and NFC. The USB-C port is still 3.1 with support for video output and there is no lack of functionality to activate the voice assistant by strongly pressing the sides of the phone.

As for biometric unlocks, we have a welcome novelty. The fin-

gerprint reader definitively disappears in favor of a more modern and comfortable unlocking with the 3D face. This is possible thanks to the front sensors which also include a radar. This allows the phone to activate face detection when the hand approaches the phone. The release is fast, very precise and safe (albeit with a due exception). It also works with glasses and at any degree of rotation of the phone. The benchmark is certainly the iPhone 11 Pro and we can say that overall the user experience is identical, albeit with some minimal difference. Good stereo sound (albeit unbalanced towards the lower speaker) and unfortunately the 3.5mm audio jack is absent.

CAMERA

There are various innovations in the field of cameras of this Pixel 4 XL. The optically stabilized 12-megapixel ƒ / 1.7 main camera is now accompanied by a second stabilized 16-megapixel ƒ / 2.4 sensor, which acts as a zoom of approximately 1.8x (although anywhere near 2x for convenience). Let's start with the latter implementation which in the user experience does not differ much from the previous model, in fact at any zoom level the resulting image is a very complex software processing that exploits the data of both sensors. The obvious difference, however, is that at zooms greater than 2x the starting base is certainly more defined. The result are very credible and reusable shots even up to 6x (digital zoom reaches 8x). Returning to the main sensor, there are many new features under the hood of the software that will help you take really high quality photos, with many details but soft colors, as well as

excellent lighting management. Automatic HDR + always works very well and now we also have a new automatic white balance adaptation that uses artificial intelligence to understand the scene and correct colors. Google showed photos with the snow that lose the typical blue tint of digital cameras, we found it in the rooms with warm lights where the images are no longer finally completely (or largely) yellow.

Some other news or improvements: we now have a new portrait mode that uses the information of deviation on two axes, exploiting the two cameras for one axis and dual Pixel technology on the other. We therefore have an even improved bokeh with better lighting management in the background. Night mode also improved. If the smartphone feels it has been placed on a stationary support, it also lengthens the shutter speed up to 30 minutes (we have managed to get it up to 3 for now) to take pictures even of the starry sky. It is obviously a great job of software and artificial intelligence to take starry photos without the typical trails left by such prolonged exposure. We didn't have the opportunity to photograph a starry sky without clouds and far from the city, but we still managed to get some surprising results. Finally, the double exposure that does not have to do with two overlapping shots as you might think, but in the presence of two sliders that we can move separately to change exposure and shadows, allowing you to get, even in the most complex situations, just the shot you wanted .

The front camera is an 8 megapixel ƒ / 2.0, which also uses the other front sensors to be able to take photos with a blur effect. The camera makes really good shots, despite the not really very high resolution

Then there is the video chapter: Google has not spent many words on this front. We confirm the excellent quality and excellent stabilization of the previous model, but we find it difficult to notice real improvements. The maximum resolution then remains 4K at 30fps and the front camera still stops at Full HD. However, the mix of optical and electronic stabilization is always fantastic.

Let's close with a note: the absence of the wide-angle camera. A lack not obvious via software and a shame not to find it in such a valid device from

the photographic point of view. Google said it's fun, but zooming is more useful. A half-truth to divert attention from not a little absence.

DISPLAY

Pixel 4 XL is equipped with a 6.3-inch P-OLED QHD + panel, i.e. 1440 x 3040 pixels. Considering the impossibility of reducing this resolution and the abandonment of the VR platform we struggle to make sense of this high resolution, but we certainly won't complain. Also because now the panel has a refresh rate of 90 Hz, which guarantees remarkable fluidity in all conditions. In reality, this mode is dynamic and automatically alternates with the classic 60 Hz update. You can lock it if you want at 60 Hz, but not at 90 (or the opposite of what we mistakenly said in the video). **The display is then 100% faithful to the DCI-P3** and supports the always-on display. We certainly appreciate the disappearance of the gigantic notch of last year, to leave room for a more important 'forehead' with all its sensors for unlocking.

