

Dell & HP's winning streak continues in Gaming Laptop too p24

Amazon, Google, & Bose still reign the Smart Speaker space p41

Samsung beats Apple to lead the Smart Watch space p53

Sony, Samsung & LG maintain the lead in the Smart TV segment p65

₹125

VOL. 35 | ISSUE 6 | June 2022

www.pcquest.com

PCQUEST

TECH TODAY & TOMORROW



Here are the top-rated Consumer Tech Brands of 2021

PCQ USERS' CHOICE 2022

Brands that won consumers' hearts



Special Subscription offer on page 58

76 pages including covers



Struggling to find your way in HCI?

Let performance and
efficiency be your guide.

AMD
EPYC



Know More : trustadvisory.info/tra/home.php

© 2022 Advanced Micro Devices, Inc. All rights reserved. AMD, the AMD Arrow logo, Epyc and combinations thereof are trademarks of Advanced Micro Devices, Inc.

Maximise uptime and performance of

DATA CENTRE



Bry-Air...Your Mission Critical Partner

- Corrosion Prevention • Humidity Control



BRY-AIR (ASIA) PVT. LTD.



21C, Sector-18, Gurugram - 122015, Haryana, India
bryairmarketing@pahwa.com



Toll Free
1800 102 7620

Social Connect



Overseas Offices: Malaysia • China • Switzerland • Brazil • Nigeria • Vietnam • Indonesia • Philippines • Korea • Japan • UAE • Saudi Arabia • Bangladesh • USA • Canada

EDITORIAL

MANAGING EDITOR: Thomas George

EDITOR: Sunil Rajguru

ASSOCIATE EDITOR: Soma Tah

CONSULTING EDITOR: Pradeep Chakraborty

CONTRIBUTING EDITOR: Pratima H

CONTENT WRITER (ONLINE): Kapish Khajuria

SUB EDITOR: Manisha Sharma

DESIGN MANAGER: Nadeem Anees

CYBERMEDIA LABS

SENIOR MANAGER: Ashok Pandey

VICE PRESIDENT RESEARCH: Anil Chopra

BUSINESS

SR. VICE PRESIDENT & GROUP HEAD:

Rachna Garga (rachnag@cybermedia.co.in)

ASSOC. VICE PRESIDENT(ONLINE):

Harjinder Singh

NORTH & EAST

MANAGER: Sudhir Kumar Arora

SOUTH & WEST

MANAGER: Shubhadeep Sen

MARKETING & ALLIANCES

(marketing@cybermedia.co.in)

SR. VP & GROUP HEAD: Rachna Garga

SR. MANAGER MARKETING: Rajiv Pathak

OPERATIONS, EVENTS & COMMUNITIES

SR. VP & GROUP HEAD: Rachna Garga

GENERAL MANAGER: CP Kalra

SR. MANAGER, MIS & DATABASE:

Ravi Kant Kumar

MANAGER: Ashok Kumar

CIRCULATION & SUBSCRIPTIONS

SR. VP & GROUP HEAD: Rachna Garga

SR. MANAGER: Sarita Shridhar

MANAGER: Alok Saxena

EXEC.-AUDIENCE SERVICE: Aalove Thakur

SR. PRESS CO-ORDINATOR:

Harak Singh Ramola

CHENNAI: C Ramachandran

For subscription queries contact:

rsepcq@cybermedia.co.in

Send all your tech questions to:

pcquest@cybermedia.co.in



http://twitter.com/pcquest



http://facebook.com/pcquest



http://linkedin.in/pcquest



http://gplus.to/pcquest

EXPLORE



**Here are the top-rated
Consumer Tech Brands of 2021**

CORPORATE OFFICE: Cyber House, B-35, Sec-32, Gurugram (NCR Delhi) 122001. India

email us pcquest@cybermedia.co.in

call us +91-124-482-2222, fax us +91-124-238-0694

OUR OFFICES

BENGALURU: Address: 205-207, Sree Complex (Opp. RBANMS Ground), # 73, St John's Road, Bangalore - 560 042. Tel: +91 (80) 4341 2000, Fax: +91 (80) 2350 7971

MUMBAI: Address: 404 Trade Square, Mehra Industries Compound Safed Pool., Sakinaka, Andheri East, Mumbai - 400072. Mobile: 9969424024

DELHI: Address: Cyber House, B-35, Sec 32, Gurugram, NCR Delhi-122001.

Tel: 0124-4822222, Fax: 2380694

Printed and published by Pradeep Gupta on behalf of CyberMedia (India) Ltd, printed at printed at M/s Archana Printers, D-127, Okhla Industrial Area, Phase-1, New Delhi, published from D-74, Panchsheel Enclave, New Delhi-110017. Editor: Sunil Rajguru. Distributed in India by IBH Books & Magazines Dist. Pvt. Ltd, Mumbai. All rights reserved. No part of this publication may be reproduced by any means without prior permission.



EXPLORE

PCQ USERS' CHOICE 2022

p14

HP & DELL FOUGHT NECK AND NECK IN THE DESKTOP SPACE

p19

LAPTOP SEGMENT CONTINUES TO BE RULED BY DELL, HP, & LENOVO

p24

DELL & HP'S WINNING STREAK CONTINUES IN GAMING LAPTOP TOO

p30

SAMSUNG LEADS THE TABLET SEGMENT

p36

SAMSUNG SWEEPS THE BOARD IN THE SMARTPHONE SEGMENT

p41

AMAZON, GOOGLE, & BOSE STILL REIGN THE SMART SPEAKER SPACE

p48

WIRELESS HEADSET SPACE IS HEAVILY DOMINATED BY SONY

p53

SAMSUNG BEATS APPLE TO LEAD THE SMART WATCH SPACE

p60

SAMSUNG TOPPLED XIAOMI TO LEAD THE SMART BAND SPACE

p65

SONY, SAMSUNG, & LG MAINTAIN THE LEAD IN THE SMART TV SEGMENT



p71

Oppo RENO7 PRO 5G Smartphone

p73

Acer Aspire VERO AV15-51





Sunil Rajguru

✉ sunilr@cybermedia.co.in

*Wishing
for more
Make in
India*

Choice in the time of the pandemic

Welcome to the latest edition of the PCQuest User's Choice Awards. This is one of the most detailed surveys taken in India featuring the feedback of about 10,000 users. The categories feature all manner of devices: The ubiquitous Desktop PC, Laptop, Smartphone and Smart TV. There's also the Gaming Laptop, Tablet and Wireless Headset. Then there are devices that could well rule the future: Smart Speaker, Smart Watch and Smart Band.

This issue is all the more important because it has been more than two years of the pandemic and people's digital lifestyles have changed drastically. Gadgets were always an inherent part of our lives and now they have become even more so. Everyone is trying to find what digital ecosystem suits them even as currently the lockdown seems a thing of the distant past. So the personal ecosystem continues to change.

While Dell, HP and Lenovo rule the laptop-desktop segment, Samsung leads the tablet market. Apple seems to be gaining ground in all categories, as is ASUS. In the Smartphone category it's Samsung and the Chinese players as we still wait for a Make in India entry. Amazon Alexa and Google Home are going strong and this segment could see a huge spurt if Smart Homes gain ground in India as a result of the Covid Techceleration and the fact that 5G is imminent.

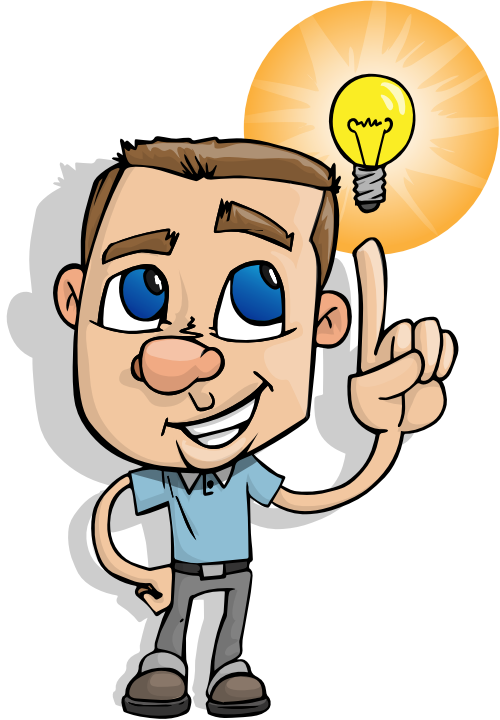
In Wireless Headsets traditional players like Sony and JBL are dominating. The Indian brand boAt is making its presence felt. Samsung is doing great in both the Smart Watches and Smart Band spaces. In Smart TVs also, its traditional players like Sony, Samsung and LG.

The biggest problem here is probably the lack of Indian brands which still fall way behind global players. India's New Computer Policy came out in 1984, Liberalization in 1991, the National Telecom Policy came in 1994 and the commercial Internet came in 1995.

The Y2K crisis at the end of the millennium led to India becoming the IT services superpower of the world. That's one area where we have really dominated and our annual DQ Top 20s reflected this. After that we had the smartphone, startup and broadband (both fixed and mobile) revolutions. Still despite all that, we are yet to come out with world beating Make in India products in 2022.

The government has come out with a string of Performance Linked Incentive schemes in semiconductors, electronics, hardware, telecom etc. One hopes that this will reap big dividends in the future. Here's hoping to at least one local Make in India brand in the Top 3 of each and everyone of the above 10 categories in the years to come!

Sunil Rajguru



Ashok Pandey

✉ ashokpa@cybermedia.co.in

Can you suggest a perfect laptop for hacking?

■ *Nikhil Mahanta*

A great option for the job is a mobile workstation. You should look for a mobile workstation which is packed with an Intel Xeon processor, and a minimum of 16 GB RAM. Get dedicated graphics for better overall performance. This laptop would be capable of multitasking and handling large 4K files. It will easily be able to run virtual machines that you might need for your hacking work. Surely you need huge storage space to keep various files and install different apps, better choice would be a 1 TB SSD storage, or you can go for a hybrid – 512 GB SSD and 1 TB HDD.

Can you help me understand the use of graphic cards in laptops?

■ *Manohar Khadka*

A graphics card is an essential component of any device- mobile or laptop, that is responsible for rendering images to the display. All CPUs come with integrated graphics, but if you need to do gaming, graphics, animation, or other high-end graphics-intensive applications, then you need a dedicated GPU. For instance, gaming laptops

#PCQuestTroubleShoot

with a dedicated laptop GPU can easily process intensive gaming graphics, while a laptop with integrated graphics is capable of rendering only computing graphics.

I am looking for the best yet affordable laptop. Can you suggest?

■ *Sreejan Verma*

You've not specified a budget but presuming you're looking for something in the 30 to 35k price bracket, I can recommend two options if your requirement is mostly for home. One is the MSI Modern 14 B10MW-660IN. It's a sleek and lightweight device that's perfect for various applications used for daily productivity. Powered by an Intel i3-10110U CPU, coupled with a 4 GB RAM, 256 GB SSD and Intel UHD Graphics. The 14-inch sleek laptop costs around INR 32,389.

Another good option is Lenovo IdeaPad Slim 3 81WB018EIN. It costs around INR 34,990 and is powered by a 10th Gen Intel Core i3 processor, 8 GB RAM, 256 GB SSD, and Intel UHD Graphics. This 15.6-inch laptop can handle all daily productivity tasks with ease.

How can I upgrade my laptop to play some games?

■ *Ishan Kodru*

If you want to play some of the light game which doesn't require a dedicated GPU for graphics processing, then you could add more RAM and replace the HDD with an SSD (in case the laptop didn't come with the latter). If your screen isn't FHD then you could buy an FHD monitor.

Remember, onboard GPUs are not powerful enough to play the heavy-duty AAA gaming titles. If you want to enjoy those, then you'll have to buy a new laptop with a dedicated GPU.

Is there any way to speed up my computer?

■ *Gargeya Gupta*



There are two ways – first, identify the bottlenecks that are slowing down your PC. Old unnecessary files, data and temporary files, etc. clear them to boost the performance. Use the Task Manager and Resource Monitor to identify which components are just waiting and which components are overloaded. You can manage them by reducing their load.

