

MICROSOFT PAINT IS NOT YET DEAD



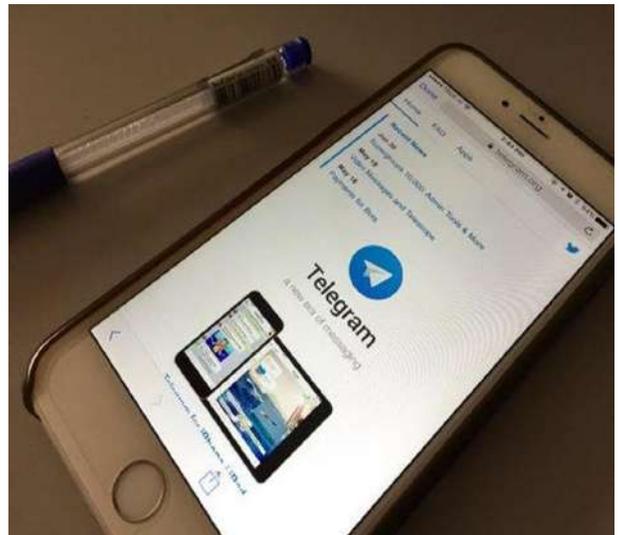
With all the nostalgia outpour on the Internet around the death of Microsoft Paint after 32 years of its existence, Microsoft has now released an official statement clearing the confusion around the speculations. In a blog post, Microsoft has confirmed that the beloved old app is here to stay and will even get new feature updates. The Microsoft Paint app will now be available in a new format, with the name Paint 3D to offer features to create 3D images. The app will now have a new home, in the Microsoft Windows Store, meaning that the app will not be included by default in the Windows but can easily be downloaded from the Microsoft Windows Store for free.

Microsoft has confirmed that the new Paint 3D app will be available with the Windows 10 Creators Update as well and will further continue to get new feature updates. Along with the new 3D features, the app will still support the 2D features for which it is known. Microsoft writes off the note thanking its users for the love and support for the software and urging them to keep the creativity going.

TELEGRAM HAS A NEW SNAPCHAT-LIKE FEATURE

Instant messaging app Telegram has rolled out a new update, which is intended to help users send disappearing videos and photos. Bearing version number 4.2, the update introduces the facility to set a self-destruct timer for any photo or video that's shared in private chats. Along with this, the app has also got some new photo editing tools.

Telegram users will now be able to set a timer after which photos or videos shared in private chat get deleted permanently. Before this, users were only able to send text messages in the secret chats. For those unaware, this feature of self-destructing messages was originally introduced by Snapchat.



SAMSUNG GALAXY NOTE 8'S DUAL CAMERA TO SUPPORT 3X OPTICAL ZOOM

Samsung Galaxy Note 8 has another speculation added to its list of specifications. Ming-Chi Kuo, a known analyst, has claimed that the smartphone will come with a 3x optical zoom powered by its dual camera setup. The dual camera setup will be somewhat on the lines of that incorporated in the Apple iPhone 7 Plus, with a wide-angle sensor and a telephoto lens. Ming Chi Kuo has predicted that the wide-angle lens will carry a 13-megapixel resolution while the telephoto lens will be based on a 12-megapixel sensor and both the lenses will support Optical Image Stabilisation (OIS). He also claims that the camera will be manufactured by Samsung itself. The Samsung Galaxy Note 8 may be available in Black, Blue, Gold and Grey colour options. The device is rumoured to be Samsung's costliest launch in the smartphone category till date. It is set for a late August launch.



Sony Bravia OLED A1 Series: TVs With a Sound Producing Screen, Voice Recognition



Sony India today announced its premium flagship lineup of OLED TVs - the new A1 series that pairs the 4K clarity with brightness, colour and detail of High Dynamic Range (HDR) and is coupled with image processor and display device technologies. A1 series comes with Acoustic Woofers and Sony claims it to be the world's first large screen TV producing sound from the screen itself. The indigenous innovation consists of subwoofers and actuators creating an immersive sound experience.

Sony A1 Series OLED TVs will be available starting August 4, priced at Rs 3,64,900 for 139 cm (55) KD-55A1 variant and Rs 4,64,900 for 164 cm (65) KD-65A1 option. Sony has put up a pre-booking offer on the new Sony OLED TVs that will entitle customers to a Sony PlayStation 4. The offer is valid from August 1 to 15, 2017 from select dealers.

