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IT DEPARTMENT QUARTERLY MAGAZINE

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LAURELS
OF
IT

It's a pride for our department to open this issue by congratulating Mr. Lakshman Diwakar and Mr. Nandan, the winners of HACKATHON event conducted by Ascendant Technologies.

They have bench-marked their hacking skills, ethically! amongst a stiff competition of 160 students.

AIT INAUGURAL



Association of Information Technologists (AIT) Annual Inaugural was on 5th August, 2014 that showcased a glimmer of things to come. The inaugural was graced by Mr. Vasu Rangachary, Senior Vice President, Global Delivery Head - Advanced Solutions Practice, Cognizant Technology Solutions. He was, in a word, engaging. He made the post lunch event a pleasant affair. He inspired the audience to innovate by citing Amazon's success story. Jeff Bezo's idea of selling books online did not find any Venture Capitalist. But he stuck with his idea and today, Amazon is the World's largest online retailer, need a shippable product Amazon has it! He mentioned Amazon's entry into the Cloud space through Amazon EC2 and the eBook reader market through Kindle. With a firm belief that Internet of Things is the future, he envisions a "wired planet".

INDUSTRIAL COLLABORATION – IT WITH ERICSSON



Ericsson is a world leader in the environment of communications technology – providing equipment, software and services to mobile and fixed network operators all over the globe. By using innovation to empower people, business and society, they are contributing towards a Networked Society. Students of our department have been associated with Ericsson as a part of internship projects for the past three years. Ericsson has been supporting the internship students by exposing them to state of the art technology tools, apart from providing considerable stipend amount. In this direction Ericsson visited our department to hear more about our technology interest. Dr. M. Saravanan, Solution Integrator, Ericsson & Mr. Anand Varadharajan, Head –Ericsson Research had interactions with our HOD and few faculty members on 16.7.2014. They were quite satisfied with our students' contributions and have decided to involve faculty members in diverse research areas, creating a win-win situation for the organization and the institution.

MY INTERN AT ERICSSON



Ericsson is a Swedish multinational provider of communication technology and services. Founded in 1876 by Lars Magnus Ericsson, the company has its headquarters at Stockholm, Sweden. In Chennai, its branch is located at Tamarai Tech Park, 4th floor, near Kathipara, Guindy.

This internship provides me the scope for doing my project as well as carry out research. Also there is a chance to learn many new emerging technologies that are being used in all other Multinational companies today. There are various domains in which the research/project can be done starting with networks, internet of things, etc. The internship is offered to final year students of B. E/B. Tech and M. E/M. Tech students along with considerable stipend and every year students are encouraged to take up this internship.

The students are given interesting research projects and they can sought for help, if they need, as there are plenty of resources available with them. At the end of the project duration, which is around 4-5 months for Under Graduates and 6-8 months for Post Graduates, the students are encouraged to write paper for conferences and journals and if there is any new inventions or discovery, patents can also be filed for their work.

I am extremely grateful to the all the staffs of Information Technology, SSN College of engineering for providing me with an opportunity to do my final year project at Ericsson.

- Sundhara Kumar K B
M. Tech ,Final Year

MOZILLA CLUB INAGURAL



‘Do women make better managers?’ by Mr. Shreyas was the question, which kick started the inaugural of the club. Ironical is that, a lady being the club head. People started debating with each group's spearheads fighting with full vigor. Now one may start wondering what does the women in management debate has to do with a tech club inaugural event. I swear that this one question turned the crowd to be interactive and then on they never stopped till the session's end. So, then came the real topic “Open source software vs. Proprietary software”. Without doubt, the debate was so hot that Mr. Naresh started sweating and the organizers had to open up all the windows (*pun intended* sorry open source evangelists, Opening up Linux doesn't give you fresh air. But, Apple's air is the best).

Once the debate ended, the real session started with Mr. Naresh, who is considered as the Godfather of the Chennai Mozilla club, taking over the stage and explaining about the Firefox Student Ambassador program and the technical areas where one could contribute to Mozilla.

Then Mr. Shreyas (Mozilla rep of the month, July 2014) explained the Non-Tech areas and other projects associated with Mozilla. By this the morning session came to an end.

In the afternoon session, Ms. Damini started with the Womoz (women in Mozilla) program, where the ladies present in the meeting were told how their contributions are important to Mozilla. A Webmaker session by Mr. Achyuth, SuMo (Support Mozilla) session by Mr. Shashank, Kidzilla session by Mr. Satya and Localization session by Mr. Nikhil followed the Womoz session.

- Bharath Arjun K M
5th semester IT-A



APPLE WWDC 2014

Could Craig Federighi be the new Steve Jobs? :



Let me take you back to the Apple WWDC (World Wide Developer Conference) held at San Francisco between June 2-6, 2014. The youngest attendee this year was 13 years old (does show age is never a barrier). **Tim Cook (CEO Apple Inc.)** didn't miss a chance to take hits at **Google** and shames **Microsoft** by pointing out that the user adoption of windows 8 was at 14% whereas Mac OSX Maverick saw over 50% adoption (Apple's decision to make OS X free played a major role). Next on stage was **Craig Federighi (Senior VP, Software Engineering)** giving a gist on the troubles involved in naming the new OS X, he said the team wanted to name it OS X Weed and the crowd goes nuts, but had they settle for **Yosemite**. Apple brings iOS 7 look to OSX 10.10 Yosemite and its catchy (good job Apple). I can't begin to explain the features included in Safari and spotlight, watch the Keynote video. The part I liked the most was when Craig said he was going to call a new Apple employee to demonstrate the ability to accept/decline or make calls directly from Yosemite, and guess who he calls? He calls **Dr. Dre** the crowd goes wild. On May 28, 2014, Apple Inc. announced that it would acquire **Beats** for \$ 3 billion, the deal is expected to close by the end of 2014. Craig could turn out to be

the next **Steve Jobs**, no questions there. For the first time Apple has decided to release a public beta, you can take Yosemite for a whirl at <https://appleseed.apple.com/sp/betaprogram/>.

Tim Cook takes the stage again and now it was time to put **Android** to shame. 130 million new customers had bought iOS device last year and many were switchers from Android. In his words. *"They had bought an Android phone... by mistake."* He points out that the install base of **Kit Kat** was 9% whereas it stood at a whooping 90% for iOS 7. He takes a dig at Android by pointing out that *"Android "dominates the mobile malware market, Android fragmentation is turning devices into a toxic hell-stew of vulnerabilities."* and Craig takes the stage to bring **iOS 8** to the world and I have three words, **"Apple Opens Up"**. Since its inception, Apple will allow you to install third party keyboards. Hey, Android users who gloated about **Swype** or **Swift key** for android, we Apple followers will get **Swipe** and it is cool. Apple has taken integration amongst devices to a whole new level allowing you to make and receive calls and texts from your Mac's. The integration dubbed **Handoff** is seamless.

(continued on page 5)

As an iPhone user I felt iOS lacking a full featured text messaging app, and Apple has given **Messages** a major overhaul in iOS 8.

For those of you health conscious Apple has brought all the health related apps under **Health Kit** and Apple has partnered with the **Mayo Clinic** (a non-profit medical practice and medical research

co-founder of Epic Games ,creator of Bio-Shock was brought on to the stage.

"Sweeney calls Metal's tenfold increase in rendering efficiency a "stunning" breakthrough."



Craig Federighi is Apple's senior vice president of Software Engineering

Apple WWDC didn't witness the release of iPhone 6, but Apple did unveil **CarPlay** technology and demo was with a Ferrari. Most luxury automobile manufactures are working hard to bring CarPlay into their automotive by the end of 2014. This WWDC didn't see any hardware release, sadly but Apple strongly hinted about **iWatch**. Then again with Apple, rumors never die.

group) to get personalized thresholds for readings and will notify doctors automatically in case of emergencies. More over the introduction of the M7 , Motion Co-Processor in iPhone 5s does provide Apple with necessary computing power to monitor your physical activities in real time.

Apple also showcased **HomeKit** , This smart-home platform will allow you to control various connected gadgets from one spot (instead of all that switching-back-and-forth-between-apps nonsense) and offer **Siri integration**. I expect Apple to give Google a run for its money, it's worth noting that Google recently acquired NEST on January 14, 2014 for \$ 3.2 billion.

Apple has improved it's SDK drastically and this WWDC saw the release of **Swift** programming language for development of apps for Apple devices. Swift has it's roots in **Objective-C**. Since its inception in iOS 7 **skeuomorphic** design has received overwhelming support and Apple plans to improve on it. Apple unveiled a powerful new developer tool **Metal** which brings the promise of better performance and graphics. Apple aims to replace **OpenGL**, the industry standard API for 3D graphics with its own API. To demo Metal, **Tim Sweeney** CEO and

*"The part I liked the most was when Craig said he was going to call a new Apple employee to demonstrate the ability to accept/decline or make calls directly from Yosemite, and guess who he calls? He calls **Dr. Dre** the crowd goes wild. "*

Apple does it again, surpassing the expectations of the developers.

You can stream the Keynote of WWDC 2014 at, <http://www.apple.com/apple-events/june-2014/>
OR
<http://www.youtube.com/watch?v=w87fOAG8fjk>
and revel in it.

- Nithish S, 5th Semester, IT-B

DATA SCIENCE

What is the big deal anyway?:

Data science is the study of the generalizable extraction of knowledge from data. It incorporates varying elements and builds on techniques and theories from many fields, including signal processing, mathematics, 6, does not exist) machine learning, statistical learning, computer programming, data engineering, pattern recognition and learning, visualization, uncertainty modelling, data warehousing, and high performance computing with the goal of extracting meaning from data and creating data products.

NEED FOR DATA SCIENCE:-

The web is full of “data-driven apps.” Almost any e-commerce application is a data-driven application. There’s a database behind a web front end, and middleware that talks to a number of other databases and data services (credit card processing companies, banks, and so on). A data application acquires its value from the data itself, and creates more data as a result. It’s not just an application with data; it’s a data product. Data science enables the creation of data products

SOURCE OF DATA:-

Data is everywhere: our government, our web server, our business, even your body. While we aren’t drowning in a sea of data, we’re finding that almost everything can (or has) been instrumented. Much of the data currently in work with is the direct consequence of Web. The web has people spending more time online, and leaving a trail of data wherever they go. Mobile applications leave an even richer data trail, since many of them are annotated with geo-location, or involve video or audio, all of which can be mined.

WORKING WITH THIS ‘BIG’ DATA:-

Big data is a blanket term for any collection of data sets so large and complex that it becomes difficult to process using on-hand database management tools or traditional data processing applications.

To hold these huge datasets, the traditional relational databases go out of use. The need to define a schema in advance conflicts with reality of multiple, unstructured data sources, in which you

may not know what’s important until after you’ve analysed the data. Relational databases are designed for consistency, to support complex transactions that can easily be rolled back if any one of a complex set of operations fails. While rock-solid consistency is crucial to many applications, it’s not really necessary for the kind of analysis. So, many companies have built their own data platforms to handle them. To manage these big datasets effectively a new breed of database system appears. They are sometime called as NoSQL, a non-relational database management system, a logical descendants of Google’s Big Table and Amazon’s Dynamo, and are designed to be distributed across many nodes, to provide “eventual consistency” but not absolute consistency, and to have very flexible schema.