The second option is upgrading your CPU, RAM, and SSD, etc. Replacing the hard disk with a new SSD will likely be the best upgrade to speed up your computer. If nothing works get a new PC from a manufacturer like HP that comes with preloaded features to manage your PC for the best performance.

Is it fine if I leave the phone on charge for the full night?

■ *Anamika Singh*



Yes, you can, the modern smartphone and laptops come with overcharging protection feature. These feature helps to protect your battery; it automatically cuts off the power. With old devices, this feature wasn't available meaning the battery can be damaged if you leave the charger on overnight.

Is there any major difference between a laptop and a notebook?

■ *Pratyay Kulkarni*



There are some differences – Laptops are usually larger and heavier than notebooks. However, in terms of processing power, both can be powered by the same CPU. Being thin and lightweight notebooks used to have fewer connectivity options while laptop offers numerous connectivity option.

Nowadays, no laptop or notebook comes

with an optical drive or DVD drive however a few years back, laptops used to have an optical drive or DVD drive. As I mentioned earlier, modern devices have no major differences, for instance, if you are looking for a powerful laptop but don't want to invest much then can go for a thick laptop or can choose a thin and light notebook.

Is a graphics card really important in laptops or computers?

■ *Divyesh Thakur*



It depends on what software applications or games you intend to run on the computer. For instance, if you are a home user and would run some basic apps such as Chrome, MS Office, etc, then you don't need a dedicated graphics card. The inbuilt graphics like Intel UHD is good enough. The same goes for business users as well. However, when it comes to running graphics-intensive apps like Adobe Premiere, AutoCAD, or games like GTA, Thief, Machine Learning applications, etc. then a dedicated GPU is a must. If you are a basic user, then you can get a laptop with an integrated GPU.

What are some of the best cheap laptops for a programmer?

■ *Tanveer Rajgadkar*



It depends on what kind of programmer you are. For instance, for front-end or full-stack web developers, a basic laptop would do. But when it comes to application development, then the need for resources increases. For Machine Learning applications or Blockchain app development, powerful graphics processing capability is needed. Data scientists, for instance, need a machine with a powerful dedicated GPU and 16 GB or 32 GB RAM.

As you are looking for the best yet cheap machine, I would suggest to check out a laptop which is powered by the latest-gen Intel i5 CPU coupled with 8 GB RAM and 512 GB SSD. It would be a good laptop for programmers, however, if you're into ML and Data science programming, then you should explore a mobile workstation.



Your IT Ecosystem Is Constantly Threatened By Rising Levels of Security Risks

reduce it with a better understanding of any vulnerabilities in your network with Nemasis PRO.

Key Features:

- Reports in Compliances format.
- Real-time Customizable Dashboards
- Credential Management for Authenticated Scans
- Integration with other solutions (SIEM, CRM, Log Aggregators)
- Passive Vulnerability Scanner (PVS)
- Alerting Actions
- Distributed Scanner Support
- Data Analysis and Output Formats

Scan QR code & get your FREE trial for **Nemasis** NOW!!! ➔



PCQ
USERS'
CHOICE
2022



WINNER



Here are the top-rated Consumer Tech Brands of 2021

Satya Sundar Mohanty, CyberMedia Research
Ashok Pandey & Soma Tah, PCQuest
✉ pcquest@cybermedia.co.in

We are back again with the popular PCQuest Users' Choice Awards- one of the most popular awards editions where consumers get to pick the winners across 10 product categories. Check out our detailed report and the survey findings by CyberMedia Research (CMR) for each product category to know which brands won the consumers' hearts in 2021 and why?

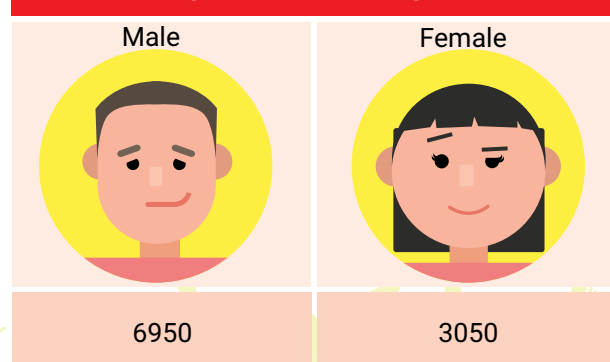
The 2022 PCQuest Users' Choice Awards recognize the product brands that users have bought and are likely to buy in the future. The selection of the winners is backed by the largest of its kind consumer product survey in India undertaken by CyberMedia Research (CMR), covering as many as 10,000 users. The survey has been conducted following a methodology designed to map different consumer aspects, such as the current choice of brands, future preferences,

satisfaction, advocacy, and the brand affinity, etc. So, let's take you through the entire process.

We brought you a comprehensive and bit by bit analysis of the survey findings, along with their graphical representations which will make it easy to understand even the slightest the shift in the consumers' mindset.

We have explained the methodology in our detailed report for each category. Hence, let's understand the profile of the audience we surveyed:

GENDER BREAK-UP



AGE BREAK-UP

18 to 25	1996
26 to 35	3502
36 to 45	2992
46 to 55	1510



Our Core objective was to map the brand awareness, current brands' products and satisfaction of different brands in their respective product categories. We also mapped the reason for using a particular brand as well as their future preference and recommendation to the buyers. We also measured the loyalty of users for each brand. Based on all the above parameters, we have developed the brand affinity index of each category.

▼ Survey Methodology

We reached out to 10,000 users across the top Indian cities such as Delhi, Mumbai, Kolkata, Bangalore, Chennai, Hyderabad, Ahmedabad, and Pune. We covered 1,000 users for each category, thus covering 10 categories we gathered survey results from 10,000 users. We reported results separately for each category. It was an online survey where users chose their brands they are using currently and shared their feedback around it.

The survey questionnaire sought information on six basic areas:

- **Spontaneous awareness:** It is the percentage of users who could recall different brands spontaneously when asked about the awareness of brands in a particular product category.
- **Current usage:** It is the percentage of users who primarily use any particular brand. Also, the reasons for using their current brand was captured.
- **Consideration:** It is the percentage of users who would consider any particular brand at the time of their next purchase.
- **Satisfaction:** It is the percentage of users who are satisfied with their current brands. It has been captured in a 5-point scale.
- **Loyalty:** This signifies the likelihood of users to choose the current brand as their next brand of choice. It has been captured in a 5-point scale.
- **Advocacy:** This signifies the likelihood of users recommending their current brand to their peers. It has been captured in a 10-point scale.

▼ Awards Categories

The survey was conducted to identify the

top brands across 10 popular products/gadget categories. Based on the survey outcome, the winners have been declared across the following categories:



▼ How did we decide the winners?

We assigned a certain weightage for all the six parameters. The value of each parameter was standardized to represent all the parameters in one scale. The average weighted score of all the parameters was calculated to derive the affinity index of all the brands in each category. Finally, based on the derived Index score, the winners were identified for each product category. 🏠



Apeejay Institute of Management & Engineering Technical Campus, Jalandhar

Affiliated to I.K Gujral Punjab Technical University (IKG-PTU), Kapurthala
Approved by AICTE, MOE | NAAC Accredited | Established in 1997

PROGRAMMES OFFERED

Engineering & Technology

4 years/3 years* (*for lateral entry)

**B.Tech - Computer Science
Engineering (CSE)**

**B.Tech-CSE (Artificial Intelligence
& Machine Learning)**

**B.Tech-CSE (Internet of Things & Cyber
Security including Block Chain Technology)**

Computer Application

MCA (2 years)

BCA (3 Years/2 Years*)

(*for lateral entry)

Management

MBA (2 years)

BBA (3 years)

B.Com (H) (3 years)



Our Highlights



25+ years of
spreading excellence
in management
education



Smart and virtual
classrooms supported
by learning
management system



Industry interface
through summer
internships and
live projects



Strong
alumni
network

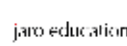


Industry-
centric
curriculum



Excellent
placement
record

Some of our Key Recruiters



...and many more

(*We offer only placement assistance. Placements may vary with industry requirements, market sentiment and student merit.)

For more details: Apeejay Institute of Management & Engineering, Technical Campus,
Rama Mandi - Hoshiarpur Road, Jalandhar - 144007

Website: <https://aimetc.appeejay.edu> | Admission Helpline: 9569-181-181

Follow Us on: /aimtcjalandhar

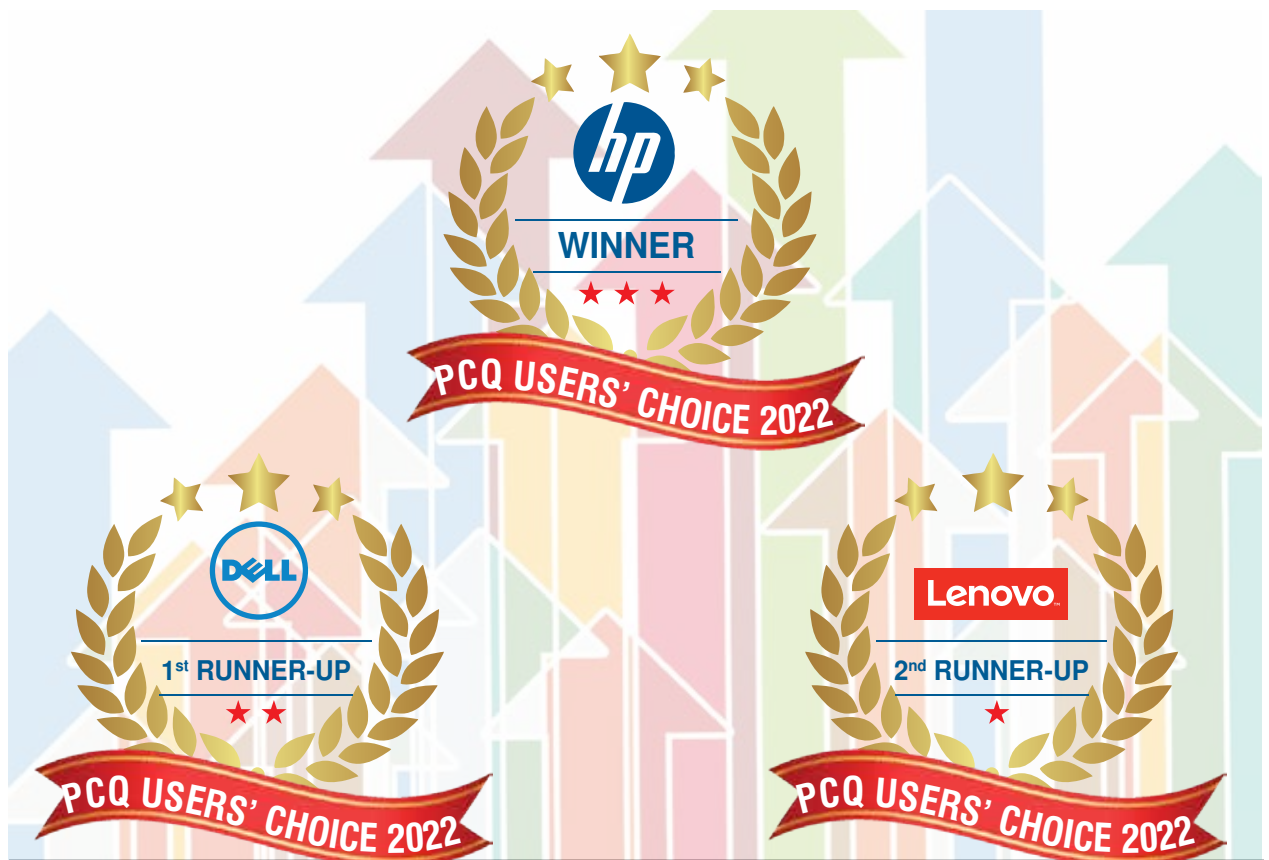


DESKTOP

HP & DELL FOUGHT NECK AND NECK IN THE DESKTOP SPACE

Satya Sundar Mohanty, CyberMedia Research
Ashok Pandey & Soma Tah, PCQuest

✉ pcquest@cybermedia.co.in



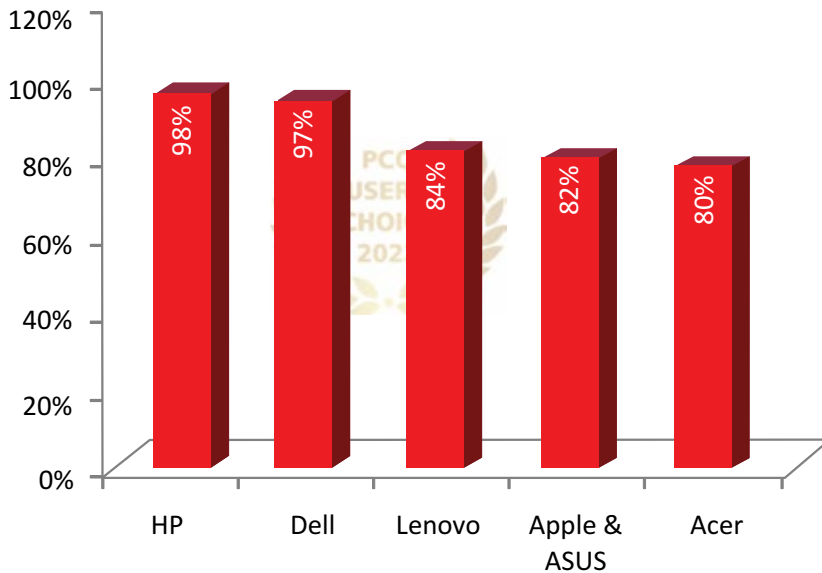
Although the top three spots were grabbed by three leading brands – Lenovo, HP, and Dell, people are ready to experiment with other brands