JIOPHONE: AFTER QUALCOMM, SPREADTRUM ALSO ANNOUNCE PARTNERSHIP TO MAKE 'INDIA KA SMARTPHONE'

Semiconductor company Spreadtrum through Twitter has announced a partnership with Reliance Jio to make 4G VoLTE powered JioPhone. This comes after Qualcomm had announced that its 205 Mobile Platform will run the JioPhone. As far as Spreadtrum is concerned, the company had introduced its SC9820 SoC in India in April this year with the launch of Lava Connect M1 4G supported feature phone. Spreadtrum's 28nm 1.2GHz dual-core ARM Cortex-A7 LTE platform SC9820 offers with support for 512 MB RAM/4GB ROM storage and a microSD slot up to 32GB. The Spreadtrum SC9820 offers ARM Mali-400 MP1 GPU for 3D graphics acceleration and supports TDD-LTE, FDD-LTE, GSM modes and GPRS connectivity as well. It further supports up to 5-megapixel rear/front camera, 720P video display, FWVGA screen and VoLTE HD video service. Spreadtrum SC9820 platform aims to enable startup operators to expand their subscriber base and helping traditional operators to migrate 2G and 3G subscribers to 4G networks at a lower cost.



DWAYNE 'THE ROCK' JOHNSON AND SIRI TEAM UP IN LATEST APPLE AD



Apple has come out with its latest advertisement and just like always, has backed it up with a big Celebrity name, this time in the form of Dwayne 'The Rock' Johnson. The Apple advertisement shows The Rock going through his busy schedule with the help of Siri, Apple's own voice-assistant. Siri helps The Rock keep in touch with his schedule, reminders (which were set as The Rock's life goals), call a Lyft ride, show the temperature in Rome and more.

Apple has featured The Rock using its flagship smartphone – the iPhone 7 Plus in the movie. The advertisement aims to display its voice assistant Siri's prowess in the short video. Apple has previously worked with celebrities like Taylor Swift and others for its commercial videos.

THESE LG AIRPORT ROBOTS WILL HELP KEEP THE AIRPORT CLEAN, GUIDE TRAVELLERS



As South Korea prepares for the largest winter sporting event in its history, LG Electronics (LG) is focusing on improving automated services at the main hub for the world's travellers – Incheon International Airport (IIA). Starting on July 21, LG will put into trial service a number of Airport Guide Robots and Airport Cleaning Robots at the airport to assist travellers arriving and departing from Korea. The Airport Guide Robot will roam the airport providing information and assistance to visitors while the Airport Cleaning Robot will be on hand to keep the floors clean.

Through this, LG will be able to provide its robotic services to approximately 57 million travellers who pass through the airport every year.

Equipped with LG's voice recognition platform, the Airport Guide Robot understands four different languages – Korean, English, Chinese, and Japanese – the four most popular languages spoken at the airport, in order to provide assistance verbally. The robot can connect to the airport's central server to provide information regarding boarding time and locations of restaurants, shops, and more.

APPLE APPOINTS DEIRDRE O'BRIEN NEW VP OF PEOPLE

Apple has appointed Deirdre O'Brien as Vice President of People, who will report to CEO Tim Cook. A nearly 30-year Apple veteran, O'Brien, currently Vice President of Worldwide Sales and Operations, will lead all HR functions including talent development, recruiting, benefits, compensation and business support, as well as overseeing Apple University.

"As long as I've been at Apple, Deirdre has been the glue that bonds our operations, sales, marketing and finance teams to deliver products to our customers," said Cook in a statement late on Friday. "She is a superb leader and I'm thrilled she will be bringing her experience and talent to this critical role," Cook added. O'Brien joined Apple in 1988 and runs a global organisation.

"I'm excited to begin this new chapter, supporting 120,000 incredibly talented people around the world who are motivated to do amazing things every day," O'Brien said.



Source: news18.com

ELECTRIC AVENUE: ENERGY-HARVESTING TILES LINE LONDON 'SMART STREET'

BY: Ms SUKHPREET KAUR

An interactive installation in London is taking the first steps toward that futuristic idea, by lining a little-used lane with interactive tiles, to transform it into an energy-harvesting "smart street." The project launched June 29 on Bird Street, a quiet and relatively traffic-free road adjacent to Oxford Street in London's West End neighborhood, according to a statement released by Pavegen, the company that produced the interactive street tiles.