SOFTWARE

And then there is the software, Android 10 updated with the October patches at the time of the review. A software again snappy (after a bit of weighting after the updates on Pixel 3 XL) as always we would expect from a Pixel. We have the dark theme, the black and white mode for reading, the automatic recognition of the songs while listening, the digital well-being and the possibility to tighten the smartphone to start Google Assistant. **The Google assistant is then completely new,** but not yet in Italian. We will have to wait until 2020 to enjoy the news too. New application for voice notes: for those who work with voice notes it is a turning point. It is possible to transcribe the text automatically and also to search for words within it. For now, however, only in English. **The reason to choose a Pixel i**s to be the first to test all the exclusive novelties that then over time also arrive on other platforms. We do not deny, however, that in terms of truly advanced features, the companies that customize Android at will are certainly ahead. Project Soli also allows you to perform some gestures without touching the device. Nice interaction with the background Pokémon, lacking musical control. A boring bug: Instagram stories have an annoying rhythmic "tik" in the audio. Too bad, since this is the first phone whose installed apps can take advantage of the Google Cam software to work (thus improving the performance of Instagram stories).

AUTONOMY

Google has increased the battery of its Pixel 4 XL to 3,700 mAh, however still a little less than other devices in the same range. It supports 18W fast charging and wireless charging according to the Qi standard. With intense use, you get a bit precise at the end of the day, but you can save something and pass the day more easily by deactivating the automatic control of the passage between 60 and 90 Hz active (you cannot force 90 Hz operation).

PRIZE

Congratulations to Google for making a countercurrent but due choice: lower the launch price. Apple has done it too, but Google has dared more, 100 € less. However, there is talk of a good € 899, but also € 200 less than the other top brands. Not bad. Too bad for the basic memory cut too small. The 128 GB version costs € 999. **For now they can only be bought on the official Google website.**

VON GmbH
The best Marginal Vat supplier

BEST MARGINAL VAT SUPPLIER OF USED IPHONES

BASED IN GERMANY

INFO@VONGMBH.COM
PHONE/WHATSAPP
OF ANDREW +41 76 450 77 75
AND RICCARDO +386 64 148 800

WWW.VONGMBH.HANDELOT.COM

iPhone 8 | iPhone XR | iPhone 11 | iPhone 11 Pro | iPhone 11 Pro Max

SCHMITTEGASSE 9, 87561 OBERSTDORF, GERMANY

AUGUST 2020:

TOP PRODUCTS

PHONES	3368
STORAGE	999
AUDIO	906
USED	813
TABLETS	605
COMPONENTS	423

TOP BRANDS

Samsung - **4820 (s)**
Apple - **3549 (s)**
Xiaomi - **2823 (s)**
Huawei - **1370 (s)**
SanDisk - **446 (s)**
Oppo - **398 (s)**
Logitech - **385 (s)**
Sony - **383 (s)**
LG - **306 (s)**
Intel - **277 (s)**

TOP MODELS

Galaxy A51 - **192 (s)**
Redmi Note 8 - **192 (s)**
Redmi Note 9 - **185 (s)**
Redmi Note 9 Pro - **183 (s)**
Galaxy A30s - **167 (s)**
Redmi Note 9S - **167 (s)**
Airpods 2019 - **159 (s)**
Redmi Note 8 Pro - **159 (s)**
AirPods Pro - **158 (s)**
iPhone 11 64GB - **154 (s)**

TOP MANUFACTURER

SAMSUNG	31415
APPLE	23766
XIAOMI	14316
HUAWEI	8727
LG	4628
SONY	3064

WE ARE LOOKING FOR AN ACCOUNT MANAGER

USA SUPPLIER OF APPLE / SAMSUNG / AMAZON / JBL

LOOKING TO HIRE

- A SALES SPECIALIST
- ELECTRONICS BACKGROUND
- FOR EASTERN EUROPE, UKRAINE, AND RUSSIA
- ENGLISH AND ADDITIONAL LANGUAGES ARE A BONUS (LIKE RUSSIAN)

TECH SUPPLIER

TECHNOLOGY SUPPLIER
ALEX@TECHSUPPLIER.INFO
+1 2013971781