Without any doubts, desktop PCs are more powerful than laptops and for many a preferred option too, as you can customize as per your own computing requirements and tastes. Professionals and gamers generally prefer

desktops over laptops, as desktops are more suited for carrying out intensive workloads and their graphics processing power. According to a report published on Statista, the Desktop PC market is expected to grow annually by 2.59 percent CAGR between 2022-2026.

Desktop – Brand Affinity Index

PCQUEST CMR



Dell is ruling the laptop category, while HP is ruling in the desktop category, closely followed by Dell. Lenovo got the third spot and Apple and ASUS scored the same followed by Acer. The picture has not changed much from laptop to desktop. Even when compared to last year's result, it's almost the same with only one change – Apple's entry among the top five.

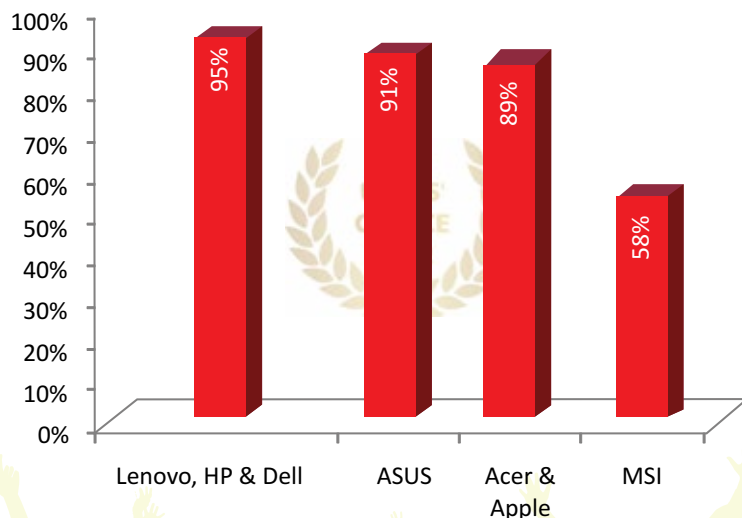
* All the graphs show the top 5 brands' scores only



Here we got to see some changes, the top spot was grabbed by Lenovo, HP, and Dell. ASUS is next in the race, followed by Acer, Apple, and MSI. The graph shows that while people still believe in the traditional/reowned brands, that's not deterring them from experimenting with other brands.

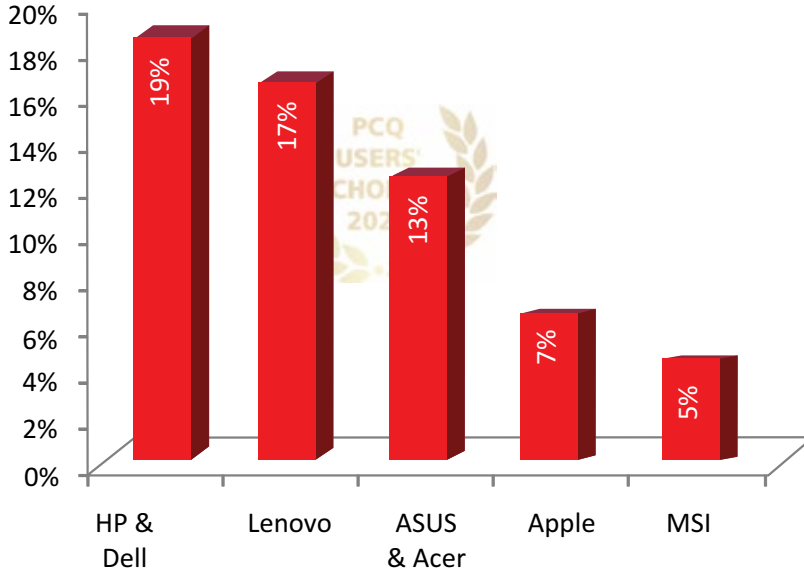
Desktop – Spontaneous Brand Awareness

PCQUEST CMR



Desktop – Current Brand Usage

PCQUEST CMR



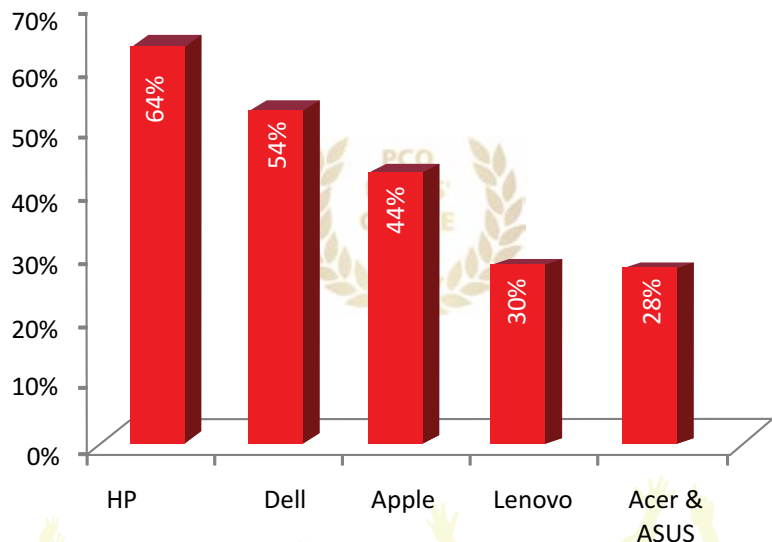
Be it laptops or desktops, Dell and HP have consistently been the close competitors. Currently, most users have HP and Dell PCs with equal shares of the user base. Lenovo is the next, while ASUS and Acer are in a fight to gain a higher user base. Apple and MSI are still far behind in the race. Last year, HP was champion and Dell was slightly behind, but this year both are fighting neck and neck. Lenovo has also gained a bit of market share along with ASUS and Acer.



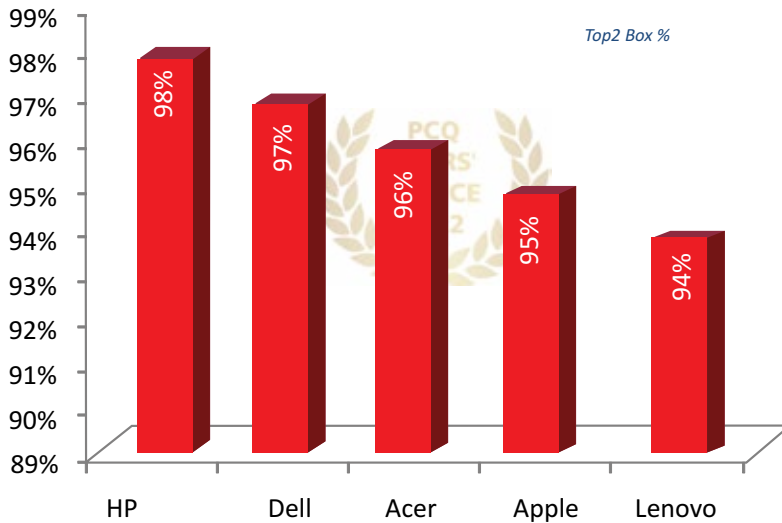
Desktop – Future Purchase Consideration

PCQUEST CMR

In the future also, HP is likely to lead the market, albeit with strong competition from Dell. Only 7 percent of our respondents have been using Apple desktops, but in future 44 percent are likely to consider buying an Apple desktop. It is also interesting to note that Apple was not even in the top five list in our last year survey findings for future purchase consideration, but this year it grabbed the second runner-up spot.



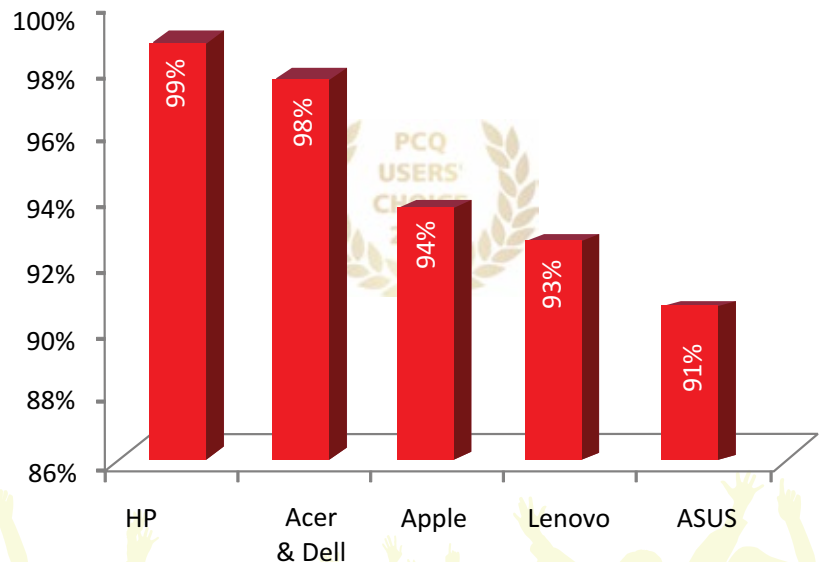
Desktop – Overall Brand Satisfaction



Our survey shows that HP users are the most satisfied ones with their purchase, followed by Dell, Acer, Apple, and Lenovo. Last year, Lenovo was the winner in this survey segment, followed by Dell, HP, Acer, and ASUS. Apple could change the game next year, and we would not be surprised if Apple gets more votes in all the survey segments.



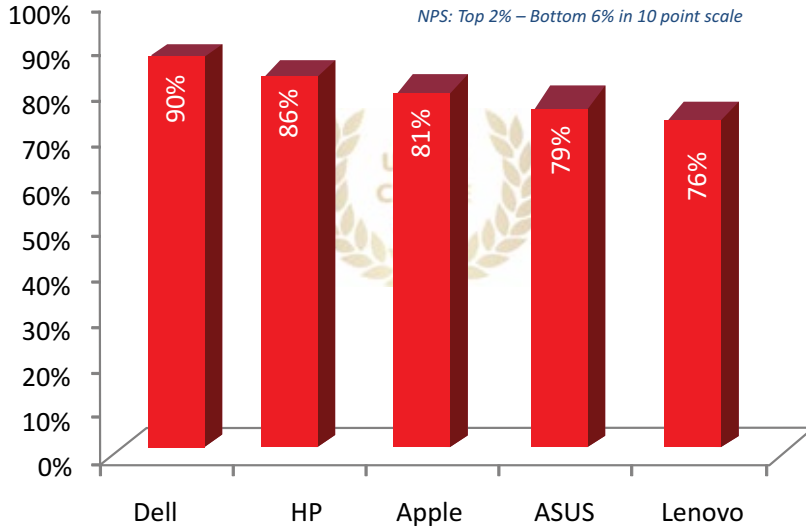
Desktop – Brand Loyalty



HP users emerged as the most loyal, making it the winner in this survey segment, closely followed by Acer and Dell, Apple, Lenovo, and ASUS. Acer managed to grab the second position from the fifth position last year, while Lenovo's ranking slipped. Apple, however, made it into the top five list.

