



DESKTOP CORE I5

VS

CORE I7




Almost all of Intel's desktop Core i5 chips across the last six desktop product generations are all quad-cores without Hyper-Threading, while its Core i7 family consists of quad-cores with Hyper-Threading.

510 has 12 execution units (EUs), while the 530 has 24. Avoid the 510 in any case where you intend to do anything substantial with the GPU. But the long-standing rule of thumb remains true: No Intel chip is particularly strong in the graphics department, apart from the L4-equipped Iris Pro variants (none of which exist in socketed consumer hardware). Enthusiast gamers should always opt for a discrete GPU.

One significant difference between the desktop and mobile markets (the latter of which we'll get to below) is how Intel positions Hyper-Threading. Almost all of Intel's desktop Core i5 chips across the last six desktop product generations are all quad-cores without Hyper-Threading, while its Core i7 family consists of quad-cores with Hyper-Threading. (Intel's Core i5-4570T is the single exception to this — it's a dual-core + Hyper-Threading chip.) Older Core i5 / Core i7 chips top out at 32GB of RAM, but Skylake raises this to 64GB for both types of processor. What about desktop PC performance?

To compare performance between the Core i5 and Core i7 families, I turned to Anandtech's excellent CPU Bench database. While AT doesn't have records on every chip released by Intel or AMD, they've got a solid selection of comparable parts. I opted to check the Core i5-4690K versus the Core i7-4770K. The 4770K has Hyper-Threading, a base frequency of 3.5GHz, can Turbo up to 3.9GHz, and has 8MB of L3 cache. The Core i5-4690K

has the same clock speed, but no Hyper-Threading and just 6MB of L3 cache. That's about as perfect a match-up as you can ask for.

The graph below was generated by comparing Core i5 and Core i7 in each and every benchmark and taking the geometric mean of the results. This diminishes the impact of outliers, though in this case, the arithmetic and geometric means are quite close to each other. We have split the data into three sections — general compute, gaming performance with 1x GTX 770, and gaming performance with the GTX 770 in SLI.

In workstation and consumer CPU workloads, Hyper-Threading sometimes helps a lot, sometimes doesn't help much, but almost never hurts. Gaming, however, is a different animal. In gaming, Hyper-Threading never offers a single performance boost, while it impacted BioShock Infinite's minimum FPS by 11% (meaning the Core i5 outscored the i7).

What this means, in aggregate, is that while Hyper-Threading probably doesn't hurt gaming in most titles, you can't depend on it to offer a significant performance boost, either. While the above comparison uses older data from Haswell, there's nothing about Skylake or Broadwell that changed the Core i5 / i7 comparison point. You can assume that the same metrics hold true for these chips as well — namely, that the Core i5 offers an equivalent level of performance.

Whether you're building your next PC or shopping for a new computer online, one of the questions that comes up from time to time is whether the Intel Core i5 or Core i7 is a better bargain. The short answer, "It depends," isn't all that helpful, so we've broken the data out in more detail and for both mobile and desktop processors. Here's

what you need to know. Desktop Core i5 vs. Desktop Core i7

Intel's Skylake (6th generation) differentiation and feature sets haven't really changed much since Haswell (4th generation). The Core i7 features quad-cores with Hyper-Threading enabled and Intel's HD Graphics 530 solution. The Core i5 family offers quad-

cores without Hyper-Threading, and either HD Graphics 530 or 510 GPUs. Most people, including gamers, should be fine with a Core i5 desktop CPU. Core i7 chips tend to help more with engineering, video editing, audio post-production, and other tasks that require as many processor threads as possible. For graphics, the HD Graphics

For the last few years, Apple has been an AMD-only shop. Graphics may not be a core area that Apple focuses on — OpenGL support in the latest version of macOS remains stuck in 4.1 territory). But it does include discrete graphics cards in several of its MacBook Pro and iMac products, as well as in all of the Mac Pro SKUs.

Now, there's talk that Apple might switch back to Nvidia.

Bloomberg first noticed multiple job listings at Nvidia (some of which have since been edited) that talk about "help[ing] produce the next revolutionary Apple products" and claimed the role would require "working in partnership with Apple" and writing code that will "define and shape the future" of the Mac's graphics software.

Nvidia, Apple to rejoin

Chip deal with Apple

There are also openings on the Mac driver team, and Nvidia doesn't bother writing drivers and software for a platform it doesn't intend to sell.

The report also notes that winning Apple's business back would be a coup for Nvidia,

which has lost some small amount of market share to AMD in recent quarters. Overall, Nvidia remains in control of the desktop add-in market, with roughly 75% market share.

AMD's own Polaris launch earlier this

year was meant to reverse this trend, but Polaris is still priced well above its initial MSRP. GTX 1060 stock, in contrast, is both more widely available and more likely to be found at its target \$200 to \$250 price point. Both companies are still running hot, but

Nvidia is doing a better job of managing the temperature.

In the past, Nvidia's CUDA has generally been the preferred choice for workstation applications compared with OpenCL. It's not clear if this is still the case, but Nvidia would undoubtedly love to button up the Mac line.

We've focused mostly on the workstation side of the equation, since Macs aren't typically thought of as gaming machines. But there are undoubtedly Mac owners who would like to see more powerful GPUs in their various systems.