When visitors amble down a tiled path down the center of the street captures energy from their steps and generates power to trigger soundscapes of chirping birds and nighttime light displays along the pathway. Other technological innovations included in the installation: a seating area that doubles as an air purifier and surfaces covered in special paint that absorbs nitrogen oxide gas present in fossil fuel emissions. Energy produced by the tiled array, which measures about 108 square feet (10 square meters), also powers low-energy Bluetooth transmitters embedded in the pathway.

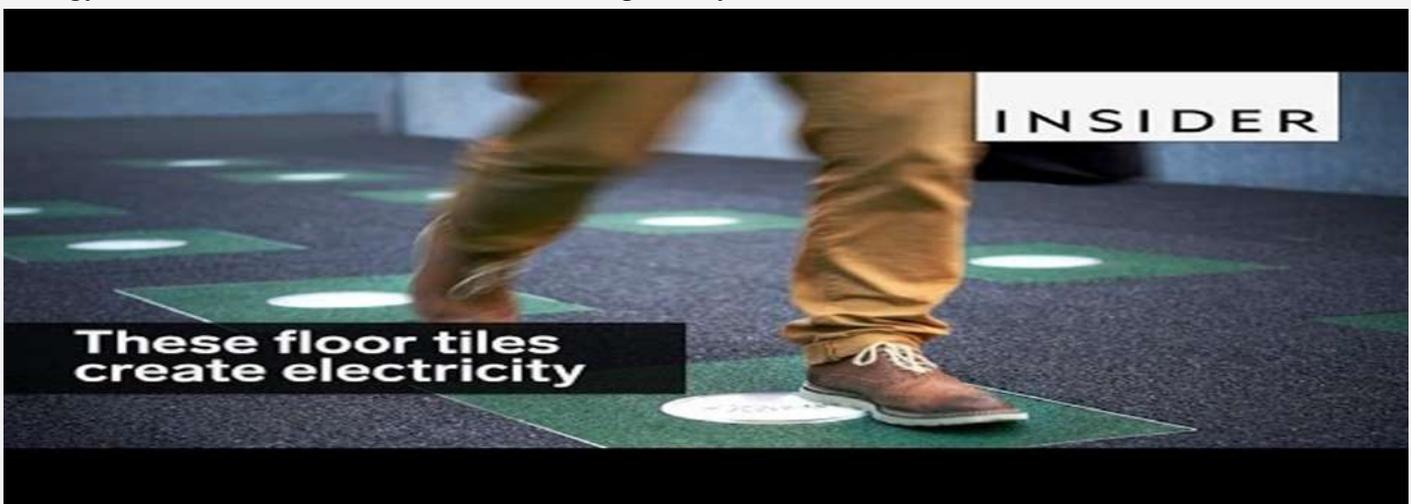


Figure a: Floor Tiles Create electricity

The transmitters interact with apps that provide walkers with data about steps taken and how much energy those steps produce; their steps also deliver vouchers and discounts for a variety of pop-up shops along the street