Desktop – Brand Advocacy

PCQUEST CMR



Though HP users seemed to be the most loyal, yet in advocacy Dell wins the race with a 90 percent score. HP comes in the second spot (86 percent) followed by Apple (81 percent), ASUS (79 percent), and Lenovo (76 percent).

Apple enters the fray with a noticeable growth in the mindshare



Desktop – Reasons for using current Brands

PCQUEST CMR

Respondents considered HP for brand name and price point. Dell for price and after sales support/service. ASUS attracted its buyers for the quality it offers, Apple for the after-sales support/service and Lenovo for the brand name. 🏠

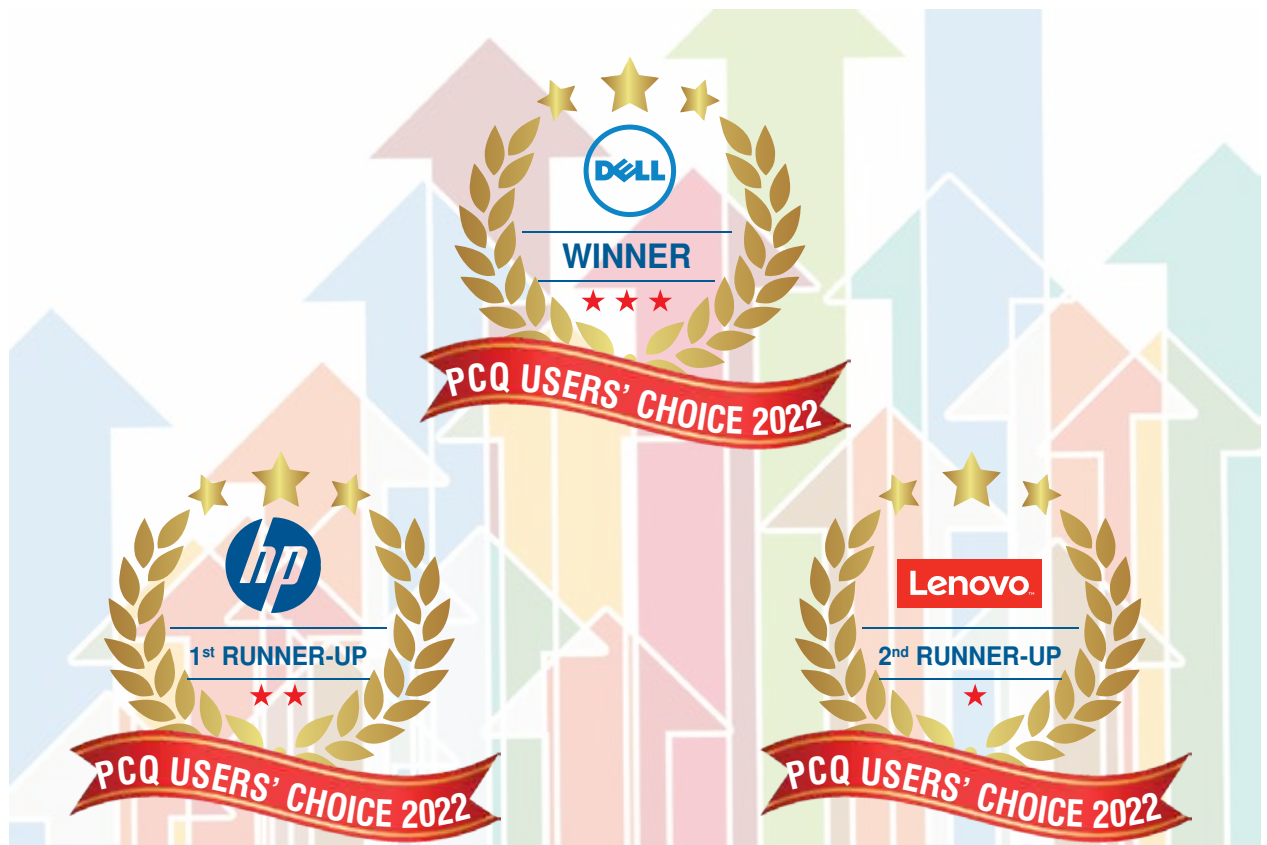
	HP	Dell	ASUS	Apple	Lenovo
Brand Name	High				High
Quality of Product			High		
Initial Price	High	High			
After Sales Support / Service		High		High	

High



LAPTOP SEGMENT CONTINUES TO BE RULED BY DELL, HP, & LENOVO

Satya Sundar Mohanty, CyberMedia Research
Ashok Pandey & Soma Tah, PCQuest
✉ pcquest@cybermedia.co.in

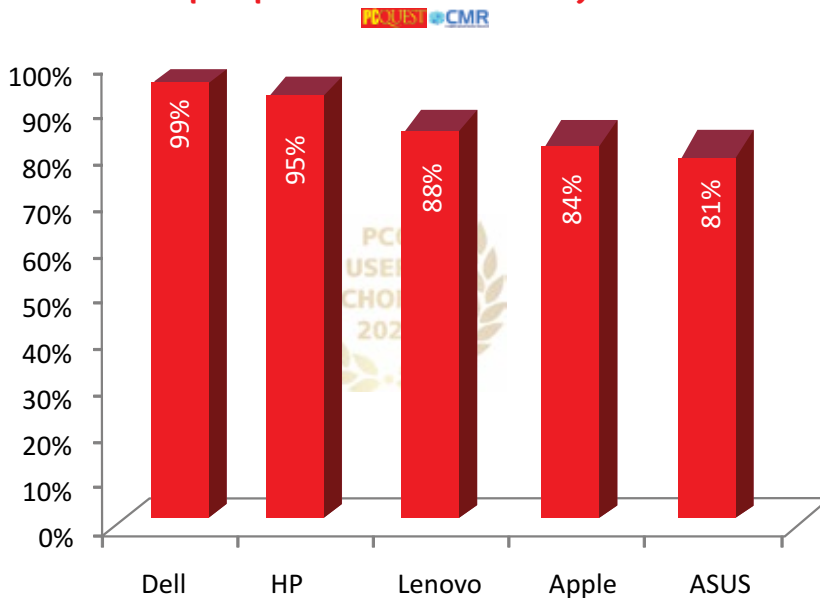


Although the laptop segment is largely ruled by these three leading brands, Apple entered the top five list across multiple survey segments

According to IDC Worldwide Quarterly Personal Computing Device Tracker, the Indian PC market, laptops, desktops, and workstations, grew by 44.5 percent year-over-year (YoY) in 2021. One strong reason could be the rising

work from home jobs. Due to COVID-19, most employees are working from home and that raised the demand for laptops. There has been an increasing demand from the teachers and the student community also due to the rise of online classes during COVID.

Laptop – Brand Affinity Index

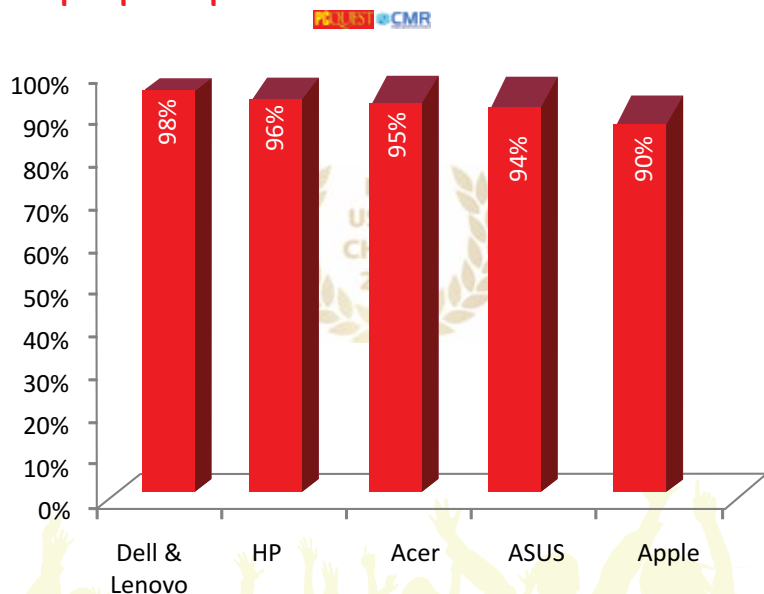


Like 2020, Dell ruled the Indian laptop market. It won in 2021 too, with a slightly higher score of 99 percent this time. Dell was the winner and HP was the first runner-up last year. The story continues to be the same this year also with HP becoming the first runner-up with a 95 percent score, followed by Lenovo, Apple, and ASUS. In our top five list, nothing changed except ASUS' entry into the top five list, replacing Acer.

* All the graphs show the top 5 brands' scores only



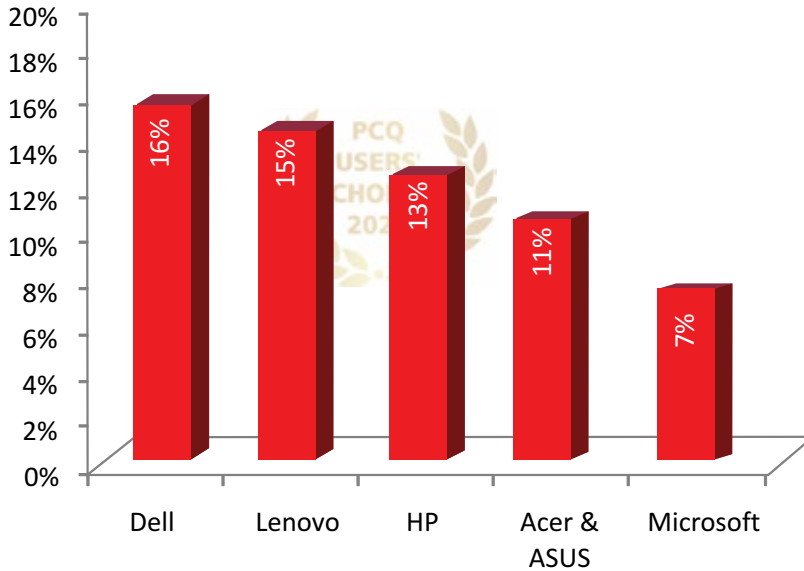
Laptop – Spontaneous Brand Awareness



Respondents were able to recall both Dell and Lenovo spontaneously. Both the brands scored 98 percent. HP is the next on the list, followed by Acer, ASUS, and Apple. When we compared this year's findings with last year's results, we saw Lenovo beating HP this year in the spontaneous awareness. ASUS also replaced Apple from the fifth position in the top five list.

Laptop – Current Brand Usage

PCQUEST CMR



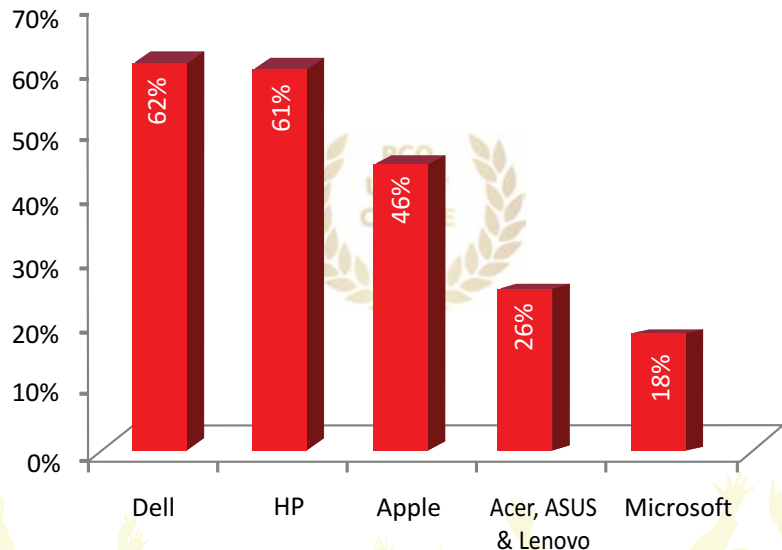
In terms of the current usage, all the top brands saw erosion in the market shares. Dell once again beat all the competitors with a score of 16 percent. Lenovo did better compared to last year and beat HP to grab the second spot with a 15 percent score. HP came next with a 13 percent score, followed by Acer and ASUS (11 percent) and Microsoft (7 percent).