Intel's HD Graphics chips have been improving steadily every year, but they still lag behind what AMD or Nvidia can offer.

Russian supercomputer that can speak to any robotic system

Russia's state United Instrument Manufacturing Corporation (UIMC) has designed a supercomputer tailored to operate all aerial, ground and sea robotic systems, no matter who produced them, which makes the cutting-edge solution also cost-saving.

The technology, developed by UIMC's Vega Radio Engineering Corporation, enables the

unification of "the management of robotic systems with specially-designed interface protocols. Figuratively speaking, a unified point operator is able to 'speak' the language of the various robotic systems.

The ability to engage in a 'dialog' is not restricted to only one robotic system at a time, as the operator is able to control "a large number

The computer, equipped with a liquid silicon cooling system can match the performance of about "40 [of the] most powerful laptops," according to the company.

of different machines at once no matter what company has manufactured them and what software is being used to operate them."

To enable such enviable multi-tasking, the company has created an 8-teraflop supercomputer which serves as the so-called 'brain' of the complex management system.

The computer, equipped with a liquid silicon cooling system can match the performance of about "40 [of the] most powerful laptops," according to the company.

One of the main advantages of the system is its cost-effectiveness. Because of its ability to adjust to every robotic system, there will be no need to retrain staff, buy pricy software and new point operators each time a new robotic system is introduced.

The innovative solution mounted on Vologda mobile group management complex, which is based on the KAMAZ truck chassis, was first shown to the public at the annual Hydroavia (Gidroaviasalon) Expo held in Gelendzhik.



Sleek way to track your gadgets

This is in. The new Tile Slim tracker fits in a man's wallet without making your butt look markedly bigger. The Bluetooth tracker is less than a tenth of an inch thick, same as two credit cards with raised lettering, and otherwise works the same as the two-year-old Tile classic lost-item finders.

Otherwise, Tile Slim works the same as what's now called Tile Original. Using Bluetooth, your Apple or Android phone points you in the direction of your missing wallet, tablet, or backpack. If you still can't locate it, tap the Find button and the device chirps. Tile Slim costs \$30 or \$25 each in a four-pack.

Tile uses embedded Bluetooth 4.0 to communicate with Tile software on your smartphone or tablet. Range is about 100-150 feet.

You know you're getting close when segments on an onscreen circle (there are eight segments total) turn green. At that point, you'll either see the Tile and attached device, or you press the Find button to make the Tile chirp.

At longer distances, crowd GPS, meaning the community of Tile users with the app and Bluetooth turned on, will anonymously send the location to the owner if another person's app located the tile. It's also possible to share a Tile with another user so both can hunt for it.

As with the original Tile, the battery starts to run down after a year, so you have to send the first Tile back and exchange it for a new one. Tile says the original Tile is recycled. Competitors with thicker tags offer you the ability to replace the batteries.

'India-Russia Bridge for Innovations'

Moscow: Global Venture Alliance (GVA), a Moscow-headquartered provider of business services, training programmes and seed funding for startups, has teamed up with the Society for Innovation and Entrepreneurship (SINE), a major tech business incubator based in Mumbai, and launched the 'India-Russia Bridge for Innovations' (IRBI) on September.

The BW Disrupt, an Indian online publication, has reported that the IRBI program enjoys financial support from the Indian Government's Department of Science and Technology.

As part of the programme, 10 Indian startups are participating in a 2-week accelerator programme in Moscow. GVA will introduce them to the Russian market for an educational, practical, networking and cultural perspective. Also included in the programme is a visit to Skolkovo, the international tech hub under completion on the outskirts of Moscow.

Among the Indian startups coming to Russia are Campus Time, whose mobile app connects students on college campuses; Ecolibrium, which provides Big Data energy analytics; Field Assist, which has developed a mobile monitoring system for on-field sales; Frodo, which is developing an adventure camera; and ShopsUp, which offers a hyperlocal store discovery app with cognitive capabilities.

Some medical technology startups are also participating in the venture; among them A3 RMT, Algosurg Products, CareNx Innovations, Medprime Technologies and Transcell Biologics.

GVA believes these startups could potentially develop partnerships with Russian businesses in the very short term.

Over the past few years, GVA has launched a number of initiatives to develop the Russian innovation ecosystem. In particular, it offers startup acceleration programmes as well as training and networking pro-



Dmitry Rogozin met his Indian counterpart, Sushma Swaraj at the 22nd session of the Indo-Russian Intergovernmental Commission on Trade, Economic, Scientific, Technological and Cultural Cooperation (IRIGC-TEC).

grams for entrepreneurs and investors. GVA has also launched a seed fund and corporate startup accelerators with such companies as IKEA and Faberlic. GVA currently has permanent offices in Moscow and San Francisco, and claims to have 20 partners in different countries around the world.

Russian tech investors in India

Russia and India have been strengthening their ties in the field of high technologies over the past years. In September 2014, a delegation of scientists, educators and ministry officials from India paid a visit to Skolkovo on a fact-finding mission to study the opportunities

available for Indian students and startups in Russia.

A few months later, 15 IT companies from Skolkovo took part in IndiaSoft, a major industry conference and B2B networking; then Skolkovo and the Electronics and Computer Software Export Promotion Council (ESC) of India signed an agreement to create a cluster of Indian IT firms at the Russian tech hub.