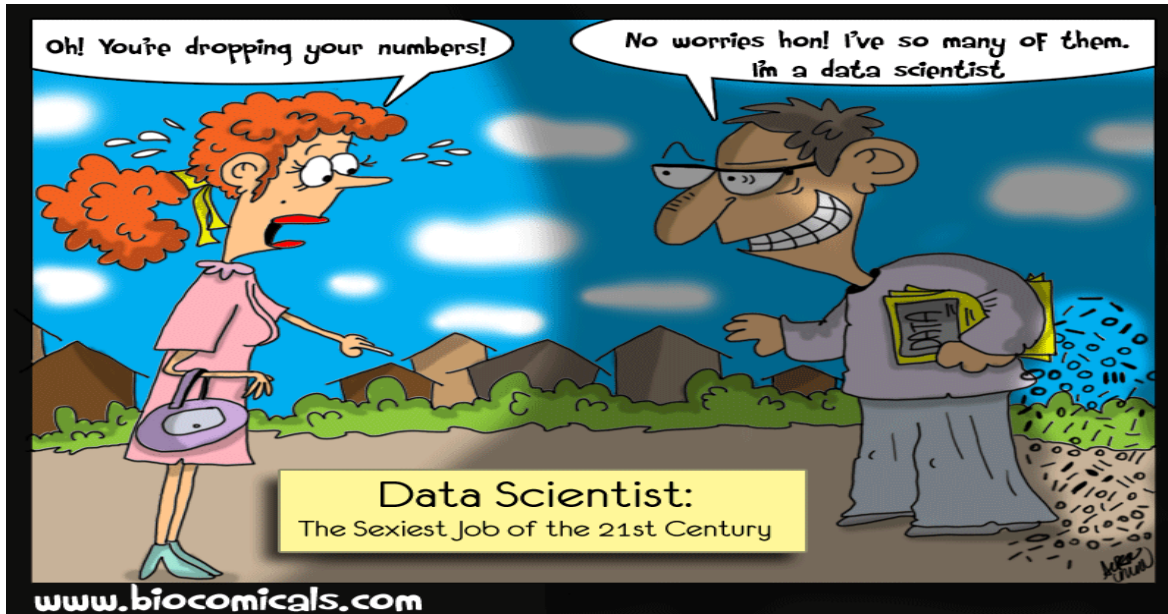
Storing data is only part of building a data platform, though.

Data is only useful if you can do something with it, and enormous datasets present computational problems. Google popularized the Map Reduce approach, which is basically a divide-and-conquer strategy for distributing an extremely large problem across an extremely large computing cluster. In the “map” stage, a programming task is divided into a number of identical subtasks, which are then distributed across many processors; the intermediate results are then combined by a single reduce task. In hindsight, Map Reduce seems like an obvious solution to Google’s biggest problem, creating large searches. It’s easy to distribute a search across thousands of processors, and then combine the results into a single set of answers. What’s less obvious is that Map Reduce has proven to be widely applicable to many large data problems, ranging from search to machine learning.

“India has been described by Times of India newspaper as a country with numerous countless skilled data scientists like Shashi Godbole, a do it yourself data scientist of Mumbai.”

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The visual representation of the analysed datasets convey messages more quickly than numbers which is the traditional result. It can be some graphs, charts, bar graphs etc. There are countless expertise and proficiency across all disciplines.



tools these days to accompany this process. Some of them are Gnu Plot, Dygraphs, ZingChart etc.

DATA SCIENTIST:-

A practitioner of data science is called a data scientist. Data scientists are the people who can understand and provide meaning to the piles and piles of data that companies store for future analysis. Skills of a data scientist :-

- BUSSINESS OR DOMAIN EXPERT
- STATISTICS EXPERT
- PROGRAMMING EXPERT
- DATABASE TECHNOLOGY EXPERT
- VISUALIZATION AND COMMUNICATION EXPERT

With the enhancement of technology and the rise in the usage of internet and cloud resources, the role of data scientist becomes inevitable. A single person cannot be expertized In all the above mentioned skills of a data scientist. Hence, each individual is talented in one or two of the above skills and

has a good touch in all the others like signal processing, management etc.. Hence, data scientist work as a team which has a uniform distribution of every expertise and proficiency across all disciplines. Some of the well known data scientists in the present are Larry Page, CEO of Google, Alex Sandy of MIT, HOD Lipson of Cornell University, DJ Patil of India etc..

India has been described by Times of India newspaper as a country with numerous countless skilled data scientists like Shasi Godbole, a do it yourself data scientist of Mumbai.

Since this field has increasing popularity in the present, every young computer learners must aim to become a talented data scientist of the future and make our country proud of us.

-KRISHNA.G, 5th semester, IT-'A'

TECH FACTS

- Apple's first computer, the Apple 1 (1976), did not include a keyboard, monitor, or case and was basically an assembled circuit board. The Apple II was introduced on April 16, 1977, and has been widely credited with popularizing the home computer.



PRICING DECISION

Using big data to make better pricing decisions

It's hard to overstate the importance of getting pricing right. On average, a 1 percent price increase translates into an 8.7 percent increase in operating profits (assuming no loss of volume, of course). Yet we estimate that up to 30 percent of the thousands of pricing decisions companies make every year fail to deliver the best price. That's a lot of lost revenue. And it's particularly troubling considering the flood of data now available to provide companies with an opportunity to make significantly better pricing decisions. For those able to bring order to complexity linked to big data (large datasets), the value is substantial.

We're not suggesting it's easy: the number of customer touch points keeps exploding as digitization fuels growing multichannel complexity. Yet price points need to keep pace. Without uncovering and acting on the opportunities big data presents, many companies are leaving millions of dollars of profit on the table. The secret to increasing profit margins is to harness big data to find the best price at the product level not category level, rather than drown in the numbers flood.

Too big to succeed:

For every product, companies should be able to find the optimal price that a customer is willing to pay. Ideally, they'd factor in highly specific insights that would influence the price—the cost of the next-best competitive product versus the value of the product to the customer, for example—and then arrive at the best price. Indeed, for a company with a handful of products, this kind of pricing approach is straightforward.

It's more problematic when the product numbers balloon. About 75 percent of a typical company's revenue comes from its standard products, which often number in the thousands. Time-consuming, manual practices for setting prices make it virtually impossible to see the pricing patterns that can unlock the value. It's simply too overwhelming for large companies to get granular and

manage the complexity of these pricing variables, which change constantly, for thousands of products. At its core, this is a big data issue (exhibit).

Patterns in the analysis highlight opportunities for differentiated pricing at a customer-product level, based on willingness to pay.

Many marketers end up simply burying their heads in the sand. They develop prices based on simplistic factors such as the cost to produce the product, standard margins, prices for similar products, volume discounts, and so on. They fall back on old practices to manage the products as they always have or cite "market prices" as an excuse for not attacking the issues. Perhaps worst of all, they rely on "tried and tested" historical methods, such as a universal 10 percent price hike on everything. *"What happened in practice then was that every year we had price increases based on scale and volume, but not based on science,"* says Roger Britschgi, head of sales operations at Linde Gases. "Our people just didn't think it was possible to do it any other way."

And, quite frankly, our people were not well prepared to convince our customers of the need to increase prices."

Four steps to turn data into profits:

The key to better pricing is understanding fully the data now at a company's disposal. It requires not zooming out but zooming in. As Tom O'Brien, group vice president and general manager for marketing and sales at Sasol, said of this approach, "The [sales] teams knew their pricing, they may have known their volumes, but this was something more: extremely granular data, literally from each and every invoice, by product, by customer, by packaging."

In fact, some of the most exciting examples of using big data in a B2B context actually transcend pricing and touch on other aspects of a company's

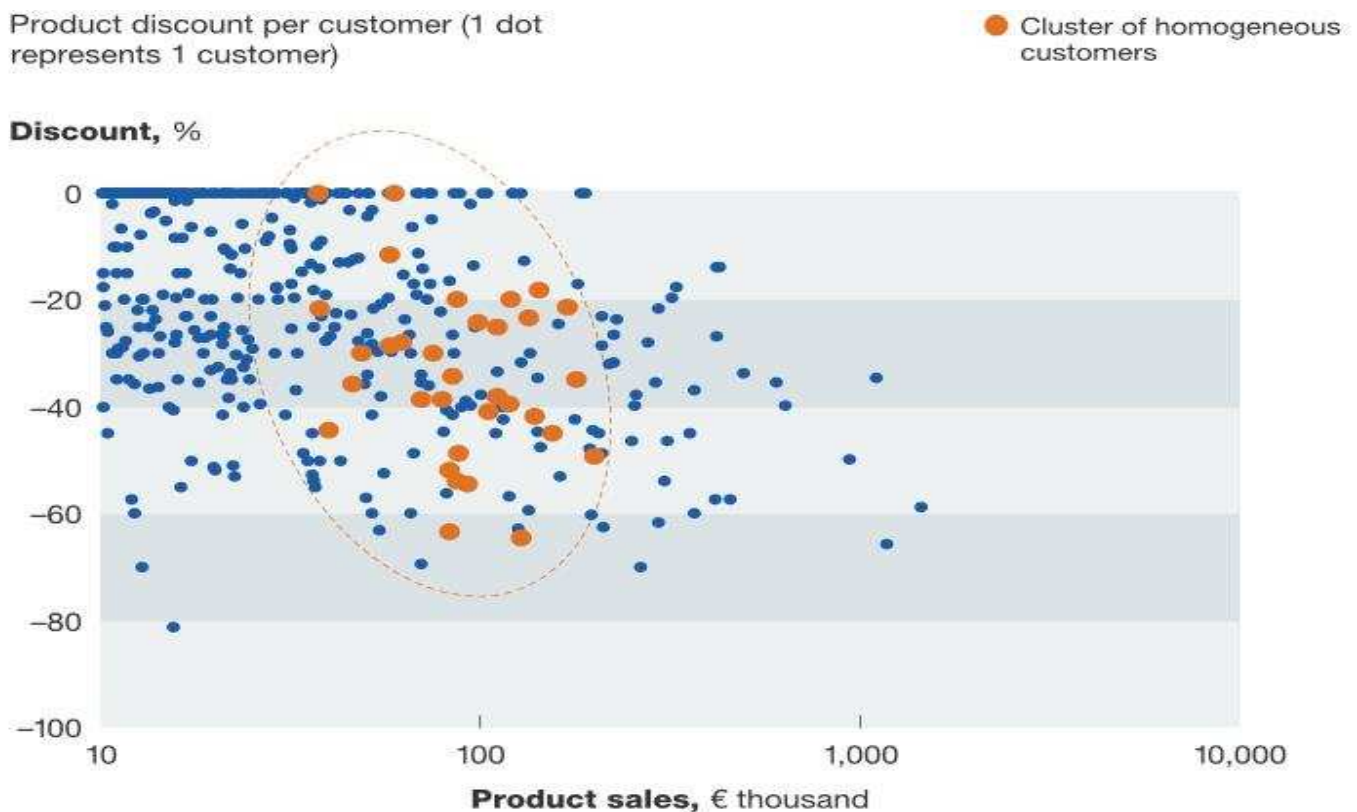
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commercial engine. For example, “dynamic deal scoring” provides price guidance at the level of individual deals, decision-escalation points, incentives, performance scoring, and more, based on a set of similar win/loss deals. Using smaller, relevant deal samples is essential, as the factors tied to any one deal will vary, rendering an overarching set of deals

economic situation, product preferences, and sales-representative negotiations—reveal what drives prices for each customer segment and product.