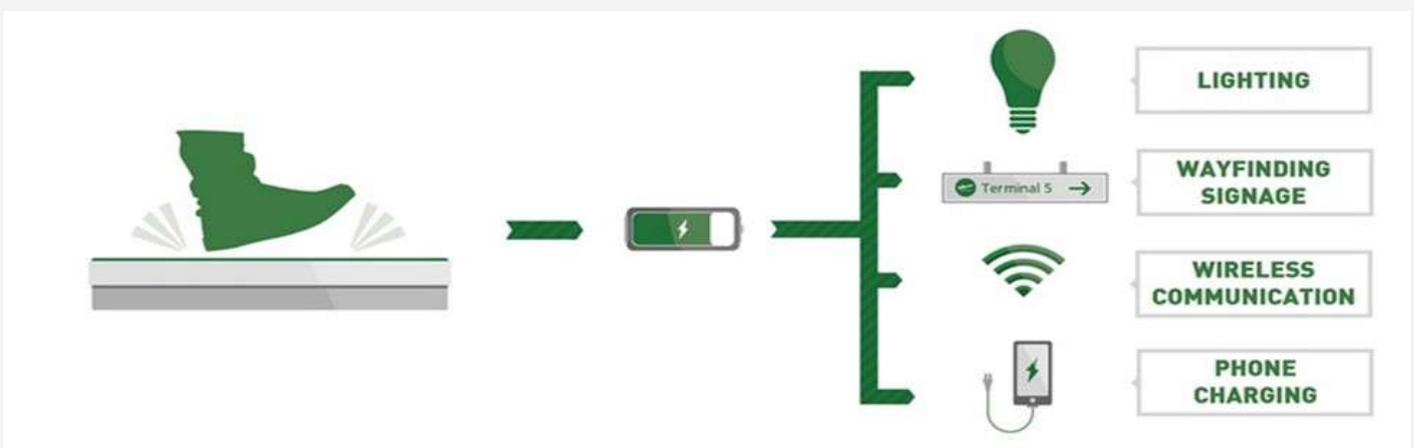


Figure b: Technology converts the kinetic energy to electricity

Source: livescience.com

HOW BRANDS HAVE USED EMOJI MARKETING SUCCESSFULLY?

BY : Ms SANDEEP KAUR

In this article, I would like to emphasize few of the great cases that how brands have incorporated emojis into their advertising efforts. In the prevailing scenario of cut-throat competition, divergent brands all over the world, are utilizing emojis consistently. Emojis display a chance to interact with customers in a fun, casual and imaginative way.

As per a current overview, 59% of individuals matured, aged 18-34 years, say organizations are making a decent attempt by utilizing emojis in promotion or advertising efforts. It was also found that 53% of young people think mixing emojis with text helps people better understand each other.

Domino's Pizza

Domino's made it conceivable to arrange pizza using a pizza emoji. They lessened the time it takes to request to five seconds, making the obtaining procedure for the clients simpler. Customers simply expected to set up a Domino's record and pick their most loved pizza, at that point connect to your Twitter account. You could then tweet Domino's with the pizza emoji, and your most loved pizza would be conveyed. It was accounted for that in one day, more than 500 individuals over the US utilized the emoji requesting framework.

Hillary Clinton

As a component of Hillary Clinton's presidential battle, she propelled Hillarymoji, which included more than 30 emoticons, stickers, and GIFs. These could be utilized by clients to demonstrate their help and offer via web-based networking media. This was an awesome method for taking advantage of the interests of her more youthful voters, expanding her presentation and engagement.

WWF

WWF integrated emojis into their Endangered-Emoji Twitter campaign in aid of saving animals from extinction. They created 17 emojis for endangered animals and encouraged users to donate 10p every time they retweeted one. WWF's campaign received 559,000 mentions and 59,000 sign ups in the first month of its launch. Their point was to gather pledges and bring issues to light jeopardized creatures interestingly utilizing a social stage.



McDonald's

McDonald's used emojis as the artwork for their ads. They used a series of Emojis which told a story, resulting in a burger and a smile. They used emojis to associate positive thoughts towards the brand. This was a simple campaign allowing McDonald's to tap into the pop-cultural conversation. One thing we can learn from this campaign ad is that it doesn't have to be complicated in order to be effective.

Hence, in order to evolve with their customers, advertisers need to use technologies such as emojis if they want to truly understand and emotionally connect with their target audience

5 WAYS TO OPTIMIZE YOUR ECOMMERCE CAMPAIGNS

BY: Ms AMANDEEP KAUR

When investing money, the goal is to get a higher return than what you invested. If you do not know how to properly optimize your campaigns, then you won't get the best ROI possible. Knowing how to properly calculate your ROI will, in turn, lead you to making smart decisions on how to invest. If you are in the ecommerce business, here are five ways to help optimize your campaigns.



1. Analyze assisted conversions at the keyword and ad level.

Assisted conversions are the users who click your ad, go to your website, leave your website, and buy later. For example, you are shopping for a pair of shoes, but then you leave the website to see if Amazon has a better deal. Then you go back to the website and purchase. This is an assisted conversion. By analyzing what keywords and ads are giving you the assisted conversions, this will allow you to better optimize the account. By analyzing which ads are generating assisted conversions, you can split test similar ads to generate even more assisted conversions.