Also noticeable is the flow of Russian tech investors to India. Ru-Net, a Moscow-based venture fund backed by Leonid Boguslavsky, invested in several Indian e-commerce companies, including Indian mobile recharge platform FreeCharge in 2014. Another Russian investor interested in the Indian market

is Boris Ryabov, managing partner of venture fund Bright Capital. Last year he took part in a \$1.7 million round of funding for Indian food delivery service Inner Chef, along with Ukrainian and local investors.

In February 2016 AFK Sistema, a Russian LSE-listed conglomerate, launched a proprietary \$50-million fund to support startups operating in the technology and niche consumer retail segments in India and other Asian countries. Its latest investment went to QwikSilver, a Bangalore, India-based provider of gifting card solutions.

Most recently, Firms.ru reported that Russian ed-tech startup ProctorEdu announced its participation in Indian accelerator EDUGILD, in a bid to enter the Indian market.

In the field of microelectronics Angstrom — a major Russian player which has just been targeted by US sanctions — will shortly deliver to India, its first export market, new radiation-resistant microchips it has designed for use in outer space.

The leadership of both Russia and India is encouraging business collaboration.

Most recently, Russian deputy prime minister Dmitry Rogozin met his Indian counterpart, Sushma Swaraj at the 22nd session of the Indo-Russian Intergovernmental Commission on Trade, Economic, Scientific, Technological and Cultural Cooperation (IRIGC-TEC). The two governments hope to expand bilateral trade to up to \$30 billion by 2025, BW Disrupt

China, Russia have the best developers, US, India far behind, says new global ranking

Which countries have the best programmers in the world?

HackerRank, a platform that ranks engineers based on their coding skills and helps companies discover talent faster, has tried to answer this question based on coding challenges.

Attracting hundreds of thousands of developers from all over the world, these challenges involved a variety of languages and knowledge domains, from Python to algorithms to security to distributed systems.

Developers were scored and ranked based on a combination of their accuracy and speed.

According to HackerRank, China and Russia score as the most talented developers. Chinese programmers outscore all other countries in mathematics, functional programming, and data structures challenges, while Russians dominate in algorithms, the most popular and most competitive arena.

Poland, Switzerland, France and Italy are in the top 10 while Ukraine ranks 11th, leaving the United States, the UK, India and Israel far behind.

Which Country Has the Best Developers?

Ranked by Average Score Across All HackerRank Challenges

Rank	Country	Score Index	Rank	Country	Score Index
1	China	100.0	26	Netherlands	78.9
2	Russia	99.9	27	Chile	78.4
3	Poland	98.0	28	United States	78.0
4	Switzerland	97.9	29	United Kingdom	77.7
5	Hungary	93.9	30	Turkey	77.5
6	Japan	92.1	31	India	76.0
7	Taiwan	91.2	32	Ireland	75.9
8	France	91.2	33	Mexico	75.7
9	Czech Republic	90.7	34	Denmark	75.6
10	Italy	90.2	35	Israel	74.8
11	Ukraine	88.7	36	Norway	74.6
12	Bulgaria	87.2	37	Portugal	74.2
13	Singapore	87.1	38	Brazil	73.4
14	Germany	84.3	39	Argentina	72.1
15	Finland	84.3	40	Indonesia	71.8
16	Belgium	84.1	41	New Zealand	71.6
17	Hong Kong	83.6	42	Egypt	69.3
18	Spain	83.4	43	South Africa	68.3
19	Australia	83.2	44	Bangladesh	67.8
20	Romania	81.9	45	Colombia	66.0
21	Canada	81.7	46	Philippines	63.8
22	South Korea	81.7	47	Malaysia	61.8
23	Vietnam	81.1	48	Nigeria	61.3
24	Greece	80.8	49	Sri Lanka	60.4
25	Sweden	79.9	50	Pakistan	57.4



Who is tracking your presence in websites

As we surf from website to website, we are being tracked — that's not news. What is news, revealed in a recent paper by researchers at Princeton University, is that the tracking is no longer just about the "cookies" that record our tastes. The researchers surveyed a million websites and found that state-of-the-art tracking is a lot more sophisticated, allowing websites to track the fingerprints left by our devices.

Princeton's Arvind Narayanan and Steven Englehardt studied how all the things we do not see as users are valuable to someone on our digital trail, as our presence may be authenticated and tracked through such minutia as personalized browser settings or even our laptops' battery levels.

Fingerprinting "allows a tracker to put an identifier

on your entire history of online activity," Narayanan, assistant professor of computer science, tells NPR's Robert Siegel. "They've been collecting those histories, that's not new — that's a given. But what the technological sophistication is for, is for linking all of your online breadcrumbs together, even if you're not necessarily putting your real name or email address into all your online interactions."

Interview Highlights

On how fingerprinting techniques work

It turns out that websites as well as the hidden so-called third parties that track us online can ask your browser for the entire list of fonts or extensions that you've ever installed. And that list could be different from almost anybody else on planet Earth. And so that might present a

nearly unique or completely unique fingerprint of your device that can help a website or a third-party tracker recognize you when you come back.

These fingerprinting techniques are not directly getting at what sort of person you are; they're merely trying to develop some sort of recognizable pseudo identity of you.