* **Automate.:**

It’s too expensive and time-consuming to analyze thousands of products manually. Automated



Source: The Linde Group; McKinsey analysis

useless as a benchmark. We’ve seen this applied in the technology sector with great success—yielding increases of four to eight percentage points in return on sales (versus same-company control groups). To get sufficiently granular, companies need to do four things.

* **Listen to the data.:**

Setting the best prices is not a data challenge (companies generally already sit on a treasure trove of data); it’s an analysis challenge. The best B2C companies know how to interpret and act on the wealth of data they have, but B2B companies tend to manage data rather than use it to drive decisions. Good analytics can help companies identify how factors that are often overlooked—such as the broader

systems can identify narrow segments, determine what drives value for each one, and match that with historical transactional data. This allows companies to set prices for clusters of products and segments based on data.

Automation also makes it much easier to replicate and tweak analyses so it’s not necessary to start from scratch every time.

* **Build skills and confidence:**

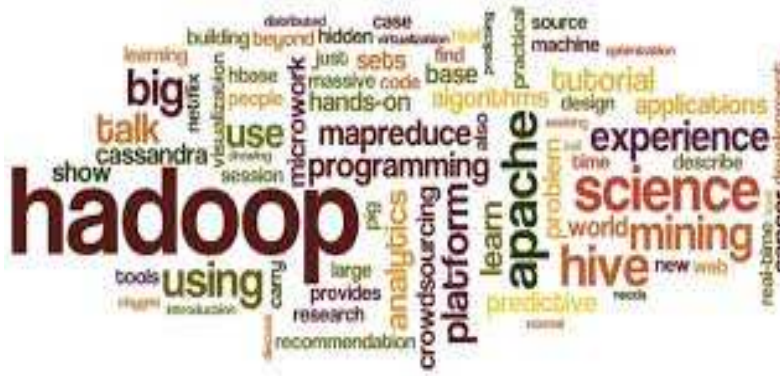
Implementing new prices is as much a communications challenge as an operational one. (continued on page 10)

Successful companies over invest in thoughtful change programs to help their sales forces understand and embrace new pricing approaches. Companies need to work closely with sales reps to explain the reasons for the price recommendations and how the system works so that they trust the prices enough to sell them to their customers. Equally important is developing a clear set of communications to provide a rationale for the prices in order to highlight value, and then tailoring those arguments to the customer. Intensive negotiation training is also critical for giving sales reps the confidence and tools to make convincing arguments when speaking with clients. The best leaders accompany sales reps to the most difficult clients and focus on getting quick wins so that sales reps develop the confidence to adopt the new pricing approach. “It was critical to show that leadership was behind this new approach,” says Robert Krieger, managing director of PanGas AG. “And we did this by joining visits to difficult customers. We were able to not only help our sales reps, but also show how the argumentation worked.”

* **Actively manage performance:**

To improve performance management, companies need to support the sales force with useful targets. The greatest impact comes from ensuring that the front line has a transparent view of profitability by customer and that the sales and marketing organization has the right analytical skills to recognize and take advantage of the opportunity. The sales force also needs to be empowered to adjust prices itself rather than relying on a centralized team. This requires a degree of creativity in devising a customer-specific price strategy, as well as an entrepreneurial mind-set. Incentives may also need to be changed alongside pricing policies and performance measurements.

We've seen companies in industries as diverse as software, chemicals, construction materials, and telecommunications achieve impressive results by using big data to inform better pricing decisions. All had enormous numbers of SKUs and transactions, as well as a fragmented portfolio of customers; all saw a profit-margin lift of between 3 and 8 percent from setting prices at much more granular product levels. In one case, a European building-materials company set prices that increased margins by up to 20 percent for selected products. To get the price right, companies should take advantage of big data and invest enough resources in supporting their sales reps—or they may find themselves paying the high price of lost profits.



TECH FACTS

- 51% of internet traffic is “non-human”. 31% is made up from hacking programs, spammers and malicious phishing.
- IBM’s Sequoia has taken the top spot on the list of the world’s fastest supercomputers for the US.
- It would take 1,000,000 human brains to store all of the information that can be found on the internet.



AN UNSUNG HERO OF INDIA- VERGHESE KURIEN

Post independence, India was suffering from a serious problem- shortage of milk and milk products. This may come as a shock to the citizens of one of the biggest agricultural-based countries in the world, but sadly it was true. Enter Verghease Kurien, the man who took India from a milk deficient nation to the largest milk producer in the world surpassing the United States in 1998. He is best known as the “Father of the White Revolution”.

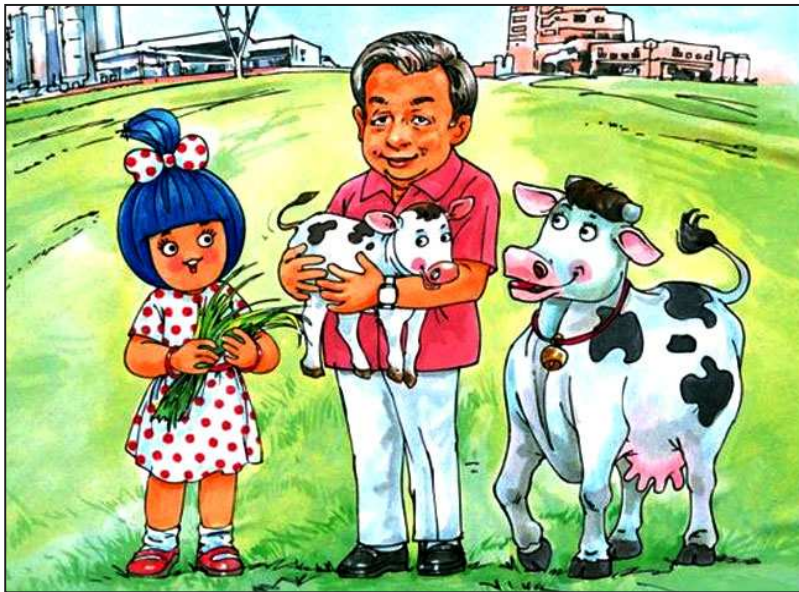
Verghease Kurien was born on 26 November 1921 at Calicut (Kozhikode) into a Syrian Christian family. His father was a civil surgeon in Cochin. He graduated in Physics from Loyola College, Madras in 1940 and then obtained his Bachelors in Mechanical Engineering from College of Engineering, Guindy. Subsequently he joined the Tata Steel Technical Institute, Jamshedpur from where he graduated in 1946. He completed his formal education at Michigan State University- a masters in Mechanical Engineering on a Government of India scholarship in 1948.

After completion of his master's degree when he returned to India, he was deputed to Government of India's experimental creamery at Anand, Gujarat and half-heartedly worked there. While he was working there, all he was focused on was the quick completion of his bond period so that he could quit.

He had already made up his mind to quit midway but was persuaded to stay back by Tribhuvas Patel. Now, this was the man behind the revolutionary and pioneering concept of bringing together Kheda's (the district in which Anand was located) farmers as a co-operative union for processing and selling their milk.

Inspired by Mr. Patel's efforts Kurien dedicated himself to the mammoth task (codenamed Op-

eration Flood) before him. His hard work paid off when Prime Minister Lal Bahadur Shastri embraced him for his selfless work. Mr. H. M Dalaya was a friend of Mr. Kurien and he invented the process of making skim and condensed milk from buffalo milk, as cow milk was not abundant. This



technology paved the way for Amul to successfully compete against Nestle. Upon its huge success Prime Minister Lal Bahadur Shastri created the National Dairy Development Board (NDDB) who wanted to replicate this model nationwide. Mr. Kurien was named Chairman of the Board for his dynamic leadership skills.

The ground 'breaking billion liter idea' (Operation Flood) was the world's largest agricultural development programme. It was a project undertaken by NDDB which made India a self sufficient nation in milk production. It doubled the milk available for a person and India's share accounted for 17% in the global milk production arena. It was a rural employment generator. This was simply achieved by “production by the masses and not by mass production”.

The Amul Dairy Experiment was followed in other districts of Gujarat as well, when Kurien set them all up under GCMMF in 1973 to sell the combined produce under a single brand name “AMUL”. Today Amul sells not only in India but also overseas.

He was felicitated with 12 honorary degrees from universities across the world. He was also the recipient of several prestigious prizes including the Ramon Magsaysay award who he shared with Tribhuvas Patel, the Padma Bhushan, the Padma Shri, the World Food Prize and the Padma Vibhushan etc. to name few.

(continued on page 12)

Now, this was a man who had dedicated himself to vastly improving the nation's dairy production thereby providing employment to millions of people and making India self sufficient. India is now one of the major exporters of dairy products in the world. He will continue to remain immortal in our hearts for he was a person who believed in this nation's capabilities when no one ever dared to do so.

itself, leave alone all. This tortuous situation makes it more complex for sure. Taking one step at a time, mastering one language at a time, will yield more success.

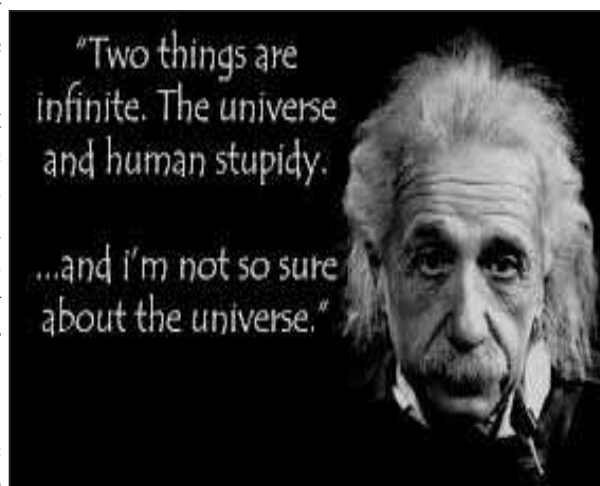
However, one CANNOT deny that learning things in the right way makes everything simple. There is no point in NOT learning and finding out more about a subject and also, expect everything to be lucid. Only when we find out more and more about something that confuses us, there is a chance of it becoming clear. It does matter about what we try to find out. Unnecessary details and things which are totally irrelevant to our topic of interest is up to no good. It will not help us in any way at any point of time. The right approach always wins.

As we acquire more knowledge, do things become more simple or complex?

Knowledge cannot be gained in a single day. It is something that must be gained on a day-to-day basis throughout our life. There will always remain an ocean of topics that we will stay clueless about - infinity and beyond. Knowing a lot about a wide range will definitely help one to shine and at the same time, widens our perspective. A feeling of respect undoubtedly arises when we come across a person who is able to quote things from a plethora of areas/interests than a person who only knows about a particular field and whose knowledge is constricted. For example, even for recruitment, you are preferred if u happen to be an all-rounder, rather than someone who knows nothing other than a particular subject in academics. However, it is a question whether it is actually necessary.