2. Tag, tag, tag.

Tag everything you can, including campaigns, sources, mediums and terms. By tagging all that you can, you can perform a deeper analysis of what triggers the assisted conversions. Tagging ads adds additional values in the URL but does not change the URL destination. On Facebook and Bing, these are called UTM parameters. Google uses auto tagging. Tags allow you to see what exactly the user clicked on, whether that be an ad that led to our product page, contact or any other page.

3. Focus on ROI 2 first.

Focus on ROI 2 to improve your overall performance, then focus on ROI 1. Most advertisers do not take ROI 1 and 2 into consideration. ROI 1 includes direct sales, meaning the users that click on your ad and buy right away. This does not always happen, so ROI 2 includes assisted conversions. Once you optimize for assisted conversions by split testing ads and keywords, then ROI 1 will be easier to optimize. ROI 1 is typically negative at first, but with the optimizations, both ROIs should become positive.

4. Focus on return on ad spend

Determine what is being generated with each dollar of ad spend so that you can optimize and make sure you are getting the best ROAS. You want to make sure that your ROAS has a good ratio to your ad spend. Most of the time, the more you spend, the more you get in return. If your ROAS is very low, then you might want to reevaluate how much you spend on ads. In order to get results, you will need to invest.

5. API and automation.

API and automation is very important. Try to automate your reports to understand what experience your users are having and how it impacts the bottom line of your business. API and automation reports allow you to see what is happening in your campaigns in real-time. These reports will also allow you to compare the overall results versus the last week or month of results. This allows you to see if CPAs have increased or decreased, which is very helpful.

Conclusion.

These best practices allow you to grow your business while increasing your ROIs and ROAS. Campaign optimizations can be difficult with very large ecommerce sites, so by focusing on these optimizations, you should see a difference in results and with reporting. The better your campaigns perform, the bigger return you will receive.