The most obvious consequences are certainly going to be online ads that you see and targeted offers that you get. Occasionally, we know that websites have been experimenting with price discrimination based on your online activities and trying to infer if you're a more affluent or less affluent type of consumer online.

Increasingly, people are discovering new uses for all of this online tracking information. For example,

there are concerns that campaigns might be using this data to specifically individually target their messages on the targeted person, where someone else might be getting a slightly different messages that is tuned to their tastes.

This has implications for democracy and we need to have the societal conversation about this.



Fingerprinting "allows a tracker to put an identifier on your entire history of online activity,"

- Arvind Narayanan
Assistant professor of computer science at Princeton University



Since being introduced as competition for the MacBook Air, Ultrabooks have come a long way. They manage slim and lightweight designs without compromising on performance. Full-size Intel Core processors, lightning-fast SSD storage and superb battery life are only a few factors responsible for the Ultrabook's success.

Dell XPS 13

The best laptop on the planet, Dell's latest Ultrabook is a masterpiece

CPU: Intel Core i5 - i7 | **Graphics:** Intel HD Graphics 520 - Intel Iris Graphics 540 | **RAM:** 4GB - 8GB | **Screen:** 13.3-inch FHD (1,920 x 1,080) - QHD+ (3,200 x 1,800) | **Storage:** 128GB - 256GB SSD.

The new Dell XPS 13 manages to pull off nothing short of revolutionary laptop design. Touting a 13.3-inch display, it bears the footprint of a mere 11-incher, effectively making it one of the most compact and lightweight offerings on the market.

Don't confuse portability for weakness, however, as the Dell XPS 13 packs enough horsepower for both work and play, accompanied by a lengthy battery life that's dressed to impress. All in all, the Dell XPS 13 balances the best of both worlds - great performance and yet stellar power management - for no doubt an extensive lifespan at that.

If you're wondering whether or not to spend the extra coin to upgrade to the Quad HD model, the answer is an emphatic yes. In addition to the extra pixels and touch functionality (which are worth the extra money by themselves), the Quad HD model's screen is made with Corning Gorilla Glass NBT that is built into the aluminum bezel.

The screen's glass is constructed from the edges of the bezel to provide an almost borderless design - or what Dell calls the Infinity Display.

What this means is that 80% of the XPS 13's upper panel is actually made up of screen. That is 11% more real estate than the MacBook Air 13, despite being 23% smaller than the MacBook.

Lenovo Yoga 900

Performance meets design, Lenovo's latest flagship is a jewel

CPU: 2.5GHz Intel Core i7-6500U | **Graphics:** Intel HD Graphics 520 | **RAM:** 8GB - 16GB | **Screen:** 13.3-inch QHD+ 3,200 x 1,800 IPS display | **Storage:** 256GB - 1TB SSD.

- Gorgeous display
- Slim design
- Shallow keyboard
- Display drivers issues

If you're all about style and want power to back it up, things don't get much better than Lenovo's latest flagship hybrid Ultrabook. It's much more punch than its Intel Core M-toting predecessor thanks to trading in Core i5 and i7 CPUs, and it has bigger batteries to boot.

Though it's no longer one of the lightest Windows laptops to date, the Yoga 900 still retains an incredibly sharp and thin design. Although it comes at a steep price, such panache will be worth it for style nuts.

Toshiba Satellite Radius 12

The best 4K screen available on an Ultrabook today

CPU: 6th Gen Intel Core i5 - i7 | **Graphics:** Intel HD Graphics 520 | **RAM:** 8GB | **Screen:** 13.3-inch, FHD (1,920 x 1,080) - 4K Ultra HD (3,840 x 2,160) TruBrite LED backlit touchscreen | **Storage:** 256GB SSD.

- Smart design and ergonomics
- Incredibly colorful screen
- Strange keyboard layout
- Dismal battery life

High resolution screens have become synonymous with Ultrabooks but few have a true 4K screen and that's where the Toshiba Satellite Radius 12 comes into impress. Packing a vibrant and very color accurate screen, this 12.5-inch hybrid notebook is one of the new Technicolor-certified devices on the market.

Of course, that makes it an excellent choice for photographers and those in media production. That said, it has a few flaws including a shrunken keyboard and competitively shorter battery life.

HP Spectre

Thin, powerful and delightfully chic

CPU: Intel Core i5 - i7 | **Graphics:** Intel HD Graphics 520 | **RAM:** 8GB | **Screen:** 13.3-inch FHD (1,920 x 1,080) IPS UWVA WLED | **Storage:** 256GB - 512GB SSD

- Tasteful glitz and glam
- Tactile keyboard
- Below average battery life
- Spongy trackpad

One glance at the HP Spectre, and you'd think it belongs in a mansion. As if looks weren't enough, this gilded machine is actually more powerful than the latest MacBook and for a lower price at that.

You won't find laptops thinner than this and with an optional Intel Core i7 configuration to the trio of USB-C ports, it's supremely capable and not to mention future-proof. Even when it only boasts a 1080p screen, it renders deeper blacks and brighter colors than most.

If there were ever a such thing as a MacBook killer, it would be called the HP Spectre - front and center, folks.

Samsung Notebook 9

One stellar entry-level Ultrabook

CPU: 2.3GHz Intel Core i5-6200U | **Graphics:** Intel HD Graphics 520 | **RAM:** 8GB DDR3 1866 | **Screen:** 13.3-inch, FHD (1,920 x 1,080) LED anti-reflective display | **Storage:** 256GB m.2 SSD.