In our process to learn things, we keep acquiring knowledge and learning about things. Does it make us raise more questions or makes everything more simple??

That's what we need to find out. One may wonder, how the process of learning can possibly make something more complex. Let's take an IT student itself for an example. If the person tries to learn many programming languages at the same time, in order to acquire more knowledge, it is assured that the result will be chaos. The person will not be able to remember the proper syntax for any one language



Whether it confuses us or not, we cannot stop learning. And even the most knowledgeable person in the world will have something that he doesn't know. We need to keep learning everyday in the lesson of life and there is no full stop. By figuring out what is needed and what is not needed, we discover our real intelligence and shine. There is no limit to the knowledge that a person has to acquire. As William Shakespeare rightly said, " Ignorance is the curse of god; Knowledge is the wing wherewith we fly to heaven ".

-N Nivedita , 5th semester IT B

Music and the Engineering Student

If someone had told me a couple of years back that I wouldn't be able to survive even a single day without my earphones , I would have laughed it off , saying it was absurd.

Well, that was before I chose Engineering.

(continued on page 13)

Engineering and a few things are inseparable – Last minute prep, Xeroxed notes, frenzied record writing, Cultural , Industrial Visit – you can go on. A small, understated , but very important part of this life, is Music .

As engineering stu-

dents , travelling is inevitable. Like it or hate it, a few hours of travel every day has become a part of our daily grind. Or if you are a hosteller, the weekend bus/train to home . Whatever the case, our journey

wouldn't be complete without listening to some of our favorite songs.

Oh, you forgot your headphones? DISASTER!

So, what makes it so important for us to listen to Music?. Well, as sleep deprived individuals, we view the bus-travel as an extended sleeping time. Soft music helps us tune out the noise of traffic and eases us into sleep. Also, we face pretty hectic days at times (read for Practical, Semesters, Projects and what not) after which socializing with people next to you seems like an uphill task. All we want to do then is to escape into a 'Kabira', a 'Nenjukulle' or sync in tune to 'Happy'. A few songs and we forget our worries ('Oh god, I didn't know either 16 mark question from Unit 3' or 'Why did I have to get THAT ONE program I didn't know in semester practical? JUST WHY?! ' to name a few).

Ask any of us , and we'll tell you nothing can match the simple happiness we get out of listening to the latest 'I'm addicted to it' song on loop, while cool breeze (although a rare phenomenon in Chennai) steals in through the bus window. Also, there is nothing like good music to make you feel all positive and energized for the day ahead – it galvanizes

your mood and makes you feel ready for any surprises that may be in store.

I know some friends who concentrate better when they listen to songs – soft music works for some, others say high energy songs

are the best to help keep you refreshed while studying. And with the amount of late-night working we tend to depend on, this definitely is useful .

Fight with a friend? Can't go home this weekend? Exams/results trouble? Had a bad day? Had a great day? There's one in store



for everything.

Some of you might tell me, Music is Universal and has a role in everyone's life . Yes, It does belong to everyone, but I believe it is also true that there's a special little love story between Music and us Engineers . Yeah, Let's be proud of that B-).

-Vaishali Sarathy, IT B, III year.

AMAZING TRUTHS!!!

- If you stop getting thirsty, you need to drink more water. For when a human body is dehydrated, its thirst mechanism shuts off.
- There are only four words in the English language which end in -dous : tremendous, horrendous, stupendous, and hazardous.
- The only part of the body that has no blood supply is the cornea in the eye. Awesome! It takes in oxygen directly from the air.
- The owl is the only bird to drop its upper eyelid to wink. All other birds raise their lower eyelids .

The pupil of the eye expands as much as 45 percent when a person looks at something pleasing.

Captivating Chennai

Scorching heat, humid air, heavy traffic, speedy days, the dazzling beauty of Elliot's and marina beach, endless shopping destinations, sizzling food spots, frontier by the ocean-madras harbor, HOT sundals and bajjis by the shore and many more to add on, is what "Namba"(our) Chennai (Madras) has to offer. Yes! It's one of the biggest cosmopolitan cities of India, well known for its people and its strong cultural roots. August 22nd, commemorates the founding of the modern city of Chennai (previously known as madras) by establishing Fort St George on a small piece of land acquired from the last **King of Chandragiri** in 1639 by the British East India Company. Here rain is a distant relative and even a little drizzle brings in much joy. Chennai is known as the "**Detroit of India**" for its automobile industry and warmly called the "**Gateway of south India**".

A city gains its reputation from what it houses. Chennai has become the home for so many widely varying people by nature, culture, caste etc., Thus creating bonds between people of different platforms and bringing in a feel of brotherhood. Over the recent years, the growth of the city is tremendous and has gathered so much attention around it. "Madrasi's" (as popularly known- people of Chennai) are known for their hard work, dedication and sound knowledge. Its a city which is well known for royal treatment of its guests. Fortunately, it has a handful of age old monuments adding on to its credit ,like the Mahabalipuram for instance. Religious places could be spotted in every neighborhood proving its strong cultural background. Festivals are the little "Thiruvilla's" (celebrations) that Chennai could afford to step down to rejoice, out of its buzzing life. Chennai has



remained a trendsetter in many fields. It's a city where music is an integral part of everything and anything; more precisely the city loves classical style. Chennai is cricket crazy. People here just walk-in in numbers to cheer for their favorite side, be it the Indian team or the home team (CSK) . And yes, definitely has a huge fan fol-

low up for Football as well. Its a boon for the booming industries, due to its coastal location.

Being a Chennaiite, I thoroughly love my city of all its odds! Be it anything, Chennai always brims with energy

that is unmatched. She (Chennai) is a mother so caring, loving and with such unmatched charm.

For people who sit back and stereotype us to be-"**Typical Madrasi's**", all I wish to say is, "come down and stay with us!. You will just fall head over heels in love with our city". That's her-"Chennai".

-Savita .V, 5th semester, IT B

The Evils of Beggary

India is a home of beggars. When we go out we find hordes of beggars along the roads asking for money and food. We see children begging in most of the places. Begging has become a profession in India. Beggars remain successful in gaining our empathy. They can be categorized into two groups- the handicapped and the poor ones. Physically challenged people come into begging as they think they can't do anything better. People who are born poor or the

(continued on page 15)

The average person has over 1,460 dreams a year.

poor ones who don't have the capability to find a job, find begging the easiest way to earn a living. The main cause for this issue that we generally quote is "poverty". Poverty is not the lone cause. Religious beliefs in India often force people to help Fakirs and Sadhus. Thus with this income, begging has become an easier way of leading life without doing any physical work. We might feel content when helping beggars. But It is not always right to donate them. We might not know when we are helping them and when we are hurting them. In the case of an old man who is physically unable to work at the age of 70, it is help. In the case of children, we are hurting them by encouraging them to stay away from school, that is, we ruin their future.

Begging shames our nation. Tourists find it annoying when the crowd suffocates them with the monotonous "money song". Our nation's pride takes a hit due to these activities. This should be stopped. Lack of welfare schemes for the poor and low employment opportunities are major cause for this state of society. On the other hand, beggars cause a great loss of labor in Industries. They could do some useful work and live a decent life on their own. But they have been tuned to be idle and it is the most rigorous task for them to move out of their comfort zone. Thus, steps should be taken to decrease the number of beggars in India. Though several laws have been passed addressing this issue, it is not up to the mark. The factors leading to beggary should be curtailed.

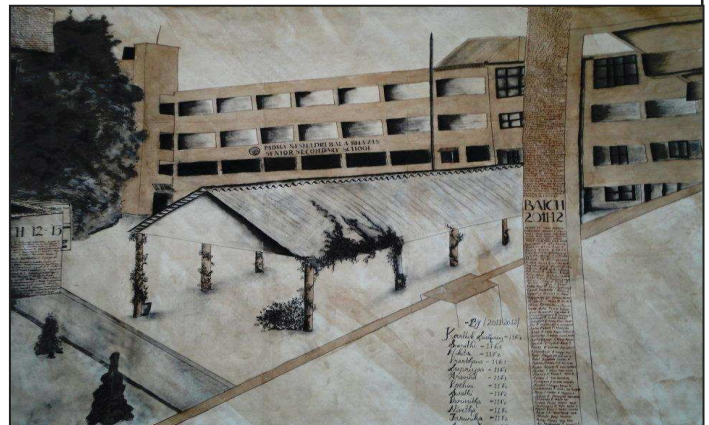
Government and NGO's should take effective actions with regards to this issue. Houses should be provided to the poorest community. They can be educated to work, to lead a noble life and to stand on their own legs. Organizations working for this cause should be supported financially and morally. Instead of lending money to a child, we can fund organizations for providing education and living environment to the uncared. We can convert beggary which is a threat to India as an opportunity and help in the development of the country!

-**Shahin Taj, 7th semester, IT-'B'**

School Life- The success behind every gratified pupil

*The point is to develop the childlike inclination for play and the childlike desire for recognition and to guide the child over to important fields for society. Such a **school** demands from the teacher that he be a kind of artist in his province.*

- Albert Einstein



School- this word definitely brings a chill down my spine, it is not only I who experience the fluttery feeling, every one who has finished his/her school life experiences the same emotion. Even though we are relieved as soon as we finish the so called "toughest", "life-determining" exams, it is at a later point of time that we realize that the

Seven

Cumbersome

Hours

Of

Our

Life was an extended home away from our home and it is like a lollipop, which sucks after it is gone. It is the only place where people (teachers) consider us as kids and are protective of us even today! The teachers instill in us all the ethical and social values which we forget as soon as we leave the place called heaven. They are the only human beings who enjoy all the pranks that we have played along with our friends on them.

What's a gleeful life without any alter egos? Life is a one-way journey and there is no predicting the

(continued on page 16)

outcomes. The only thing we can control are our choices which will define who we really are.

Choosing the best buddies makes our life elated and blissful. The infinite quarrels, frequent bunking of classes, sneaking out to the playground and playing under the scorching heat of the sun, the long night conference calls, the rollicking good time in the class rooms were an essential part of our school life. These thoughts remain as fresh as a daisy even today.

The rapport that we share with our school is undoubtedly a precious and immaculate one. No one apart from them can understand us inside out. The main difference between school and life is that in school, we are taught a lesson and then given a test. Whereas in life, we are given a test that teaches us a lesson!

- Kavya Singaravel, 5th semester, IT A

INDIA AT A GLANCE

As a part of community program, I got to have a small discussion with my friends about "Contemporary India" and while discussing I noticed a strong sense of negativity and hatred prevails in the minds of Indian Youth. I remember Vivekananda's words "If there is any land on this earth that can lay claim to be the Blessed Punya Bhoomi,.... the land where humanity has attained its highest towards gentleness, towards generosity, towards purity, towards calmness, above all, the land of introspection and of spirituality – it is INDIA". But what has happened now? I can blame the previous generations – the generations after the freedom and before us for not imparting how India was – its past glory with which if we were taught there would have been less choice for the hatred against the country. During freedom, possibly each and every family stood united to put an end to slavery. But years following freedom, we Indians started concentrating on our families more than on the country which has re-

sulted in the carefree attitude on the society. Since ancient times when men started to settle on the banks of river, he had cultivated his own food – and so culture started to grow slowly. And today India stands at the top of the world in terms of culture and agriculture.