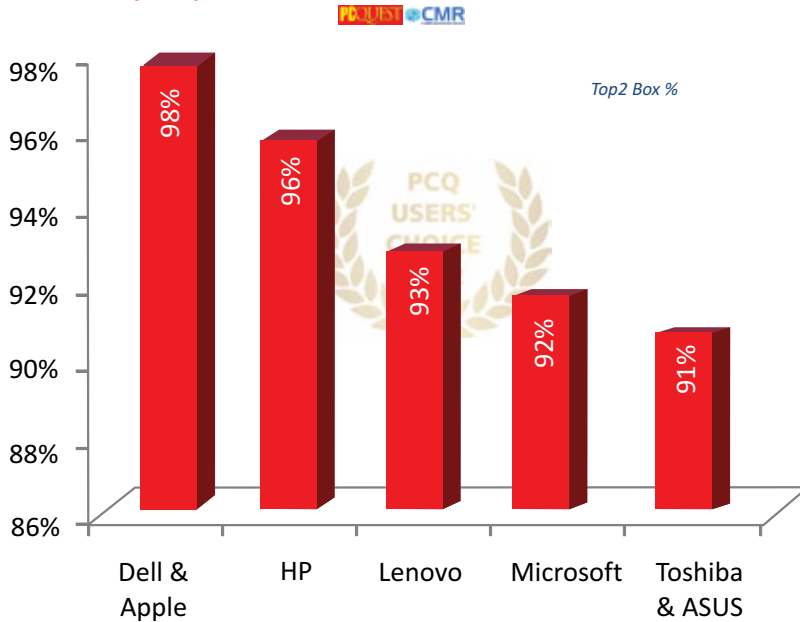
Laptop – Future Purchase Consideration

PCQUEST CMR

When we asked users about their future preference, Dell became the winner, beating HP with 62 percent score. HP was the winner last year. Apple has been able to retain the third spot in the top five list followed by Acer, ASUS, and Lenovo, each scoring 26 percent.



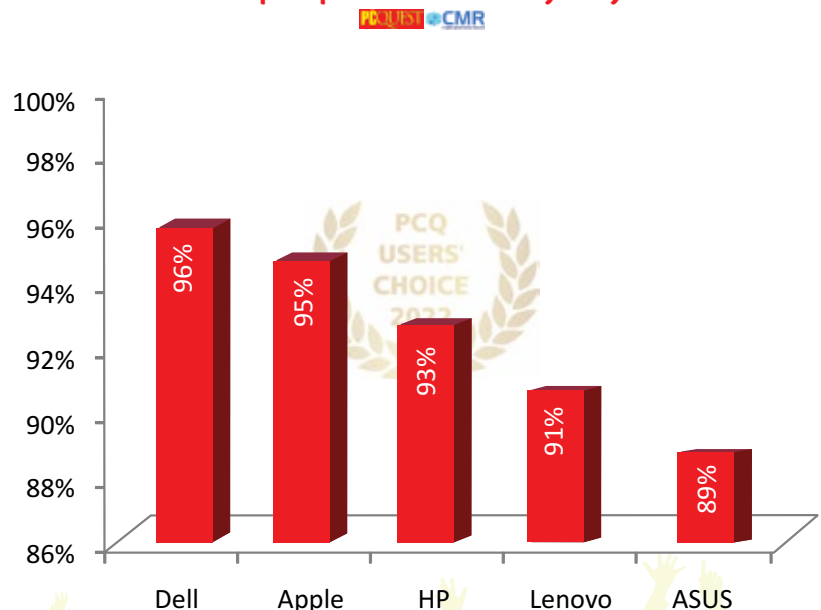
Laptop – Overall Brand Satisfaction



From the overall satisfaction perspective, Dell and Apple became the winners. HP was next in our top five list followed by Lenovo, Microsoft, and Toshiba.

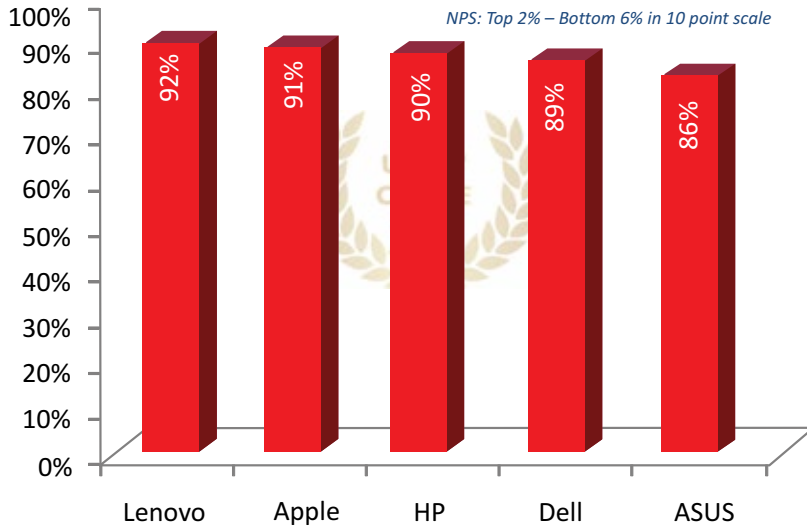


Laptop – Brand Loyalty



Respondents were not only satisfied with their laptops, but they seemed to be loyal also to the brands, and that reflected in our next segment of survey—loyalty. Dell scored the highest (96 percent) with close competition from Apple, HP, Lenovo, and ASUS respectively.

Laptop — Brand Advocacy



Are they also going to recommend the brand to others? When asked for a recommendation, we got a twist here. Lenovo topped the chart with the highest score of 92 percent with Apple (91 percent), HP (90 percent), Dell (89 percent), and ASUS (86 percent) as close contenders.

Apple emerges as a strong contender to the top three brands



Laptop — Reasons for using current Brands



Dell and HP impressed their users with their quality of products and after-sales support/service. Lenovo users were happy with the price point and after-sales support/service, both. Apple was considered for its brand name and quality, and ASUS for price. 🏠

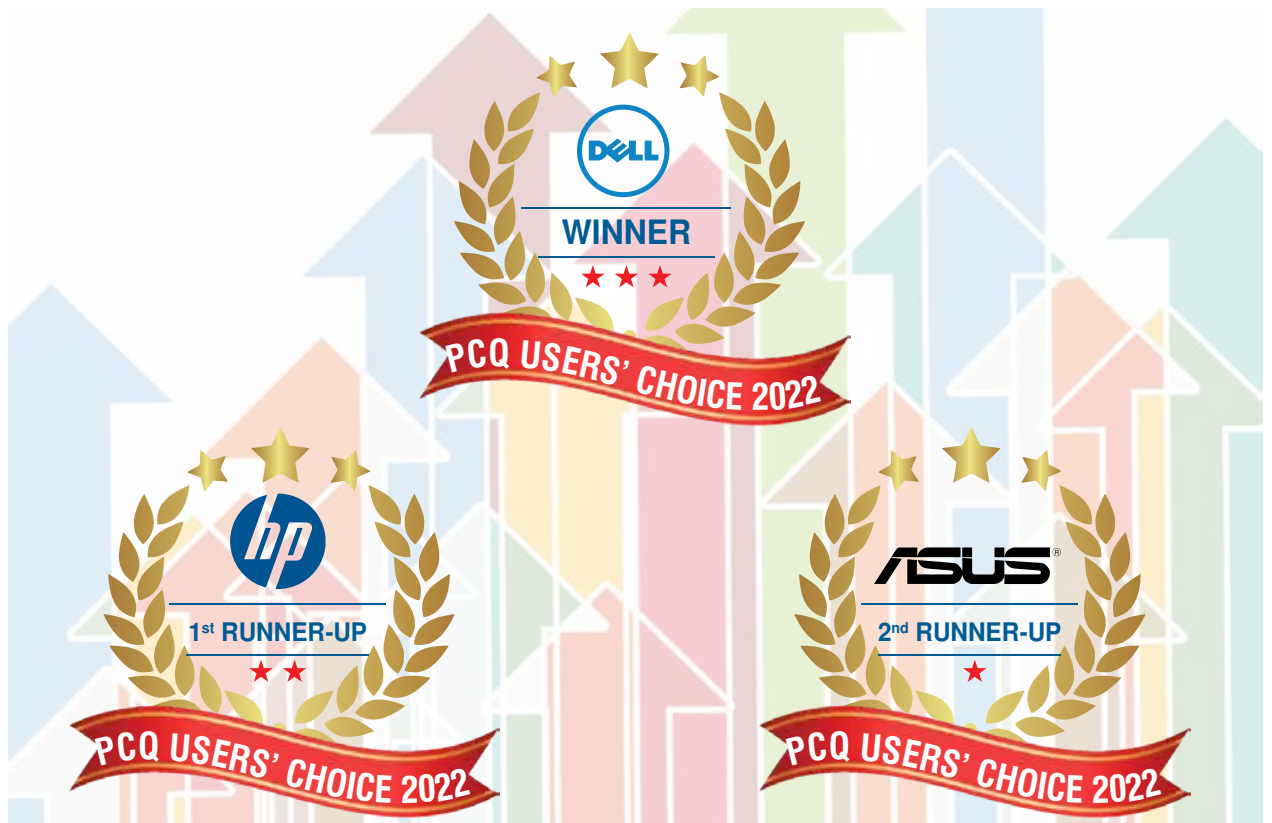
	Dell	HP	Lenovo	Apple	ASUS
Brand Name				High	
Quality of Product	High	High		High	
Initial Price			High		High
After Sales Support / Service	High	High	High		

High



DELL & HP'S WINNING STREAK CONTINUES IN GAMING LAPTOPS TOO

Satya Sundar Mohanty, CyberMedia Research
Ashok Pandey & Soma Tah, PCQuest
✉ pcquest@cybermedia.co.in

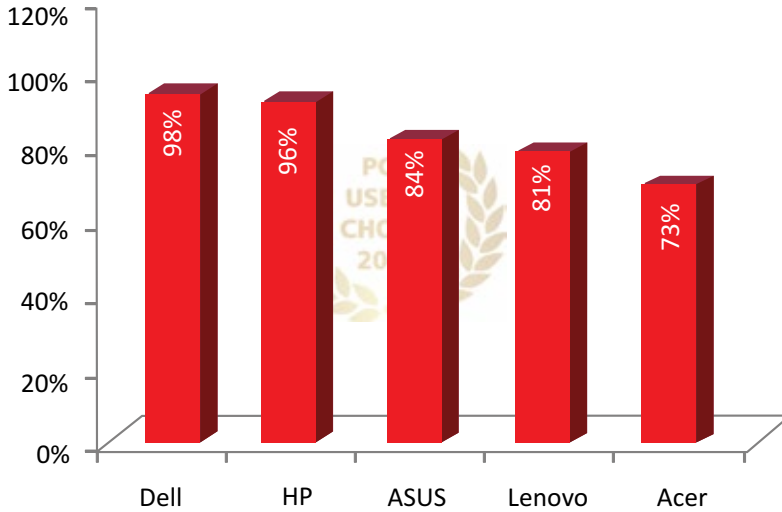


Dell wins in the category, closely followed by HP, which on the other hand, has managed to win consumer hearts and moved up the ranks

According to a report published by Mordor Intelligence, the Indian gaming market is expected to hit USD 4.88 billion by 2026, registering a CAGR of 20.83 percent between 2021-2026. The growth is fueled by the growth

of smartphones and the mobile internet availability. But PC gaming is also growing at a rapid pace. With the growing popularity of eSports, where professional video gamers play competitively, demands for gaming laptops are also growing significantly.