- Thin, smart styling
- Nearly perfect display
- Micro-sized video ports
- Short battery life

The Samsung Notebook 9 retains the paper-thin (not literally) design of the Series 9 notebook we all came to know and love back in 2012.

This time, however, we're greeted with a considerably competent Core i5 Skylake processor in addition to an attractive screen, design, and - unlike past Samsung ultrabooks - an approachable price.

Dell Latitude 13 7000

A higher class of business laptop we deserve

CPU: Intel Core m3 - m7 | **Graphics:** Intel HD Graphics 515 | **RAM:** 4GB - 8GB | **Screen:** 13.3-inch FHD (1,920 x 1,080) - QHD (3,200 x 1,800) InfinityEdge display | **Storage:** 128GB - 256GB PCIe SSD.

- Tactile keyboard
- Thin and light
- Intel Core M only
- Unusual webcam placement

Following in the footsteps of the king of Ultrabooks, Dell has revamped its Latitude series of business notebooks with the Infinity display redesign. With a compact chassis, the best keyboards ever and great build quality, the Dell Latitude 13 7000 is one of the best Windows laptops to take on the road.

However, thanks to only Intel's Core M chip inside, it isn't the fastest business brain on the block. Still, if you're looking for a reliable machine, you'll be pleased with the Latitude 13 7000's seven hour battery life.

Surface Book

The heavy duty performance Ultrabook

CPU: Intel Core i5 - i7 | **Graphics:** Intel HD graphics 520 - Nvidia GeForce graphics | **RAM:** 8GB - 16GB | **Screen:** 13.5-inch, 3,000 x 2,000 PixelSense Display | **Storage:** 128GB - 256GB PCIe3.0 SSD

- Futuristic design
- Seamless tablet separation
- Battery life falls well below promises
- A bit heavy set

The Surface Book is both the world's most powerful and thinnest Windows 10 PC as well as an excellent laptop. This is all thanks to its ability to swap between being a really terrific notebook and tablet.

Plus with all the power of an Intel Skylake processor and a discrete Nvidia GPU, this machine outpaces almost every other Ultrabook. The only thing users might find annoying is how it's heavier and bigger than most 13-inch laptops thanks to its 3:2 aspect ratio and 13.5-inch screen.

Aukey PB-T11 30000mAh Power Bank

The PB-T11 is a 30,000mAh battery from a relatively well-known power bank vendor and weighs less than 600g. That makes it a very decent portable charger if you're looking for one that charges phones only.

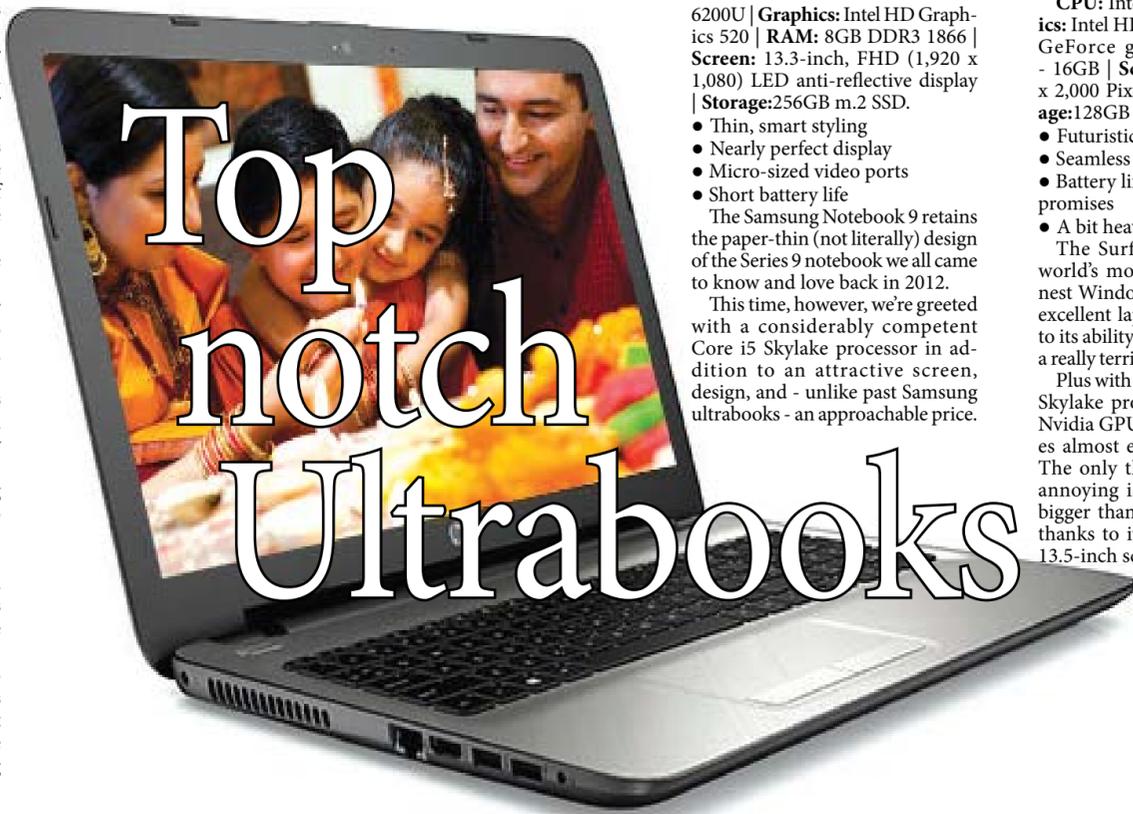
One thing that hasn't improved a lot over the last decade in technology is battery capacity. The trend towards cramming more into ever-thinner chassis sizes has forced designers and engineers to aim for new sweet spots in terms of dimensions and weight.