A foreigner once asked Patel, the Iron man of India, what is your culture and he proudly replied, "Agriculture is our culture". India had approximately 36,000 (healthy) rice varieties alone. But today what happened to or what is happening to both culture and agriculture. Are they really developing? The answer is a harsh 'No' which may be bitter but it is a hard hitting reality. India once the topmost producer in the agriculture industry now imports the products. And the life of peasants has gone to the worst. An alarming report says that total of 2000 farmers are leaving agriculture every day and if this alarm does not wake us up now, agriculture will go into indefinite slumber. Somebody can say "So what we can eat the imported burgers and sandwiches for food. Adopting western things has never been a difficult task for Indians, right.

What is a culture? Simply saying it is the compilation of life practices articulated by a group of people living at a particular place with the knowledge of their experiences. Every community has its own culture and practices and we cannot say one is above the other. Every culture has its own ups and downs. A culture should be flexible enough in such a way that it can give up a certain thing and follow that certain thing from other culture if and if it is logical. So what makes Indian culture reach greater heights among the other cultures? Of course its culture formed by the myriad of cultures. We have different culture, different language even different eating practices but we are united under one thing – that is India. Then what comes as the threat to culture? We used to grow as a group, family were a joint family –

(continued on page 17)



"Almost" is the longest word in the English language with all the letters in alphabetical order.

festivals (sorry if you read it as party) where meant to be a place for healthy social gatherings, food was healthy and medicinal, we learned the life values rather than to mug up science and technology. Today the concept of nuclear family has come into existence. We are proud to say, "I don't know who lives by my next door", "I can rather spend my time social networking site than in a social gathering". It's the saving culture of India that helped her to manage the recent economic crisis with minimal loss where the so called developed nations were devastated. It is because of our mothers who have the habit of saving money. The plight of women security with number of rape cases increasing is still a major threat. Our culture is like 'we give to the society and we take from the society but the trend now is changing as we will never give to the society but we will exploit it'. We already lost the value of our valuable regional identities and traditions to westernization. I will never say that our culture is only the best but it has got some good element which makes it the one to be proud of.



other backbone of India – its Youth – who are the only pragmatic solution for the threats. Every third Indian is a youth in the age range of 15 – 34. By 2020, India is all set to become the youngest nation in the world with the average age of 29. A country develops when it has the energy and urge to develop which are the qualities of youth. If India has to prosper, its youth should be given a clear picture and awareness of what India is and what she wants right now.

India is the largest democracy in the world and the recent elections showed the miserable voters turn out in the urban 'well educated' areas. Democracy gets satisfied only when it includes the two way participation and that is what missing in India. The mentality is "I've voted and the elected person will keep things in order and I no need to have eye on the government. Let me concentrate only on my needs" and that's where democracy starts to

fail. The conclusion is India's future rest with its dynamic youth and **if they** were guided in an unerring way, India will be the better place to live in.

With the present day context I suggest an-

Jai Hind!

INDIVIDUALITY CRISIS

B: I...thought.....friends....

Conversation between 2 friends, A and B

B: hi! Why are you keeping to yourself now-a-days?

A: (*feeling insecure*): well, I don't feel like having a conversation with anyone (especially you)

B: why? What happened??

A: don't you realize how you have changed?

B: me?? (*Feeling surprised*) changed?? I don't understand what you are trying to convey. Be blunt and blurt it out.

A: are you aware that you suddenly have started to text, talk and behave like me? Even your hobbies for that matter! These define who I am. These are my identities which forms my individuality.

A: Oh please stop imitating me again!! (*Pissed off*) Intimacy in any relationship doesn't imply replicating your counterpart's actions and habits. Every time I text you I feel like I am texting my clone. I seriously loathe seeing you. Individuality is like a signature. Copying or imitating someone's gesture and manners indicate your inability to be creative. Kindly understand the problem from the first person's point of view.

B gapes.

- **Kavya Singaravel, 5th semester, IT A**

Paper Quilling, the unsung craft in India

What is quilling? Well, its a craft that anyone no matter what, can easily grasp. It does not demand a lot of materials in its making. All you need is a few paper strips and glue ! Basically quilling is the art of rolling, folding, twirling or otherwise shaping narrow strips of paper to create awe-inspiring designs.

Quilling requires some creativity though, the look and feel of the final outcome is completely unique and is pleasing to the eyes. One will realize the strength, firmness and durability of t such fine paper strips that are made use of during the quilling process, only on seeing the final quilled product.

Unity is strength, Indeed!



Though its a relatively simple art, it requires an important trait-“patience”, which is often found lacking in the present generation. Once you are patient enough to take time and start rolling up the strips, your end result will certainly be worth your efforts.

It could be described as the ideal craft because almost anything and everything can be made from paper quilling technique-right from jewelry, photo frames, 3D miniatures and what not ?! It has a wide application completely depending upon the individuals creativity.

Paper Quilling being a very versatile craft, can be implemented in numerous number of ways and sky is not the limit for the outcomes that can be obtained.

Quilling is a “craft worth experimenting with!”.

(See pg. 27 for more images.)

-Deepika.M.S, 5th semester, IT-'A'

AMAZING FACTS:

- The only 15 letter word that can be spelled without repeating a letter is not copyrightable.
- A duck's quack doesn't echo anywhere, no one knows why.
- Amazon's original name was to be Relentless and the URL relentless.com still redirects to the company website.
- A new identification system for the internet (IPv6) was launched on 8 June 2011, and ensures availability of trillions of new unique IP addresses.
- A rare functioning Apple 1 computer – the company's first product – has been sold at an auction for \$374,500 (£240,929).
- Programmer Charley Kline sent the first computer-to-computer message in 1969; only the first two letters got through before the system crashed. Today, over 80 billion emails are sent a day worldwide.
- IBM currently has the biggest data drive. At 120 petabytes, it can store 24 billion songs or backup the entire web 60 times.

You are born with 300 bones, but when you get to be an adult, you only have 206.

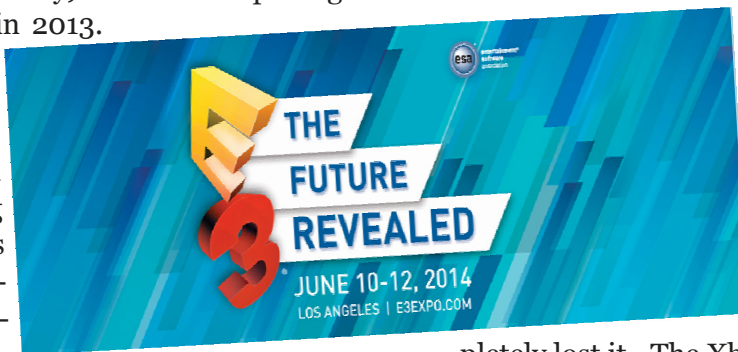
“WALK THROUGH : E3 2014”

The Electronic Entertainment Expo, the annual gala of the Electronic Software Association (ESA) had its 20th instalment conducted at the Los Angeles Convention Centre between the 10th and 12th of June this year. E3(as it is most commonly known among the gaming community) had a lot to put right from its sordid outing in 2013.

The 19th E3 flattered to deceive with major players Microsoft and Nintendo coming a cropper as far as releases and upgrades were concerned.

So basically this E3 was touted as a comeback for a lot of those giants. And comeback it proved to be. A host of new releases, upgrades on existing games, hardware releases, This E3 had everything in abundance...Lets just take a run-through of the major announcements from each major player and how they fared compared to last year...

The Los Angeles Convention Centre was the centre of all the hubbub in global computing circles between the 10th and the 12th of June. The E3 has over the years grown into one of the most widely followed conventions. No, not because of the entertainment and definitely not because of the growing number of gamers world over. The main reason behind the meteoric rise of E3 is the amount of investment that goes into gaming. Over the years the gaming industry has become a multi-billion dollar venture. Games are not just seen as entertainment, they are rather seen as a simultaneous upgrade on software and hardware. The research put in for gaming directly influences the quality of products; Example-Microsoft could actually use components of their gaming division in their next Windows release, as odd as that sounds... So the investment in gaming keeps increasing exponen-



tially every year, with the view that they not only realise profits, but also supplement production of other software/hardware the company may have to offer... And this particular E3 certainly did see the stock rates of some of the firms going skyward...It is ironic how the Call of Duty poster was put up on the giant screen...The motto reads- “Power is everything”... And right now

“GAMING IS POWER”...

So onward to the big announcements...

MICROSOFT:-

Microsoft had a lot to prove this time around...To say that they had an absolutely wretched 19th E3 would be an understatement...They completely lost it...

The Xbox One with the Kinect Motion Sensing Package was supposed to revolutionize gaming...Granted it did, but the decisions taken with respect to it showed a total lack of vision...Firstly the One was priced at an absurd \$699; compare that to the PS4 which came at \$499, and it becomes a no-brainer...Secondly, the One was supposed to have an open internet connection at all times; that killed markets in the Third World—there are certainly very

few who can afford a 24*7 internet connection...And then of course, came the worst announcement of the expo-the game disks were priced at Rs.3500 (you heard it right) in India...Not too bright considering that if you want a

worldwide base you start by pleasing India...

So then how do you go about putting right a monumental mess like that? Well you make monumental changes...

The Xbox One has seen its price drop by 300 bucks to \$399. Disk prices are expected to take a drop as well. Result-Sales of the console are expected to double, with the 360 recording sales of up to 84 million this past year...A rise you feel has been propelled solely by the brilliance of Kinect. Bright start...

(continued on page 20)

...It doesn't stop there though. A whole host of new releases has been announced-prominent among them being Ori and the Blind Forest, Phantom Dust and Halo 5:Guardians...



That is not all though... The very popular Forza racing series has 2 releases-the Forza Motorsport 5 and the Forza Horizon 2. A concern voiced with the Motorsport line was the absence of Nurburgring Sport Park; one had to unlock it/buy it in the previous edition. This time though it has been included for free...



The Nurburgring-Reel vs. Real



And then of course, the really big news...The Tomb-Raider is back...Angelina Jolie reinvents herself in the "RISE OF THE TOMB RAIDER"

So then a rather brilliant recovery for Microsoft. Considering the flop show the previous year, not many



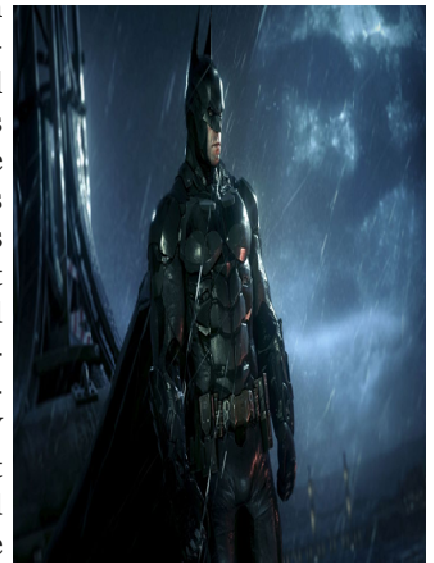
were expecting a lot from the corporate giants.