Gaming Laptop – Brand Affinity Index



* All the graphs show the top 5 brands' scores only



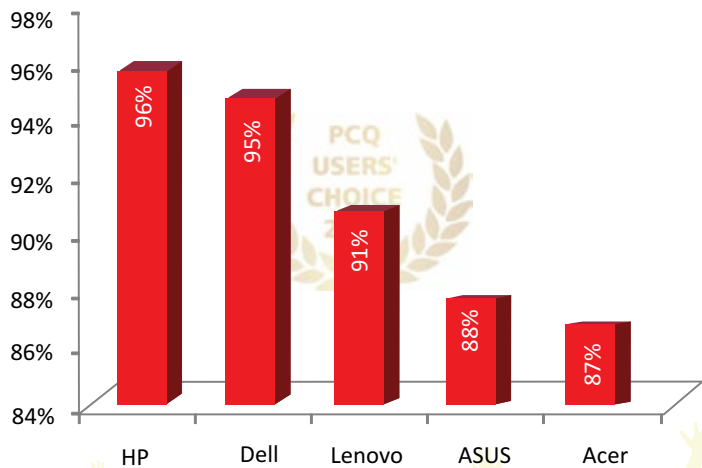
Dell won the laptop category and HP won in the desktop, and they rule the gaming laptop category too. Dell is the champion brand of the category and HP is the first runner-up, followed by ASUS, Lenovo, and Acer. When you look at the top five list, it's quite different compared to last year. Moving from the fourth spot last year to the second spot this year, HP gave strong competition to Dell, while ASUS and Acer slipped from their rankings.



Gaming Laptop – Spontaneous Brand Awareness

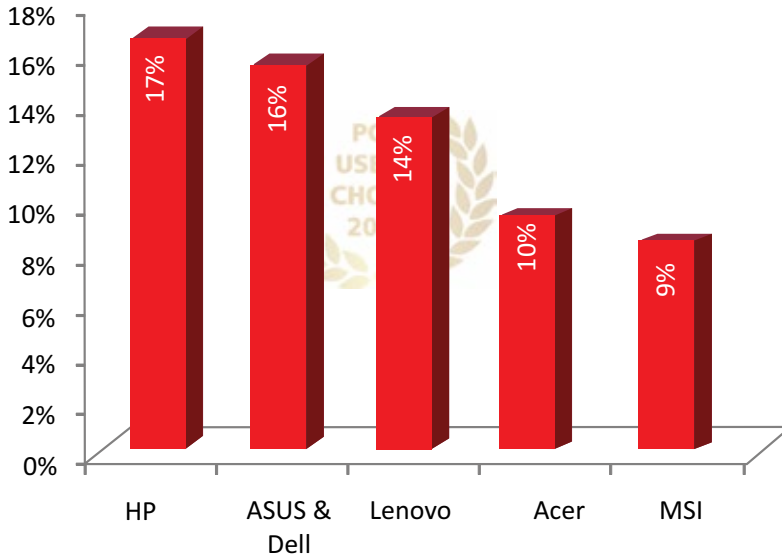


HP has gained a lot of popularity in India. Our respondents have been able to recall HP more spontaneously than other brands. HP scored 96 percent. Dell is just one step behind, followed by Lenovo, ASUS and Acer. While last year, Dell was at the top and HP was in the fourth spot. This means, the new HP gaming laptops with improved design and features, such as HP Omen helped the brand gain more traction in the category.



Gaming Laptop – Current Brand Usage

PCQ USERS' CHOICE 2022 CMR



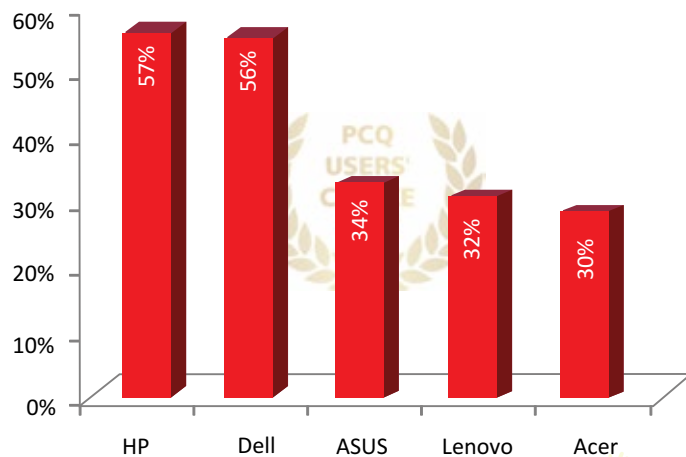
Most of our respondents are using HP followed by Dell and Asus gaming machines. However last year HP was in fifth place. HP grew significantly this year; even Lenovo jumped from the fourth to third spot replacing Acer. This time MSI made it to the top five list.



Future also looks good for HP; Dell isn't also far away as we all know Alienware and Omen both are great gaming machines and the future will depend on their performance. We might see the same or a completely different story next year. ASUS got a huge response in the Indian gaming space, for its widely popular ROG series followed by Lenovo and Acer in the fourth and fifth spots respectively.

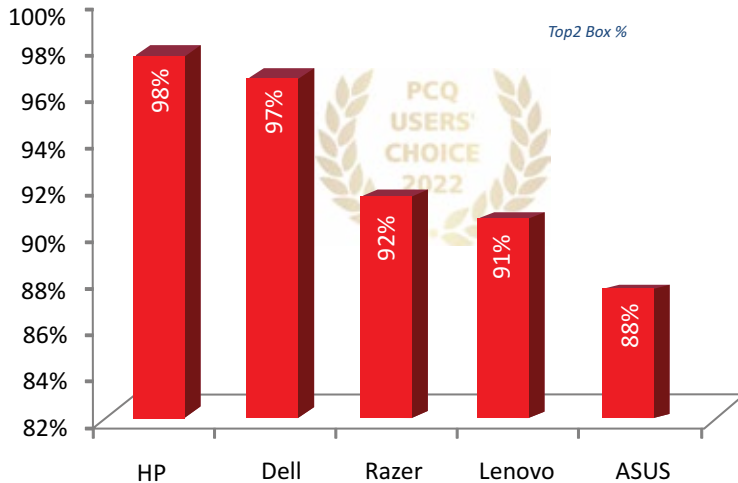
Gaming Laptop – Future Purchase Consideration

PCQ USERS' CHOICE 2022 CMR



Gaming Laptop – Overall Brand Satisfaction

PCQUEST CMR



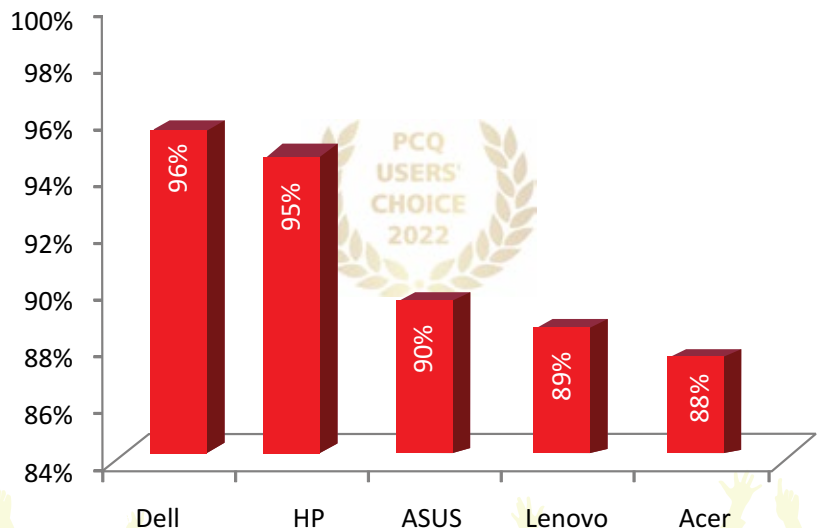
HP (98 percent) users have been the most satisfied, followed closely by Dell (97 percent). But in the top five list, we got a new name this time – Razer. Though it was nowhere in our top five list yet, the users of this brand seemed to be highly satisfied which helped it to become the third runner-up in the satisfaction index. Lenovo is next on the list followed by ASUS and Acer.



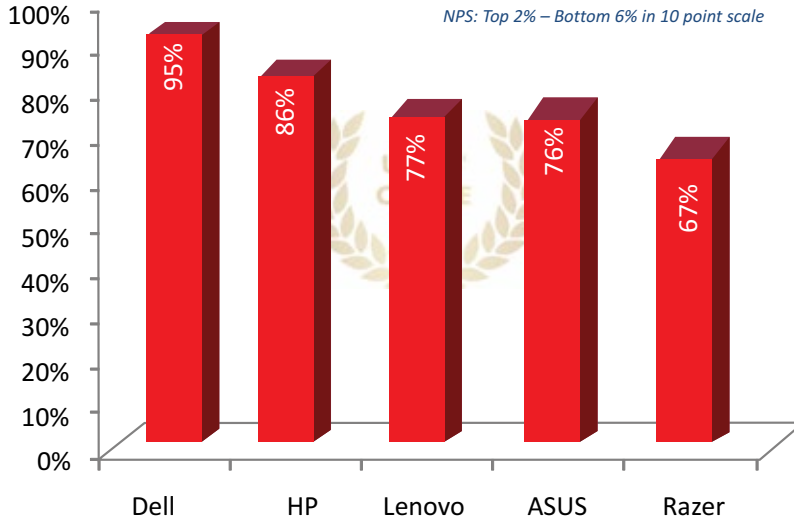
Gaming Laptop – Brand Loyalty

PCQUEST CMR

Dell and HP competed closely in this segment, with 96 percent and 95 percent scored respectively. ASUS became the third runner-up with 90 percent score followed by Lenovo (89 percent) and Acer (88 percent). It is quite interesting to see that Razer users seemed to be highly satisfied with their devices, but when it comes to loyalty, Razer isn't in the top five list.



Gaming Laptop – Brand Advocacy



Once again Dell grabbed the winner's spot and HP became the first runner-up with 95 and 86 percent scores respectively. Lenovo became the second runner-up closely followed by ASUS. Compared to loyalty, most of the brand users are advocating the same, however, Razer got higher scores than Acer with 67 percent score. HP also scored better to move from the fourth to the second spot.

Lenovo and ASUS' attractive price points make them viable options for gamers



Gaming Laptop – Reasons for using current Brands



Respondents are considering Dell and HP for the brand name and quality of the product. ASUS and Lenovo have been chosen for their price points and Acer for after-sales support/service. 🏠

	Dell	HP	ASUS	Lenovo	Acer
Brand Name	High	High			
Quality of Product	High	High			
Initial Price			High	High	
After Sales Support / Service					High

High

Focused Digital Campaigns...



**"IN THE MIDDLE
OF DIFFICULTY LIES
OPPORTUNITY"**

Enable your business in
this challenging time
with  **CyberMedia**
digital offering...