Witness the rise of smartphones with larger than 5-inch displays and ultrathin laptops with 13-inch or bigger screens.

Couple that with components which demand more power and it is not surprising that emergency portable chargers, or power banks as they are commonly known, have grown so much in popularity that they are even given away.

Now an essential part of the gadget assortment of every businessperson, the power bank is becoming more complex and, like the mobile phone, is gradually adding more capabilities to its feature list.

You can charge it via Lightning or microUSB - or charge faster by using both at the same time. Sadly, there's no option to charge via USB Type-C, which is odd given that the bundled cable is USB-C. The only output connectors available are two full-sized USB Type-A connectors, one orange and one green.



New India-first Google products

This list of new additions announced today include products built for specifically for

India — YouTube Go, the Google Assistant in Hindi inside messaging app Allo, faster browsing for Google Play on 2G connections — as well as new, global platforms inspired by the needs of Indian users — the Google Station Wi-Fi platform and new data-saving features in Google Chrome for mobile.

Caesar Sengupta, Vice-President, Next Billion Users, outlined the three areas where Google is working to provide a better and more inclusive online experience for users in India: Access (connecting people to the Internet), Platforms (letting people and developers share through and build upon the Internet), and Products (providing better and more relevant Google experiences for Indians).

YouTube Go for next-gen users

During the announcement for YouTube Go — a new YouTube mobile app reimagined for the next generation of YouTube users — Johanna Wright, YouTube Vice-President for Product Management, shared, "YouTube Go is a brand new app to help the next generation of users

share and enjoy videos. YouTube Go was designed and built from the ground up with insights from India, in order to bring the power of video to mobile users in a way that is more conscious of their data and connectivity, while still being locally relevant and social. YouTube Go not only allows users to save and

watch videos smoothly even in poor connectivity, it also gives them transparency and control over how much data they consume on videos, allowing them to preview videos first and choose the video's file size before they save it offline to watch later."

Soon testers in India will be able to use YouTube Go before

the product becomes more widely available.

If you'd like to be among this first group, or to find out when the app is ready for launch, please sign up at youtubego.com/signup.

Google Assistant in Hindi

John Giannandrea, Senior Vice-President, Search, talked through the improved support for more Indian languages in Google products and the evolution of Search to meet the needs of mobile users. Amit Fulay, Group Product Manager, announced that a preview of the Google Assistant will be launched in Hindi

by the end of 2016 inside the brand new Allo messaging app. The Google Assistant lets users have a conversation with Google, which can help them get things done.

New Wi-Fi platform, Google Station

Inspired by the success of the partnership with RailTel and Indian Railways to provide Wi-Fi at railway stations in India — with 50+ stations now providing high-quality Internet to 3.5 million people each month — Caesar Sengupta announced a new Wi-Fi platform called Google Station. This new platform will work with partners to roll out Wi-Fi hotspots, offering carriers, system integrators (SIs), and venues an easy way to set up high-quality, user-friendly Wi-Fi. This will provide more people in India and around the world fast, reliable, and safe Wi-Fi in more of the places where they spend time, like malls, transit stations, and cafes.

New features for Chrome

Rahul Roy-Chowdhury, Vice-President, Product Management, Chrome announced a group of tailored features for Chrome that make the web a better place for mobile users facing data constraints. Data Saver mode — which reduces the amount of data Chrome uses on Android mobile devices, computers, and Chromebooks — will now support MP4 videos, saving up to over two-thirds (67%) of video data. Chrome on Android will now also automatically optimize pages to their essentials when 2G-like networks are detected. These simplified pages load up to 2X faster, saving more than 90% of data usage.

Fast browsing for 2G users

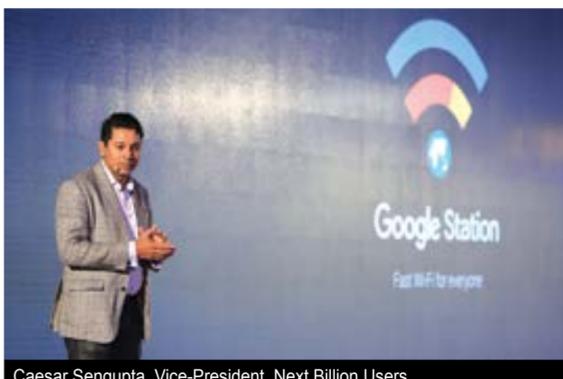
Sengupta also announced fast browsing in Google Play for people on 2G and other low-bandwidth connections. Fast browsing uses preloading on Wi-Fi to load the most popular parts of Google Play quickly. And when a user on a low-bandwidth connection



Johanna Wright, Vice President of Product Management, YouTube



Rahul Roy-Chowdhury, vice-president, product management for Chrome



Caesar Sengupta, Vice-President, Next Billion Users



John Giannandrea, Google's Head of Artificial Intelligence

"Work to become, not to acquire."
-Elbert Hubbard

Future Bright

Deriving from various classifications, these definitions seem to be more appropriate to delineate a Leader "a person who influences a group of people towards the achievement of a goal. A leader by its meaning is one who goes first and leads by example, so that others are motivated to follow him. This is a basic requirement. To be a leader, a person must have a deep-rooted commitment to the goal that he strives to achieve, even if nobody follows him".