Maybe that worked to their advantage. All in all it was a pretty solid outing from Microsoft. They turned to trusted series' like Tomb Raider, Halo and Forza, while giving a new experience with the likes of Ori...A very good outing from Microsoft. Hopefully they will build on this in the coming days.

SONY:-

If you can rely on someone, you can rely on Sony. They put in another good shift at this year's expo. Their list of releases included Metal Gear Solid 5,

Batman: Arkham Knight and the latest in the Mortal Kombat instalments - X. However the biggest of Sony's announcements came with respect to the hardware and entertainment divisions. Sony has announced a new TV show 'Powers', that can be streamed onto TVs from the PS4 console. It's a



classic superhero novel, and Sony expects a pretty big response from its American customer base to the show. And then there is the news of the impending release of PlayStation TV. The TV is a remote play client that allows user to stream Playstation4 content over their television lines. Impressive. Not just that. Sony has actually gone forward with its Project Morpheus virtual reality headset, though initial suggestions points that the project may stall.

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The virtual reality headset enables the gamer to 'feel' games, i.e., it gives the gamers the idea that they are actually 'inside' the game, in the form of the characters that they play with/control.

As always, Sony have again outdone themselves. Very good, logical releases, backed up by some excellent hardware, Sony have once again clinched the deal.

ELECTRONIC ARTS(EA):-

EA whichever way you look at it, had an abysmal E3. A grand total of just 5 releases and you have lots of raised eyebrows. Add to it the fact that there is no new release of the Need for Speed Series, and people are promptly turning their



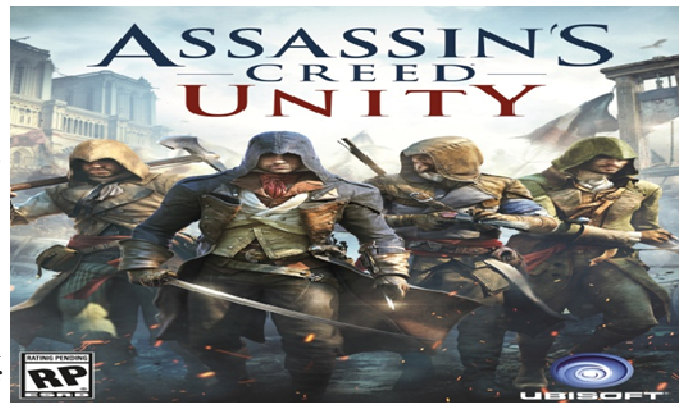
backs on EA. It isn't overtly going to affect their revenue though. As always, it was FIFA that again saved their E3 from becoming a total washout. FIFA 15 has livelier crowd graphics, extended ball physics, player tussles and guess what-jerseys now get dirty over the course of the match. Definitely sounds like it has all the ingredients to rake in the moolah, yet again.

Other releases include Sims 4, the NHL (National Hockey League) series 15, Mirror's Edge 2 and Star Wars: Battlefront.

Maybe it wasn't such a good expo for EA. But that doesn't mean they can't have a successful year. Criterion games-a division of EA, most famous for their involvement in the crash-bang racing games, have announced that they plan to go, well more crash-bang... This time though they don't intend to stop at cars...If reports are to be believed the crashing and banging is all set to go to a whole new level, with Helicopters, ATVs, Snow Mobiles all coming into play...Scary... Fun, but scary...

UBISOFT:-

Ubisoft had a decent outing at the expo. Continuation of existing titles held Centre stage. And what greater crowd puller than the Assassin's Creed? The latest is titled Unity, and it centres around the time of the French



Revolution and the Storming of the Bastille.

The protagonist is a Dorian, an Austrian youngster who was taken into the brotherhood very young. Gameplay is again vastly improved, the weapons even more so-a newer stealth blade, double barrel pistols etc.,. Asian gamers would probably be disappointed as they were led to believe that the game would be centred around 17th century Samurai-ruled Japan. Ubisoft have gone back to Europe though, after the 2 tales on the other side of the Atlantic. Tough luck, I guess...

The other releases included Far Cry 4, and 2 new titles under the Tom Clancy stable, Division and Rainbow 6: Siege. A very good performance no doubt, but there could have been a few more releases or at least some positive announcements.

Those are the major players done with. However there was some big news from both Rockstar Games and Activision.

Rockstar announced that GTA 5 would become available to PS4, Xbox One and PC later this year. The PS4 and Xbox One announcements were always expected, but the PC announcement should serve as a welcome boost for PC gamers, especially in the subcontinent. Rockstar were initially not too interested in having a PC component of the game, for the reason that there are not too many systems around that have enough processing and graphical wherewithal to run the game. Even Alienwares could struggle and, that is considering the game to be run at the minimum frame rate(40 fps). And then of course there is the problem of excessive heating; an hour of the game and systems could end up as molten pools! Yikes...So I guess the onus is now on the likes of Dell and HP to come up with systems

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capable of withstanding the well, onslaught...

O yup almost forgot, GTA 5 is all set to be given an online makeover...Stream and play, that seems to be the mantra nowadays...

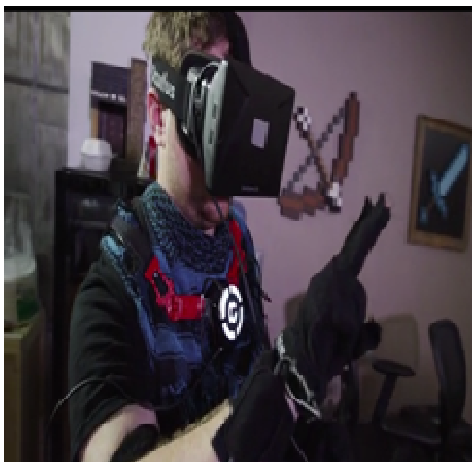
That above is the latest in the Call of Duty line from



Activision. Yeah I know, this already exists. The point the game can only be run on a PS3 or an Xbox. But Activision has announced the development is complete and very soon there will be PS4 and Xbox One versions of the game. Slick stuff, if you ask me... The game announcements are done, but there were some eye-catching hardware that were also exhibited at the expo. Sony's PlayStation TV and Morpheus headset (already covered) were the obvious highlights. The trend seemed to be towards virtual controllers. Morpheus has gained so much ground in recent months that people forget that not too long ago the Oculus Rift was being touted as the next big thing as far as virtual control goes. It still is a better option, with Morpheus only a product under development, but then again Sony's superior marketing strategy has clicked...

Another virtual controller on display was the Control VR.

Unlike the Morpheus and Rift, this is not just a headset, but a collection of hardware including arm-bands, harness, gloves and proximity sensors. The basic idea is that the headset



alone cannot let you sync your in-game movements to those outside, so a whole lot of other wires and bundles have been added. Negative side-You feel like a saddled horse. Positive-You get to look like Iron Man.

See what I mean?

Razer continues to tread new ground, this time with a new "smart band" that works as a stand-alone device that provides basic fitness band-like functionality, but it can also be synced with smart-phones to access features like text messages, caller ID, social media updates, and Google Maps directions. Given Razer's affinity for gaming, there's a chance the Nabu may play well with games that support phone and tablet integration down the road. Razer is also proudly touting the Nabu's ability to seamlessly share data between users. All it takes is a simple handshake. And that's not all from Razer. The NZXT H440 Mid Tower Case was introduced with custom lighting and new side panels. The H440 offers plenty of fans for ventilation, including three 120mm fans and one 140mm fan, support for a wide range of water cooling solutions, and lots of ducts and crevices in order to maximize cable management. The Razer branded variant is a bit pricey at \$150, which is \$30 more than the retail price of the standard H440, which also comes in a variety of different colours. Guess PC gamers waiting for GTA 5 may think about getting one of these. So that is a basic run-through of all the big happening from E3 2014. There was a considerable improvement in the quality of releases from 2013, and major players also made concerted efforts to rectify their bloopers from a year ago. Not that there weren't any disappointments. No Need for Speed release, a quieter Ubisoft stable-not the ideal E3 you would say. But then again it wasn't too bad either.

Bottom-line - E3 2014 was enjoyable and fun. The onus lies with the companies to now build on the success and put up an even better show come next June. Till then, let's just keep our fingers crossed!

- S.Giridharan, 5th semester, IT-'A'

“THE RIGHT TO BE FORGOTTEN”

Forgiving, Forgetting and moving forward, it is believed that these three words hold the key to progress. We all have made mistakes in the past, seen bad days come and go, and with great efforts have managed to make peace with ourselves. It is a popular belief that we are made wise not by the recollection of our past, but by the responsibility for our future. It is this belief that has now taken the shape of a concept called the **“Right to be forgotten”** that has been discussed and put in practice in the European Union, USA and Argentina in the recent years. Over the past years, this has been the object of increasing attention and concern, as people tend to realise how relentless the iron memory of the Internet can be, and how suddenly data from the past can re-emerge in unexpected contexts, and create a distinct feeling of unease for many.

The right to be forgotten manifests itself in allowing individuals to delete information, videos or photographs about themselves from internet records, and thus prevent them from showing up on search engines.

The origin can be traced back to the time when, A Spanish man, **Mario Costeja González**, complained about some pages originally published in January and March 1998 in a Spanish newspaper (and later republished on the internet) which announced a government-ordered real estate auction following attachment proceedings to recover social security debts that he owed. He argued that the newspaper and Google should remove the information about the auction, which came up prominently in searches on his name, because they infringed his right to privacy - they weren't relevant to his situa-

tion today.



Court of Justice ruled that the paper can leave the information on its website, but that Google has to remove the links to those pages from its index. It is Google that has been hit and not the newspaper because the newspaper gets the protection of being "media" under European data protection law (which offers various protections and exemptions for jour-

nalistic work). Google has explicitly opted out of being described as a "media" company. The judges decided that because Google collects lots of data and then processes it, and that that data includes information about people, it is a "data controller" under the meaning of the EU data protection directive. "Data controllers" have special obligations in the EU - including the responsibility

to remove data that is "inadequate, or no longer relevant".

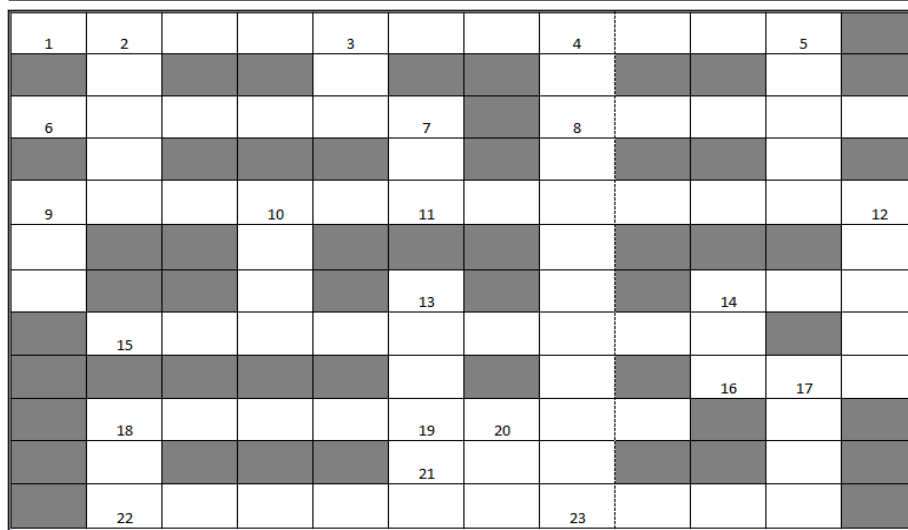
The ruling is carefully phrased: *“Someone who wants information about them taken out of the index will have to apply to Google, which will then have to weigh up whether it is in the public interest for that information to remain.”* So this saves Google's index from being emptied out of anything about people. There has been a huge response from people with Google being hit by increasing number of requests from people who want to exercise their new found right.