**We ENGAGE with
your AUDIENCE**

Large Enterprise / Medium Enterprise /
Small And Medium / Channel Eco-System /
Start-up / Developer / End Cosumers /
Gaming Community

HOW TO BETTER A DIGITAL BRAND STRATEGY



Branding



Response
Generation



Webinar



Virtual Round
Table



Custom
Program



Virtual
Event

Create a successful brand focused campaigns with :

Harminder Singh, Associate Vice President - Online Expert, harminders@cybermedia.co.in



SAMSUNG LEADS THE TABLET SEGMENT

Satya Sundar Mohanty, CyberMedia Research
Ashok Pandey & Soma Tah, PCQuest
✉ pcquest@cybermedia.co.in



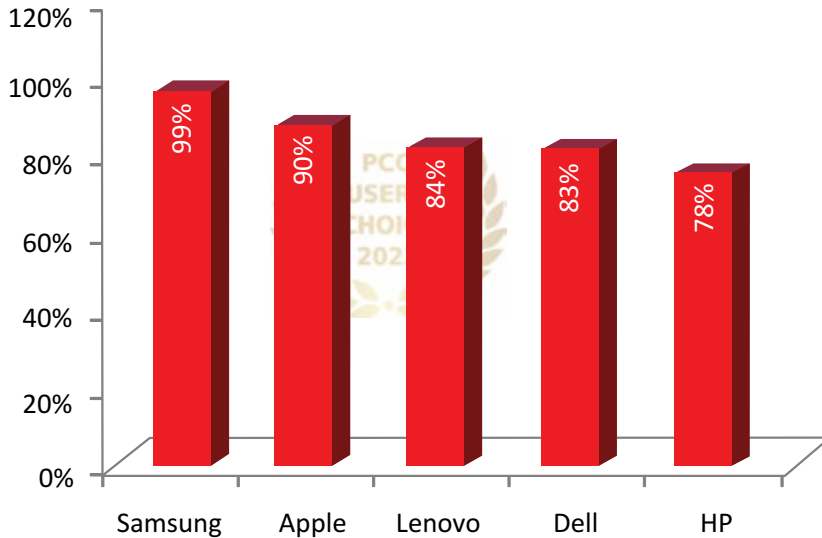
Samsung, Apple, and Lenovo did not budge from their spots in the top five list. Dell and HP moved up the ranks, while Asus slipped

C OVID-19 which pushed everyone to be tech-savvy. Businesses and consumers adopted online culture, prepared themselves to be ready for the digital future. Usage of tablets grew across industries like retail, healthcare, education, etc. and even

as personal entertainment devices. The Indian tablet market grew 68 percent year-on-year (YoY) in the first quarter ended March 2022, and tablet shipments are likely to register a healthy 10-12 percent growth in 2022, according to CMR reports.

Tablet — Brand Affinity Index

PCQUEST @CMR



* All the graphs show the top 5 brands' scores only

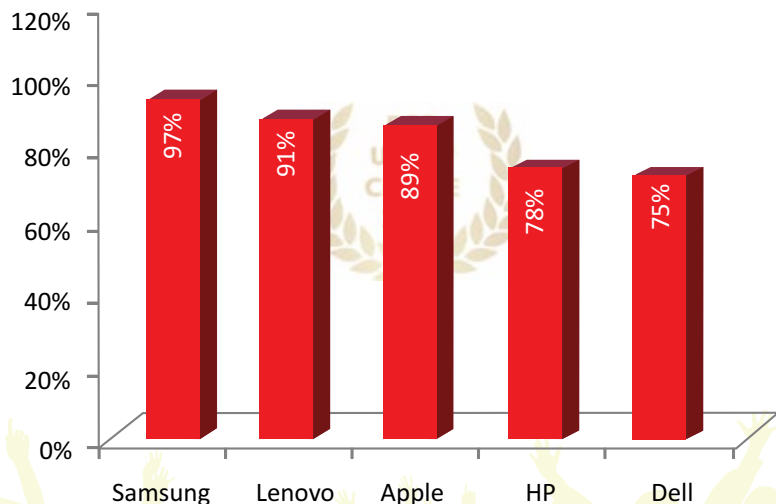
It looks like we are repeating last year's winners list – Samsung, Apple, and Lenovo. Samsung continues to lead the tablet market with its quality products. Without a doubt, Apple is a strong contender, despite being the choice of select consumers only. Lenovo managed to retain its market share. However, compared to last year, Asus lost its grip this year, and Dell and HP both got benefits from that with Dell grabbing the fourth spot and HP the fifth.



Tablet — Spontaneous Brand Awareness

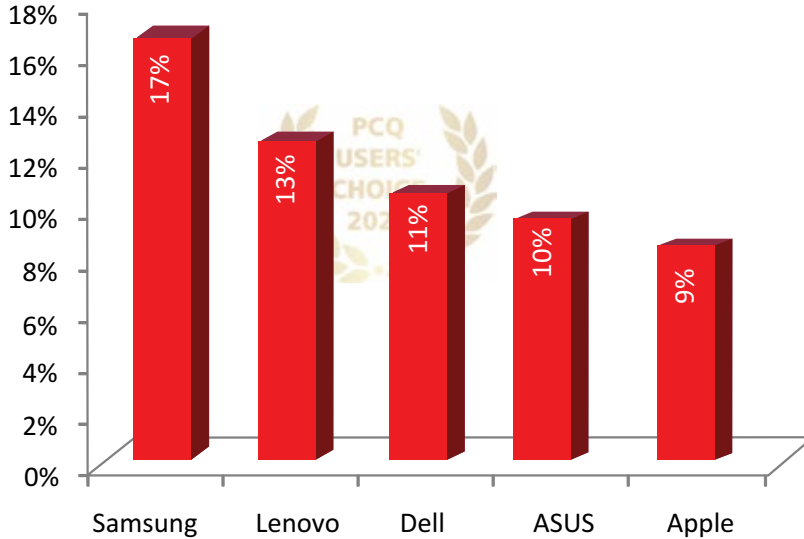
PCQUEST @CMR

Once again we have Samsung (97 percent), Lenovo (91 percent), and Apple (89 percent) for the top three names followed by HP (78 percent) and Dell (75 percent). iBall was in our top five list last year, but this year it slipped majorly.



Tablet – Current Brand Usage

PCQUEST CMR



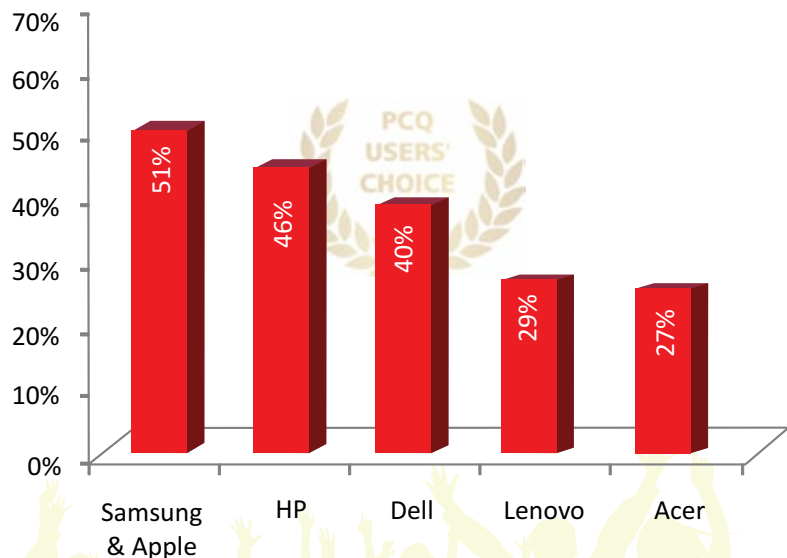
Among the currently used tablet brands by the respondents, Samsung once again got the highest score. Lenovo is the second top brand on the list followed by Dell, ASUS, and Apple. Apple was in the third spot last year, followed by Asus and Dell. This year Dell rose to the third spot. Apple has to pay heed to the changing nature of the Indian market and the requirements of the users.



Tablet – Future Purchase Consideration

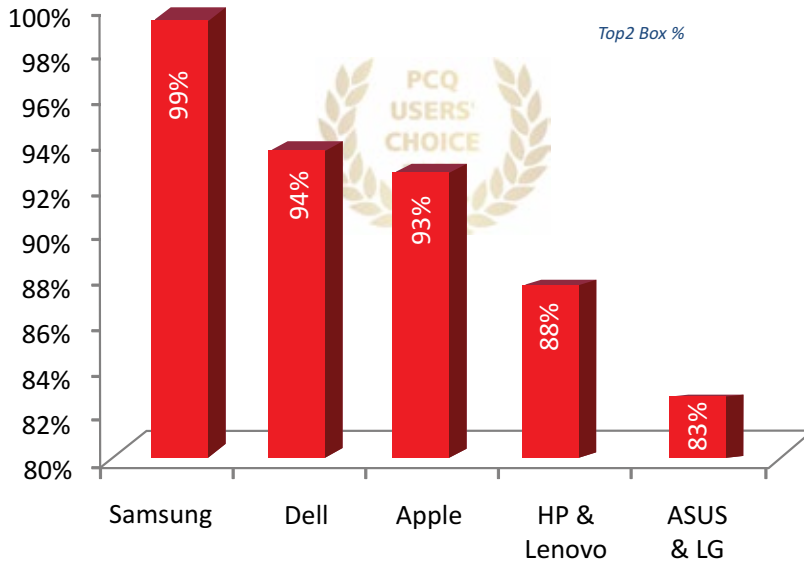
PCQUEST CMR

Currently most of our respondents don't have Apple tablets, but in the future, they may buy it. For future consideration, we got two winners with the same scores – Samsung and Apple. HP was next on the list followed by Dell, Lenovo, and Acer. Samsung, Apple, and Lenovo were in the top three last year as well, along with Asus and iBall. But this time iBall is missing from the top five list, ASUS also struggled.



Tablet – Overall Brand Satisfaction

PCQUEST CMR



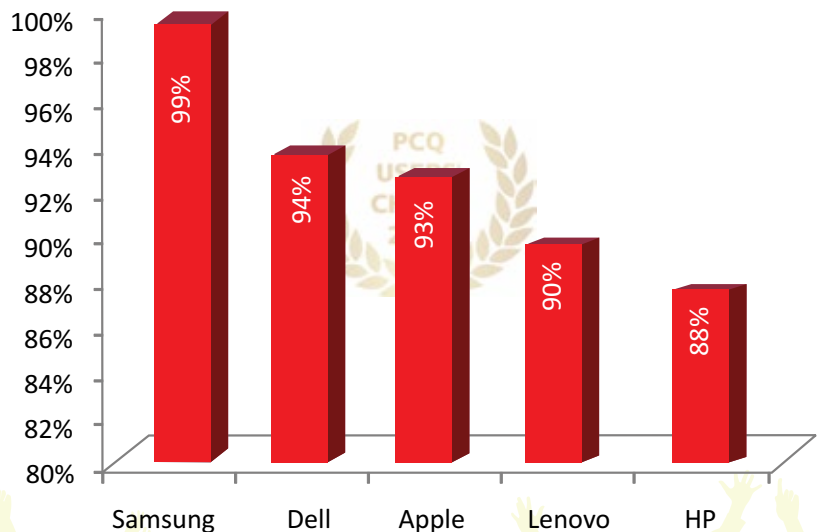
Without any doubt, Samsung users are the most satisfied with 99 percent score. Dell and Apple became the first and second runners-up with 94 percent and 93 percent scores respectively, followed by HP and Lenovo (88 percent), ASUS and LG (83 percent). Last year, we witnessed a close competition between Samsung and Apple. While Samsung won this year, Apple slipped to the third spot, which means Dell is doing really well and may compete with Samsung in future.



Samsung users were not only satisfied, but also seemed to be loyal to the brand. Samsung topped the list with 99 percent score. The same goes for Dell (94 percent) and Apple (93 percent) too. Lenovo rose to the third spot with a better score compared to last year. HP is kind of at the same place, as it was in the satisfaction score.

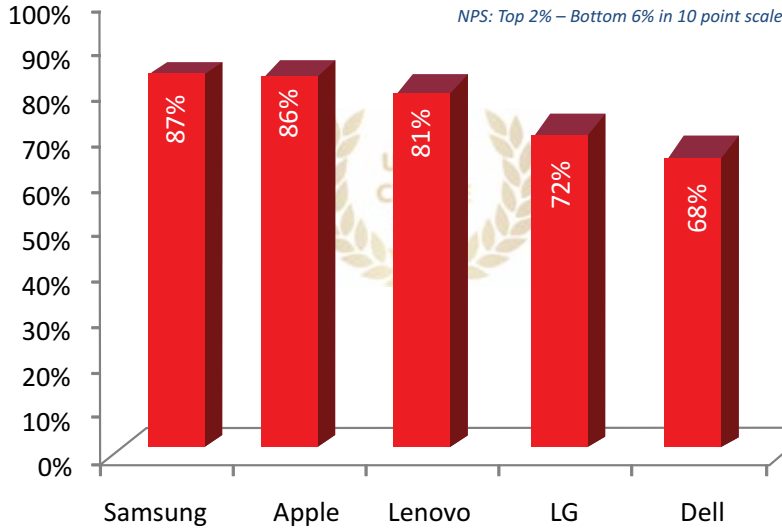
Tablet – Brand Loyalty

PCQUEST CMR



Tablet — Brand Advocacy

PCQUEST CMR



Once again, Samsung is the winner with loyal users who will recommend the brand. Apple is next on the scoreboard followed by Lenovo, LG, and Dell. LG is a new entry in our top five list in this segment. Although LG struggled to make it to the top five in all the above survey segments, it came fourth in brand advocacy this time.