As a leader, one has to understand who he is and what strengths he possesses in order to influence the behavior of his followers. This starts by performing an analysis of the strengths weaknesses and setting goals that put the skills to real test. In abstract, one must expect more from himself than expecting from its followers; this is how many followers get motivated from the one who leads from the front. By having certain skills and using them appropriately, you become a leader among your colleagues, start developing such skills to become the best at what you are. You will then find it possible to set milestones for your followers.

Ultimately, it is the actions that influence the amount of drive that your followers are going to have. If you have a vision, which you don't seem to nurture you are likely to de-motivate your followers. On the contrary, if vision is translated into action, you lead by example to perform activities, which people want to emulate then it becomes vibrant.

Let us explore the different traits of leadership

Vision

Standing firm when it comes to the policies and procedures is all well and good, but it doesn't speak to having a vision. As a leader, you have to learn to communicate your vision or the vision to your followers. But how can you do that? Learn to paint a picture with words. Speak it, write it, draw it, and touch it. Whatever methods you can use to create a picture, do it. As they say, "A picture is worth a thousand words." Ask each of the other team managers in your company to tell you, in their own words, about the vision of the company. How close is it to what you thought they understood? Is your team on the same page as you?

As you work, your company's vision should be in your mind every day, and you should reevaluate it occasionally so that it stays current with the changing times in which we live. And be mindful, your staff needs to be as involved as you in keep it up to date if you truly want them follow your vision. Be sure to keep your key players involved. In our Leadership training program we used this methodology to drive the Vision into the participants. Various groups were formed and a group had 5 participants, they were given a Chart with Color felt pen.

They have to visualize their goal, and make an inventive depiction; most of them came up with an innovative creative perception.

"It's not the man that makes the vision; it's the vision that makes the man." -

Mahatma Gandhi.

Here a mention about Mahatma Gandhi would be fitting, though his vision on India's freedom was highly unorthodox. He galvanized his followers to participate and connect to freedom struggle without bloodshed.

Passion

When you talk about your vision for the

Who makes a perfect Leader?

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company, let your passion for your vision shine through. Others will feel it and want to get on board with you. If you don't have passion for your vision, you need to recreate your vision or reframe your description of your vision so it's connected to your passion. It is important to find the areas you are passionate about then stay focused on them. Passion produces energy, vision, motivates others. Passion is such a key part of being a great leader that if you don't have it, you simply can't be a great leader.

Think of all the great leaders throughout the ages and try to name one that did not have passion.

These days we cannot talk about success without mentioning Facebook's CEO, Mark Zuckerberg. The 27-year old billionaire has changed the world we live in. One of these ingredients is he followed his passion - not money.

Decision making.

Some leaders have a set process, and others make decision unilaterally. But you don't want to be one of those leaders who consults no one before making a decision, announces the change the next day and then gets frustrated when no one follows it. If you're one of those, it is advised to implement a set process.

In fact, here's a system you can use to become a better decision maker. It's called the Q-CAT:

Q = Quick. Be quick but not hasty.

C = Committed. Be committed to your decision but not rigid.

A = Analytical. Be analytical, but don't over-analyze (Too much analysis can cause paralysis.)

T = Thoughtful. Be thoughtful about all

concerned, but don't be obsessive.

A Study on Steve Jobs exemplary functioning reveals his decision making abilities. Apple was a successful company from 1976 to 1985, it almost failed in the mid-1990s. Apple survived because Steve Jobs learned how to adapt. He became a democratic/participative/charismatic leader, and Apple soared. Jobs combined and added several leadership styles, he hired other experienced leaders and entrusted them to excel. Jobs encouraged his lead designer to bring in a new blue print. That why Apple survived.

Be a team builder.

To become a great leader, you must develop a great team or, one might say, a well serviced machine. But how do you do that? You can start by handing off responsibility to your team

and letting your team to run with it. Don't breathe down their necks and don't micromanage, but make yourself available if questions or problems come up. Teach your team to use the Q-

CAT decision-making system and give them the freedom to work through their own decisions.

Don't forget to use humor to keep your team's spirits up during a crisis. When an emergency hits, your team will look up to you to be a tower of strength and endurance.

Mahendra Singh Dhoni was able to build a formidable team to empower ascendancy in all formats of the game. Under his unsullied leadership Indian Cricket was able to triumph the world cup for the second time and won the first 20/20 Championship.

You must have character.

Without character, all the other "traits"

are a fritter. That's because your innate character strengths and limitations play a critical role in your leadership style. The real question is, are you aware of just what role they play? All great leaders have taken steps to learn about their

individual personality and what part it plays in their leadership style. Leaders are seen by their followers intrinsically; hence the character of a Leader is paramount.