This law has sparked debates and discussions across the globe, people see it as a change for the good, while many deem it as impractical and believe that it is not possible to be “completely forgotten” after you are “known” by the pages of the internet.

Victorious in its mission or not, the law certainly serves as the first step towards bringing a change to the world of internet!

- **Srinidhi.S, 5th semester, IT-'B'**

TESTING CROSSWORD:



Horizontal:

1. Software is modified for any reason testing needs to be done to ensure that it works as specified and that it has not negatively impacted any functionality that it offered previously (10)
6. Method used for creation of _____ object in QTP (6)
8. He is the author (first name) of QuickTest Professional Unplugged (5)
9. This is one of the recovery scenario (second word) is QTP and useful in handling crashed applications at runtime (5)
11. AND, OR & NOT are know as _____ operators (7)
14. Accessibility Check point is used to check the _____ standards on web pages in web application (3)
15. Accunetix is the most popular _____ testing tool (8)
16. It is a scripting language to use in Winrunner (3)
18. Testing done on code (8)
21. How To Run QTP Scripts at Scheduled Time? The third word of this sentence (3)
22. The wait statement in Silk Test Tool (5)
23. It is an online test case management (TCM) and test-tracking system built with PHP and a SQL backend tool (short form) (3)

Vertical:

2. Deviation from software requirements to design(5)
3. It is a tool (short name) to allow Java programmers to write re-usable tests for web applications that, unlike HttpUnit, drive the actual web browser on the actual platform
4. Logical extension of unit testing (11)
5. A piece of code that simulates the activity of missing components (4)
7. It is an quick and easy command line automation tool, in short form (3)
9. It is a methodology (short form) used to develop and refine an organization's software development process (3)
10. Every project/product involves this life cycle (4)
12. Opposite of Global Variable in QTP (5)
13. Defect Found by Internal Team/Total no of defects found) * 100 is called, in short form(3)
14. It is a open source web automation testing tool which uses Watir as the library to drive web pages (3)
17. An automation tool (first name) for testing the functionality of enterprise applications in any environment, it is invented by Segue Software and acquired by Borland in 2006 (4)
18. Service built for a Web Application is called, in short name (3)
19. Oracle, SAP _____ tools (3)
20. An error in a program or a malfunction in a program's code (3)

TECH FACTS:

Some interesting facts about IT, but I think my favorite has to be – A computer byte stems from bite, (the smallest chunk of data computer can bite at one go) Traditionally, half a byte is a nibble .

- The QWERTY layout used for English language computer keyboards is 135 years old. It was originally invented for a new form of typewriter.
 - The first portable computer, the Osborne I, weighed 11.88kg (1stone 12lbs) and three ounces, and measured 52 cm (20.5 inches) wide.
 - The processor in the first Apple computer (the Apple I) is 1,000 times slower than today's Apple iPads.
 - Londoner Jonathan Ive (1967-) designed iMac, iPod, and iPhone. In 1999, he was named as one of the world's top 100 inventors under the age of 35.
 - Google uses over 1 million computers for its operation and handles over 1 billion search requests—per day.
 - While it took the radio 38 years and the television a short 13 years, it took the World Wide Web only 4 years to reach 50 million users.
 - 160 billion emails are sent daily, 97% of which are spam.
 - Spam generates 33bn KWh of energy every year, enough to power 2.4 million homes, producing 17 million tons CO₂
 - Spammer gets 1 response to every 12 million emails they send (yet it still makes them a small profit).
 - A twillionaire is a twitterer with a million or more followers.
 - There are some 1 billion computers and some 2 billion TV sets in use.
 - There are more than 4 billion cell phones in use. About 3 million cell phones are sold every day.
 - The first known cell phone virus, Cabir.A, appeared in 2004.
 - Since 2008, video games have outsold movie DVDs.
 - Amazon sells more e-books than print books.
 - Facebook has 500 million registered users...
- about 100 million less than QQ.
- About 1.8 billion people connect to the Internet, 450 million of them are English speakers.
 - Google indexed it's 1 trillionth unique URL on July 25, 2008. That is thought to be about 20% of all the pages on Internet but a high percentage of World Wide Web (the public Internet).
 - One Google search produces 0.2g of CO₂. But since you hardly get an answer from one search, a typical search session produces the same amount of CO₂ as boiling a kettle does.
 - Google handles about 1 billion search queries per day, releasing some 200 tons of CO₂ per day.
 - Google uses an estimated 15 billion kWh of electricity per year, more than most countries. However, Google generates a lot of their own power with their solar panels.
 - The first public cell phone call was made on April 3, 1973 by Martin Cooper.
 - The Motorola DynaTAC 8000X was the first cell phone sold in the US; launched on April 11, 1984, it was designed by Rudy Krolopp and weighed 2 pounds.
 - About 20% of the videos on YouTube are music related.
 - 24 hours of video viewing is uploaded every minute on YouTube.
 - People view 15 billion videos online every month.
 - On average, US netizens view 100 videos per month each.
 - Flickr hosts some 5 billion photographs, Facebook hosts more than 15 billion.

CAPTION IT:

Caption: Sometimes accompanying yourself is the price to be paid!

TECH FACTS:

- Ninety-one percent of all adults have their mobile phone within arm's reach every hour of every day .
- You could own your own robot that has a weapons system that will shoot 6000 BB bullets per minute every time you smile - if you have \$1.35 million to spare!
- Ninety percent of text messages are read within three minutes of being delivered.
- On average, technology users carry 2.9 devices on them at all times.
- Marc Andreessen founded Netscape. In 1993, he had already developed Mosaic, the first Web browser with a GUI.
- Boeing was the first airline to discover the Y2K problem, way back in 1993.
- Satyam Online become the first private ISP in December 1998 to offer Internet connections in India.
- Google got its name from the mathematical figure googol, which denotes the number 'one followed by a hundred zeros'.

PAPER QUILLING:



VARTHAMANA



Dr.T.Sree sharmila

Dr. T. Sree Sharmila obtained her Ph.D. degree from Anna University, Chennai under the Faculty of Information and Communication Engineering in July 2013 for her dissertation “Efficient Analysis of Satellite Image Denoising and Resolution Enhancement for Improving Classification Accuracy”.



Dr.S.Chitra

Dr. S.Chitra obtained her Ph.D. degree from Anna University, Chennai under the Faculty of Information and Communication Engineering in July 2014 for her dissertation “Integrated Authentication and Trust Assessment System for Peer-to-Peer Networks”.



Dr.S.Karthika

Dr. S.Karthika obtained her Ph.D. degree from Anna University, Chennai under the Faculty of Information and Communication Engineering in July 2014 for her dissertation “Efficient Behavioral and Relational Analysis for Tagging Pivot Actors in Clandestine Network”.



SWAGATHAM

Ms. G. Muneeswari joined as **Assistant Professor on 7th July 2014**. Ms. Muneeswari graduated from Crescent Engineering College in 1998 with Computer Science Engineering as her major. She did her M.E from S.R.M Engineering College in 2004. Presently she has submitted her Ph.D thesis report from Anna University. Prior to joining SSN, she was with Panimalar Engineering College as Associate Professor in the IT Department. She has an overall experience of about 14 years in teaching in various institutions.



Ms.G.Muneeswari

She has published more than 20 papers in national level and international level Conferences. She has also authored a book "Fundamentals of computing".



Dr.N.Bhalaji joined as **Associate Professor on 28th July 2014**. He obtained his Ph.D from Anna university Chennai in the year 2013 and received his Bachelor of Engineering degree in Computer Science Engineering in 2002, Master of Engineering Degree in Computer Science Engineering in 2004 .



Dr.N.Bhalaji

His publication includes 8 international journals, 9 international conferences (1 ACM, 1 Elsevier, 4 Springer book series) and 2 National conferences. He is acting as an Associate Editor and member of Editorial Committee for the following journals CiVE journal, AIRCC, Information technology journal, Journal of artificial intelligence Journal of Computer applications, International Proceedings of Computer Science and Information Technology, (IACSIT Press)



HIGHLIGHTS OF IT STAFF ACTIVITIES SINCE JAN' 2014

Mr. R. Vinob chander, AP/IT, delivered a hands-on presentation on "Contiki for the IoTs", for selected staff and students at Sri Venkateswara College of Engineering, Chennai on 10.01.2014

Dr. K. Premkumar attended the CEFIPRA Workshop from 13.01.2014 to 15.01.2014 on "New Avenues for Network Models", at the Indian Institute of Science, Bangalore.

Dr. K. Premkumar attended the IFCAM Workshop on Social Networks, at the Indian Institute of Science, Bangalore on 16.01.2014.

Mr. R. Vinob chander, AP/IT gave a talk on "Interface descriptions for describing Sensors, Actuators, Batch, and Parameter types in a CoRE network" on 27.01.2014 at IIT Madras.

Ms. R. Swathika A.Prof/IT and Mr. A. SandanaKaruppan A.Prof/IT organized guest lecture on "Big Data and Analytics - An Overview" by Mr. Sundar Vinayakam from TCS for Final year and PG students on 05.02.2014

Ms. R. Swathika A.Prof/IT and Mr. A. SandanaKaruppan A.Prof/IT organized guest lecture on "Mobile Operating System" by Mr. Ramesh Jothamani from TCS for pre-final year students on 06.02.2014.

Mr. V. Sivamurugan, Assoc. Prof/IT attended the Two days Workshop on Android Application Development conducted by VIT Vellore from 16.02.2014 to 17.02.2014

Ms. S. Mohanavalli, AP/IT and Ms. T. Shanmugapriya AP/IT attended a presentation on "Big Data Mining" by Dr. Archana Ramesh, Data Scientist, nPario Inc, USA at CSI Education Directorate, Taramani, Chennai on 19.02.2014.

Ms.S.Chitra, AP/IT, Ms. S. Karthika, AP/IT, participated in the Two day National workshop on Cyber Security organized by SETS and CSI, Chennai from 28.02.2014 to 01.03.2014.

Mr. R. Vinob Chander, AP/IT successfully completed "M101JS: MongoDB for Node.js Developers" a course of study offered by MongoDB, Inc. (Delaware, US) with a grade of 95% on 04.03.2014.

Ms. R. Swathika A.Prof/IT and Mr. A. SandanaKaruppan A.Prof/IT organized guest lecture on "Enterprise Social Networks - An Overview" by Mr. Amirth Das from TCS for third year and PG students on 05.03.2014.