Source: entrepreneur.com

NEW 3D COMPUTER CHIP USES NANOTECH TO BOOST PROCESSING POWER

BY : Ms.KAMAL MALIK

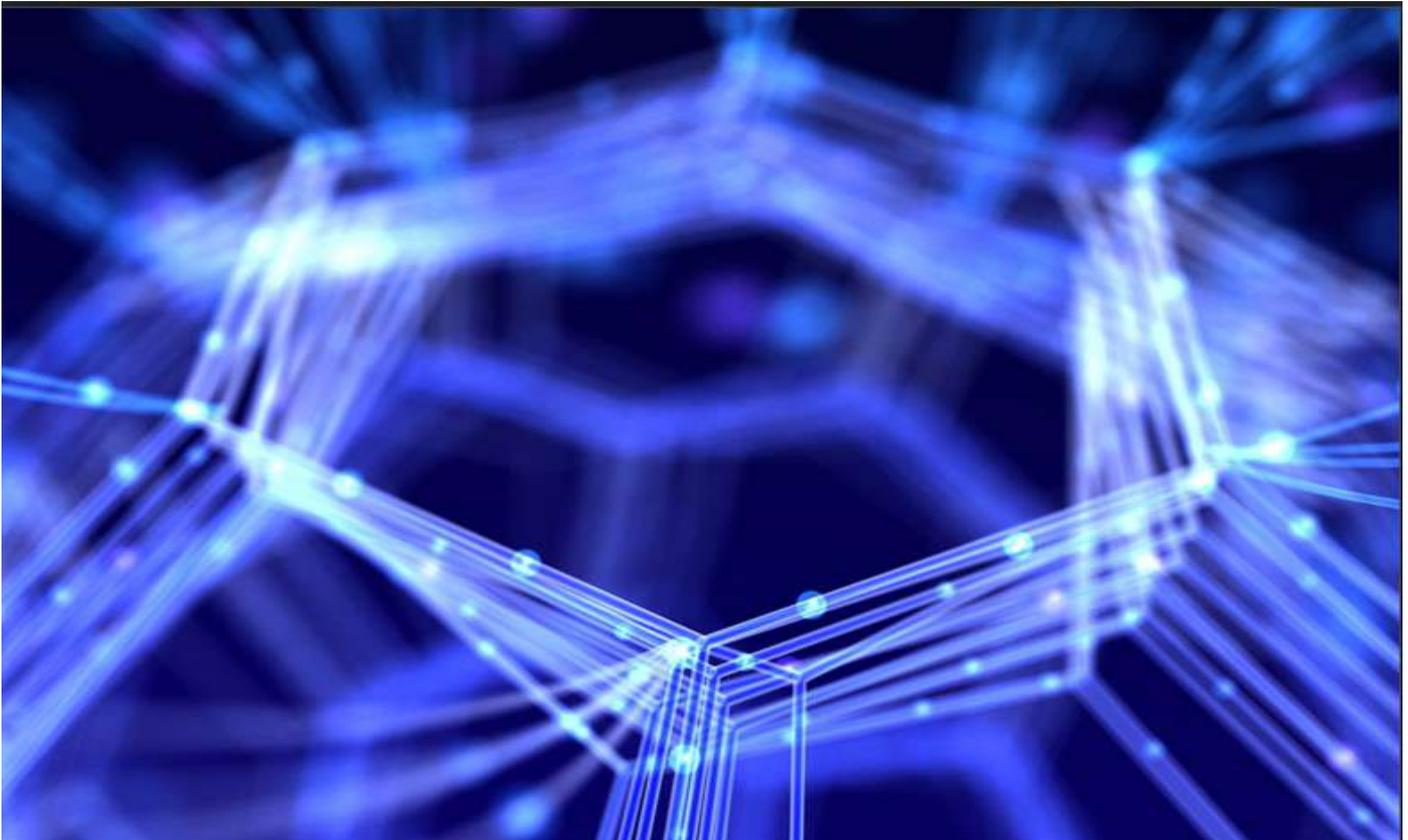


Figure: The new type of 3D computer chip layers memory and logic circuits on top of each other, rather than side by side.

Today's chips separate memory (which stores data) and logic circuits (which process data), and data is shuttled back and forth between these two components to carry out operations. But due to the limited number of connections between memory and logic circuits, this is becoming a major bottleneck, particularly because computers are expected to deal with ever-increasing amounts of data. The new prototype chip, designed by engineers from Stanford University and the Massachusetts Institute of Technology, tackles both problems simultaneously by layering memory and logic circuits on top of each other, rather than side by side. Not only does this make efficient use of space, but it also dramatically increases the surface area for connections between the components, the researchers said. A conventional logic circuit would have a limited number of pins on each edge through which to transfer data; by contrast, the researchers were not restricted to using edges and were able to densely pack vertical wires running from the logic layer to the memory layer.

On top of this, the researchers used logic circuits constructed from carbon nanotube transistors, along with an emerging technology called resistive random-access memory (RRAM), both of which are much more energy-efficient than silicon technologies. This is important because the huge energy needed to run data centers constitutes another major challenge facing technology companies.

ACTIVITIES

ORIENTATION CUM FRESHER'S PARTY (9-11 AUGUST,2017)

DAY-1 On first day of an orientation program students were engaged in various activities and university's rules and regulations were informed to students. Students Participated in various icebreak sessions and filled the environment with the spark they have.

Day 2- The fresher's party was organized by GNA UNIVERSITY to welcome their fresh students by offering them a motivational welcome by Dr Deepak Vohra- Special Advisor to the Prime Minister of Lesotho and Guinea Bissau and to Ladakh Autonomous Hill Development Councils, Kargil and Leh. Dr Deepak Vohra, emphasized on the #importance of the basic instinct in human that is 'Trust'. He inspired the youth to have civic values and to incorporate the two magical words in their lives.



Mr. Simarjeet Singh - an international motivational speaker gave a valuable lessons to students. He inspired students to be focussed in their lives and be a better human beings. His words will help students a lot to shape their Career.



At last students were mesmerized by the performance of very renowned singers Ahen Vani afaces. It was a right way to bid a goodbye to fresher's Party. Manna mand. Students enjoyed and applauded singers with the claps and smiles on their



Day 3- Faculty of FCS department motivated students by showing them various motivational videos. Faculty motivated students by demonstrating various real life examples.

HUAWEI ORIENTATION PROGRAM

A two days Orientation programme (17&18 of August,2017) is conducted by Huawei Network Academy in GNA University. This program is focused on wireless technology, Data com, OTN frame structure and cloud computing technology. Students are also provided the access of the Huawei's e_learning portal where they can get experience of new technology anytime/anywhere.