Developing character

Some dimensions of character, specifically some traits, are inherited. Virtues, values and many other traits are developed during early childhood, and modified as a result of education, family influences, early role models, work and social experiences, and other life events. The early philosophers viewed character as something that is formed, subconsciously, through repetitive behavior that is either rewarded or by finding what works through experience.

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Having seen the traits of Leadership our focus now shifts to the style of Leadership. According to Daniel Goleman, he list out various styles of Leadership, six basic leadership styles:

1. Coercive leadership demands total and immediate compliance,
2. Authoritative leadership mobilizes people towards a common vision,
3. Affiliative leadership emphasizes harmonious working relationships,
4. Democratic leadership builds consensus through participation,
5. Pacesetter leadership expects excellence and self-direction, and
6. Coaching leadership seeks ways to develop employees.

The authoritative leadership style is the

most effective of all six styles. A case study here will throw more light into this. Within a month of becoming the executive director at Education Unlimited (a nonprofit that provides mentoring opportunities to low-income children), David Owings realized that the organization lacked direction. The next strategic planning session was still four months away, but David knew he had to do something immediately to remedy the smugness around him.

David decided to call a meeting of all employees to ask the question "what is it that we are truly about?" This resulted in a lively discussion in which employees concluded that, at its core, the organization was about inspiring young people to find their niche in society. As the

example shows, the authoritative leader is a visionary who motivates people by helping them see how their work fits into a larger vision for the organization. People who work for such leaders understand that what they do matters and why. The problem is that not all leaders possess the ability to motivate and inspire.

Today world is filled up with Authoritative Leaders who inspires, to name a few USA President Barak Obama, Russian President Vladimir Putin, and Indian Prime Minister Narendra Modi. As far as internal India is concerned, Tamilnadu Chief Minister Jayalithaa stands distinctive in exercising her Leadership capabilities not only as an

Authoritative Leader in terms of Governance but also scores in extending enormous welfare scheme to benefit the deprived.

Total Leadership

Let us further in looking at the Total Leadership as discussed by Prof. Stewart d. Friedman, PhD, Wharton School University of Pennsylvania. He finds that integrating the character of Leadership in the four domains mentioned below, can only position you as a total leader. He rollouts the domains as 1) Work 2) Home 3) Society 4) Self. Scoring four-way wins starts by taking a clear view of what you want from and can contribute to each domain of your life, now and in the future, with thoughtful consideration of the people who matter most to you and the expectations you have for one another. Professor explains on what a good life can be and he suggests,

1) Be Real: Act with Authenticity, from Fake, unfocused, rootless acting with Authenticity by clarifying what's important, genuine, and Purposeful.

2) Be whole; From fragmented, resentful, Overwhelmed, Act with Integrity by respecting Person and stay connected, supportive and resilient

3) Be innovative: from being stagnant, apathetic, pessimistic, be innovative, act with creativity by experimenting how things get done more effectively. Leaders be Curious, engaged and optimistic.

Summing total leadership Distribute your time, if you are spending more hours in the office, you have to dedicate more time for your family at least in the weekend. The society and self plays a most important role, as you are a part of this society spend time once in a month by participating and contributing your skills, knowledge to the community by engaging in some social activity. The most important aspect is self, many of them leave this domain unattended, resulting in attracting unnecessary propensity, make sure you practice daily renewals for up keeping your mental serenity and robust health. Thus we conclude by toting up communion of these domains brings in a total perpetual Leadership.

Language experts have a range of jobs to choose

Today, English is taken up for a completely different reason. Besides serving as a discipline in itself, it also serves as a platform and a springboard to many other jobs and profiles. The language in itself provides a content and language integrate learning (CLIL) platform helps in enhancing general grasp over other disciplines. In terms of personality development, this course contributes to individuals in a big way.

At times people are unable to express themselves due to the lack of language skills and without these basic skills they often hesitate to interact. It enables such introverts to gain confidence through the sharpening of the ability to express their thoughts and feelings. So, this is another positive addition that the course offers to the students.

Besides, a degree in English arms you with the most vital statistics needed in the job market - critical thinking, creativity, interpretation. It prepares you for a diverse range of professional

fields, including teaching, journalism, law, publishing, medicine, and the fine arts. You may also pursue careers in tech companies and other startup ventures.

Summing up therefore, if you have a love and passion for English Language, embrace the career that opens doors for several other careers.

Career Pathways

Search Engine Marketing

Your language skills would help you in getting into Search Engine Optimization. This job requires you to use digital media to market products through online advertising and search engine optimization for companies. You don't need to be a programmer, all you need is a strong analytical ability and creativity in you.

Journalism

Another field that you can get in is Journalism as this is one industry that values people with good writing skills and who are able to analyze

and produce quality work. After graduation, you can be a print reporter, where you would produce, write, and research investigative news reports. They also expect you to have a strong researching ability. You can do a post-graduation or diploma course in journalism.

Social Media and Community Management, Marketing, Content Writing, Technical Writing and Digital Teacher are the jobs that are waiting for the language experts.

Digital Teacher

Very soon scoffing at the thought of "online university" will be reserved for only the oldest and foggy puritans of the old guard. You would be required to create, write, and produce new course content, record videos of your teaching, run a virtual classroom. All open education universities, for-profit professional education sites and online colleges would hire you. For the digital universities and online colleges, a PhD or MA would be required.