Mr. A. SandanaKaruppan, AP/IT, attended Workshop on National Workshop on Android Application for Sensor Cloud at AU-KBC Research Centre, MIT, Anna University, Chennai on 06.03.2014

Dr. K. Premkumar, Assoc. Prof/IT delivered a key note address on "Research Challenges in Networks" in the International conference on Electrical, Communication and Computing (ICECC - 2014), organized by Tagore Engineering College, Chennai on 13.03.2014.

Mr. V. Arulkumar AP/IT, attended 2 Days National level Workshop on Cloud driven applications at school of Com-

puter science and Technology, sented the following conference Karunya Univesity, Coimbatore. I paper:

year M Tech IT students (Ashwin I. M. Thaya, S. Poornima Natarajan M, Chandrasekar S, "Comparison Analysis of Feature Level Fusion in Multimodal Biometrics System" in an International Conference on Modeling, Optimization and Computing (ICMOC 2014) held 10.04.2014 to 11.04.2014 at Noorul Islam University, Kumaracoil.

Dr. T. Sree Sharmila, Assoc. Prof/IT has published the following paper on 18.06.2014, R. Niruban, T. Sree Renga Raja, T.

Sree Sharmila, "Colour Filter Array Demosaicing using Weighted Edge with Colour Difference Property", Pensee Journal, Vol. 76, No. 3, pp. 478-489, Mar 2014. [IF: 0.063]

I. M. Thaya, S. Poornima AP/IT has presented a paper titled "Biometric Authentication for Realtime Digital Images" in a National Conference on Computing, Communication and Signal Processing (NCCCSPP 2014) held during 03.04.2014 to 05.04.2014 at SSN CE/ IT.

Dr. A. Shahina, Prof/IT has published the following paper:

Ananda Kanagaraj .S, Shahina. A, Devosh .M, Kamalakannan. N, "EmoMeter: Measuring Mixed Emotions Using Weighted Combinational Model," Proc. Fourth International Conference on Recent Trends in Information Technology, Chennai, India, April. 10-12, 2014.

Ms. S. Poornima AP/IT, S. Subramanian has presented a paper titled "An Efficient Feature Level Fusion for a Multimodal Biometric System using Correlation Filter" in an international conference on Modeling, Optimization and Computing (ICMOC 2014) held during 10.04.2014 to 11.04.2014 at Noorul Islam University, Kumaracoil and received best paper award for the image processing session.

Ms. S. Poornima, AP/IT pre-

Mr. I. Joe Louis Paul, AP/IT presented the following conference paper:

I. Joe Louis Paul; S. Radha; J. Raja, "Performance Study on the Effect of Degree Distribution in LT Codes", in 2nd International Conference on Modeling, Optimization and Computing (ICMOC -2014) organized by Department of Mechanical Engineering, Noorul Islam University, Kumaracoil during April 10-11, 2014, and was awarded the best paper award. The same paper will be published in Journal of Applied Mechanics and Materials.

Mr. V. Arulkumar, AP/IT organized one day Hands on session in Openstack cloud environment for M. Tech IT Students. Session talk was given by Mr. P. Karthikeyan, Senior System Engineer, SETS India, Chennai.

Mr. I. Joe Louis Paul, AP/IT presented the following conference paper, I. Joe Louis Paul; S. Radha; J. Raja, "The Impact of Encoding/Decoding Overhead on the Throughput

HIGHLIGHTS OF IT STAFF ACTIVITIES SINCE JAN' 2014

Mr. V. Thanikachalam AP/IT presented a paper on "Human Action Recognition by Employing DWT and Texture" in the Springer International Conference on Artificial Intelligence and Evolutionary Algorithms in Engineering Systems organized by the Nooral Islam University held on 22nd and 23rd April 2014, Kumaracoil, Tamilnadu.

Dr. T. Sree Sharmila Assoc. Prof/IT has published the following papers:

♦ Ananda Kanagaraj, S., Sree Sharmila, T. and Arjun, G. "BloodStore: A Location Aware Application for Blood Donation Using Augmented Reality", Proceedings of National Conference on Computers, Communication and Signal Processing, (NCCCSP), Department of IT, SSN College of Engineering, Apr 2014, pp. 9-14.

♦ Sudha. T and Sree Sharmila. T. "Efficient Analysis of Mean and Median Shift Clustering for Satellite Images", Proceedings of National Conference on Computers, Communication and Signal Processing, (NCCCSP), Department of IT, SSN College of Engineering, Apr 2014, pp. 67-71.

♦ Niruban. R., Sree Renga Raja, T. and Sree Sharmila. T. "Novel Color Filter Array Demosaicing in Frequency Domain with Spatial Refinement", Journal of Computer Science, Vol. 10, No. 9, Apr 2014, pp. 1591-1599. [IF: 1.35]

Ms. P. Vasuki, AP/IT gave the department research talk titled "Ensemble of Classifiers" on 03.05.2014.

Dr. T. Nagarajan, Prof & Head/IT, attended the PSRG meeting organized by Department of Information Technology, Ministry of Communication and Information Technology, at New Delhi and presented the project progress at SSNCE on 16.05.2014.

Dr. A. Shahina, Prof/IT has published the following papers in May 2014:

♦ J. Divya, A. Shahina, S. Uma Maheswari, "Building Speaker Recognition System using Lombard Speech", in Proc.9th International Conference on Electrical, Electronics, Robotics and Mechanical Engineering (ICEERME), May, 2014.

♦ M. Mehala, A. Shahina, S. Uma Maheswari, "Mapping Lombard Speech to Normal Speech", in Proc. 9th International Conference on Electrical, Electronics, Robotics and Mechanical Engineering (ICEERME), May, 2014.

Mr. V. Thanikachalam, AP/IT, gave the department research talk titled "Human Activity Analysis" on 17.05.2014.

Mr. I. Joe Louis Paul, AP/IT, successfully completed the synopsis meeting of his Ph.D. work on 27.05.2014.

Ms. S. Sasirekha, AP/IT has published the following journal paper: Ramya P, Sasirekha S, "Text Mining System for Non-Expert Miners", International Journal of Computer Science and Information Security, Vol.12, No.5, May 2014, ISSN 1947-5500, (pp. 14-18).

Dr. T. Nagarajan, Prof. & Head/IT has co-authored the following paper has been accepted for presentation in the "INTERSPEECH", the most prestigious conference for speech signal processing: Ramani B, Actlin Jeeva M P, Vijayalakshmi P, Nagarajan T, "Cross-lingual Voice Conversion-Based Polyglot Speech Synthesizer for Indian Languages" INTERSPEECH - 2014, Singapore on 10.06.2014

Mr. R. Vinob Chander, AP/IT

gave guest lectures in the Anna University Sponsored FDTP on Computer Networks (Subnetting, RIP, CIDR, RIP, OSPF, BGP), Jeppiaar Engg. College, Chennai. From 11.06.2014 to 16.06.2014.

Dr. T. Nagarajan, Prof. & Head/IT, presented the progress report of the MCIT project in the consortium meeting on 15.06.2014.

Dr. T. Nagarajan, Prof. & Head/IT, delivered two invited lectures in "TTS Workshop" organized by DA-IICT, Gandhi Nagar, Gujarat on 17.06.2014:

♦ HMM-based Speech Synthesis

♦ Multilingual Speech Synthesis - Polyglot Speech Synthesis

Mr. V. Sivamurugan, Assoc.Prof/IT attended a training programme on "Embedded Linux Porting" organized by AES Lab, Bangalore from 5th July 2014 to 6th July 2014.

Mr. I. Joe Louis Paul, AP/IT presented the following conference paper:

I. Joe Louis Paul; S. Radha; J. Raja, "On Improving the Successful Decoding Performance of MDD based LT Codes for Erasure Channels", in the Proc. of International Conference on Control Instrumentation Communication and Computational Technologies (ICCICCT-2014), pp. 280-284 organized by Department of EIE, Noorul Islam University, Kumaracoil from July 10 to July 11th 2014 and won the **Best Paper Award**. The same paper will be published in IEEE Digital Xplore.

Ms. N. Radha, AP/IT presented the following conference paper:

N. Radha, A. Shahina, G. Vinoth, A. Nayeemulla Khan, "Improving recognition of syllabic units of Hindi language using combined features of throat mi-

crophone and normal microphone speech", from July 10 to July 11th 2014 in the Proc. of International Conference on Control Instrumentation Communication and Computational Technologies (ICCICCT-2014), pp. 1498-1503. The same paper will be published in IEEE Digital Xplore.

Dr. R. Srinivasan, Prof/IT gave an invited talk in the Workshop on "Analog and Digital Design using cadence tools" organized by SRM Easwari Engineering College on " Understanding FinFET : Device and Circuit" on 11.07.2014

Dr. R. Srinivasan, Prof/IT has submitted a project proposal on 16.07.2014 to DST for funding as detailed below:

♦ Title:" IDDGFET, FGFET and IDDG-FGFET based Tunable Analog Building Blocks for Transceivers "

♦ Amount - 38.84 Lakhs
PI - R Srinivasan, Co-PI - Dr Premanad V Chandramani (ECE) and Mr. K. K. Nagarajan (MCA)

Mr. V. Sivamurugan, Assoc.Prof/IT attended a training programme on "Embedded Linux BSP Boot camp" organized by AES Lab, Bangalore from 19.07.2014 to 20.07.2014

Dr. T. Nagarajan, Prof. & Head/IT published the following paper:

B. Bharathi, T. Nagarajan, "Speaker verification using speaker-specific-text", WSEAS Transactions on Signal Processing", E-ISSN: 2224-3488, Vol.10, July 2014, pp. 320-330, Impact factor: 0.914 (Annexure II)

Editorial Board

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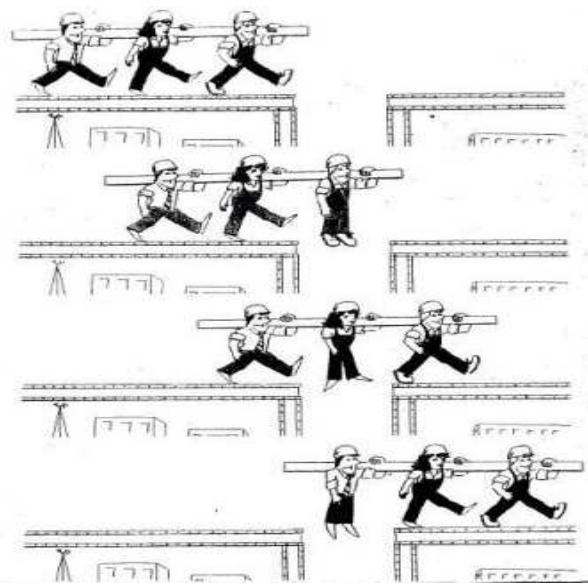
Dr. T. Nagarajan

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Message from Editors:

Heartfelt thanks to all contributors and supporters. Here's hoping you like this edition of identity, SSN-IT Department's identity.



**LET US
SEE WHAT'S
ON YOUR
MIND**



Please mail your suggestions to,

→ Dr.T.Nagarajan - nagarajant@ssn.edu.in

→ Dr.S.Karthika - skarthika@ssn.edu.in

→ Ms.S.Vidhusha - vidhushas@ssn.edu.in