Newbies fail to end the Big Boys' dominance over the tablet segment

Tablet — Reasons for using current Brands

PCQUEST CMR



Respondents considered Samsung for its brand name, quality of product, and price; Apple for the brand name, quality of product, and after-sales support/service. Lenovo attracted its buyers with the price point, Dell for the quality of product, and HP for the brand name. 🏠

	Samsung	Apple	Lenovo	Dell	HP
Brand Name	High	High			High
Quality of Product	High	High		High	
Initial Price	High		High		
After Sales Support / Service		High			

High

35 Years of Technology

35+ Eminent Leaders

35+ Great Stories


COLLECTORS' EDITION
APRIL-MAY 2022

**GRAB
YOUR
COPY
NOW**

<https://bit.ly/3Mx4hqg>



Follow us

 @pcquest

 @pcquest

 @pcquest

ASSOCIATE PARTNERS



**Hewlett Packard
Enterprise**

IN-CRAM

Read in Collectors' Edition

- How PCQuest led to the Personal Computer Revolution in India
- Our 35 year old journey through the history of Indian Electronics
- India's dotcom revolution
- Smart connected & automated vehicles
and many more...

To know more about PCQuest 35 Years Transformational Journey,
write to rajivp@cybermedia.co.in | 8010757100



SMARTPHONE

SAMSUNG SWEEPS THE BOARD IN THE SMARTPHONE SEGMENT

Satya Sundar Mohanty, CyberMedia Research
Ashok Pandey & Soma Tah, PCQuest
✉ pcquest@cybermedia.co.in

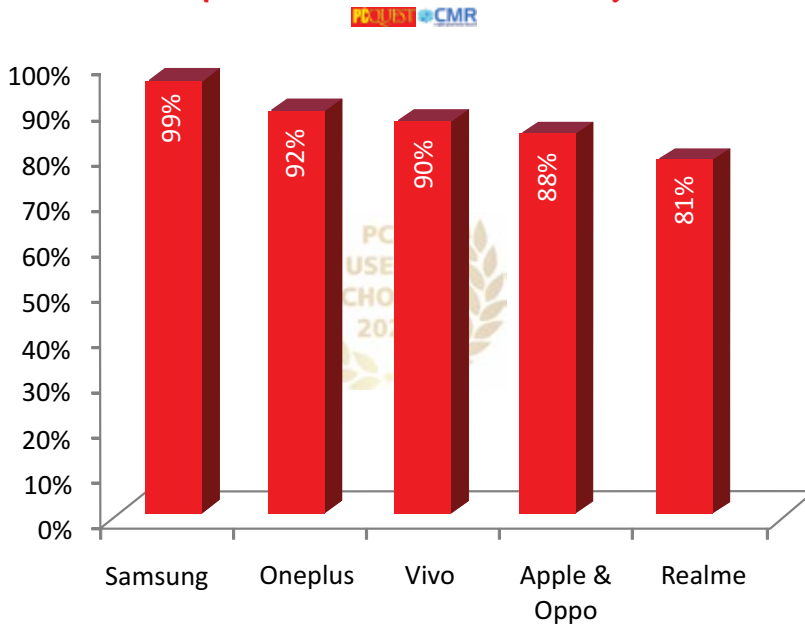


Samsung zooms past the competition in the smartphone segment as well. Xiaomi and Apple slipped this year, as OnePlus and Vivo moved up the ranks

The India Smartphone market is expected to grow at a CAGR of 10.5 percent and reach US\$ 281 billion by 2028, according to a Research and Markets forecast. 2021 started strong with pent-up demand from 2020 but

supply disruptions and pandemic related challenges certainly hurt the growth prospect significantly. A severe second wave and constrained supplies resulted in low inventories across channels also.

Smartphone – Brand Affinity Index



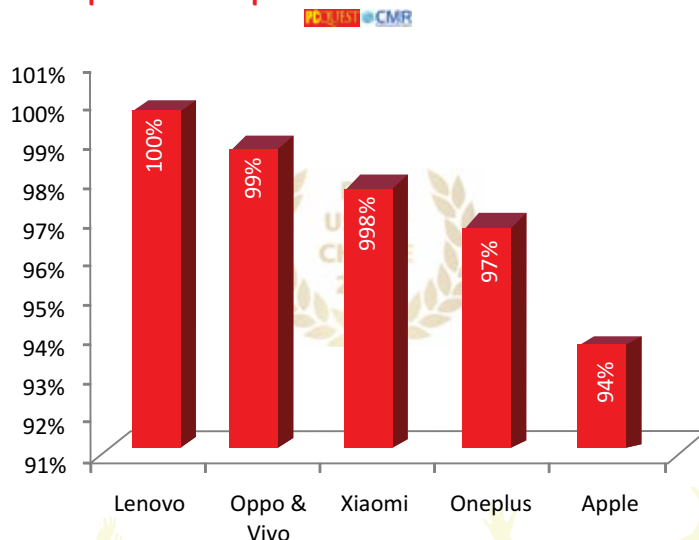
Some have lost, some gained, however, the domination of Samsung is seemingly unchallenged in the smartphone category, especially when it comes to premium Android smartphones. Apple is a strong contender, yet, when you see the scores, Apple falls far behind. OnePlus and Vivo have been gaining the premium smartphone market share instead. Oppo and Apple are sharing the fourth spot followed by Realme, which entered the top five list this year replacing Xiaomi.

* All the graphs show the top 5 brands' scores only



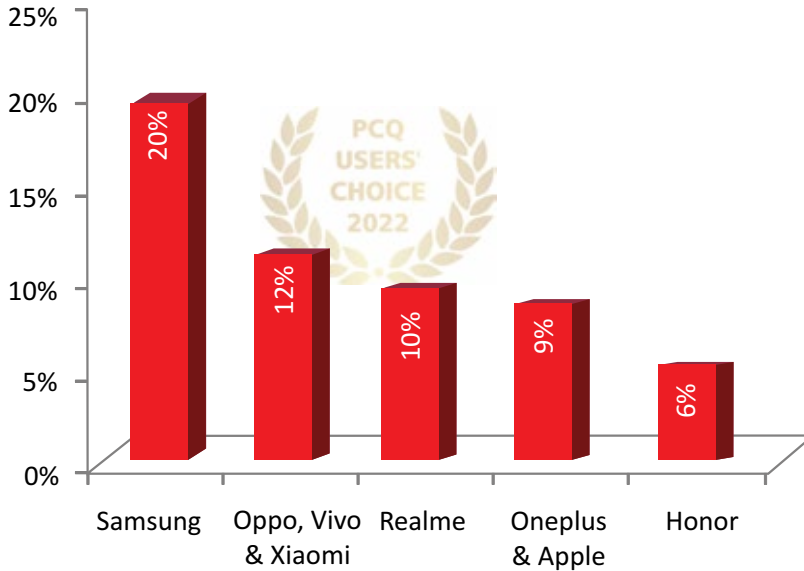
Samsung is on everyone's mind; Two other names that came to most of the respondents' minds spontaneously are Oppo and Vivo. Xiaomi is next on the list followed by OnePlus and Apple. It's quite close competition between the brands. Samsung was the most recalled brand last year as well, followed by Xiaomi, Apple, Vivo, and Oppo. OnePlus could not make it to the top five list then. This time Vivo and Oppo pushed Xiaomi to the third spot and OnePlus is now in the top five leaving Apple behind.

Smartphone – Spontaneous Brand Awareness



Smartphone – Current Brand Usage

PCQUEST CMR



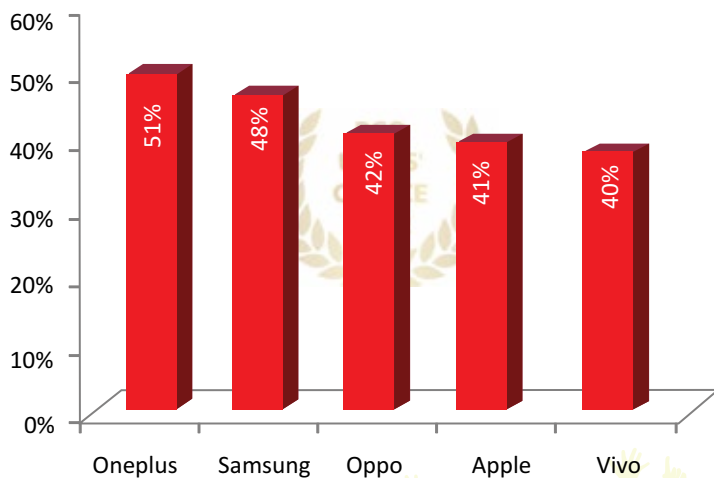
Most of the respondents own Samsung, then amazingly for the second spot, we had a tie between three brands – Oppo, Vivo, and Xiaomi. Realme is in the third spot followed by OnePlus and Apple in the fourth spot and Honor in the fifth. Compared to last year's findings, yes, Samsung was the leader, followed by Xiaomi and Realme, Vivo, and Oppo. And this year, all the brands are contending closely with each other. It is alarming for Xiaomi. Though, it was able to maintain its position in the second spot but had to share it with two others.



It seems Xiaomi is in trouble from a future brand consideration perspective also. The popularity of OnePlus is higher than Samsung in this segment. Oppo, Apple, and Vivo are in the list of top five, but Xiaomi is out of the race. Last year, OnePlus was in the first spot, and Xiaomi in the fourth spot. Xiaomi had a strategy to target the camera enthusiasts, but I guess this is time to think beyond it also.

Smartphone – Future Purchase Consideration

PCQUEST CMR



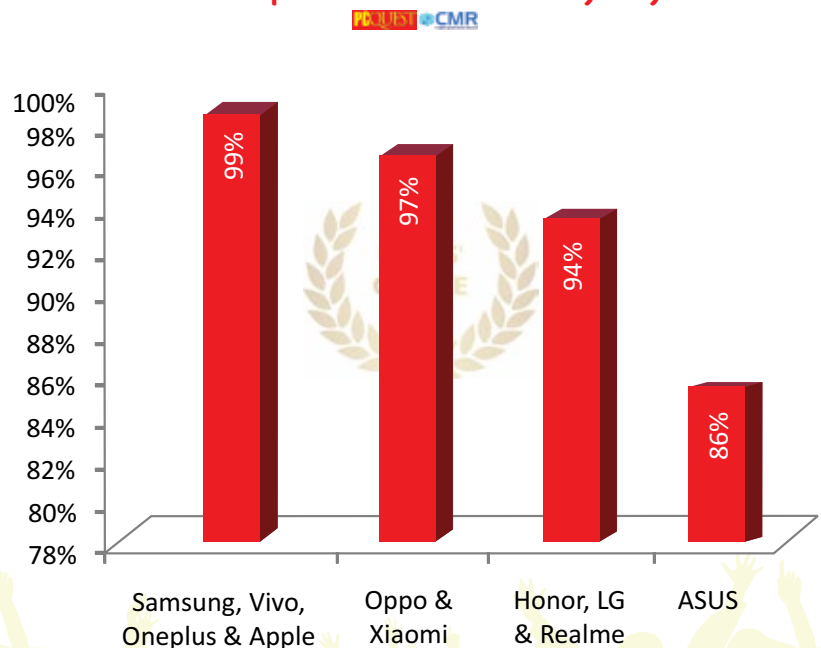
Smartphone – Overall Brand Satisfaction



When it comes to satisfaction, Samsung and Vivo came first in the list with 99 percent score. Xiaomi and OnePlus both came second with 98 percent score. At the third spot, we have four names – Apple, Asus, Oppo, and Realme. Honor is in the fourth spot followed by LG in the fifth spot. The competition last year was not so intensive and we had clear winner, i.e. Samsung, followed by Apple, Xiaomi, Oppo, and Realme.



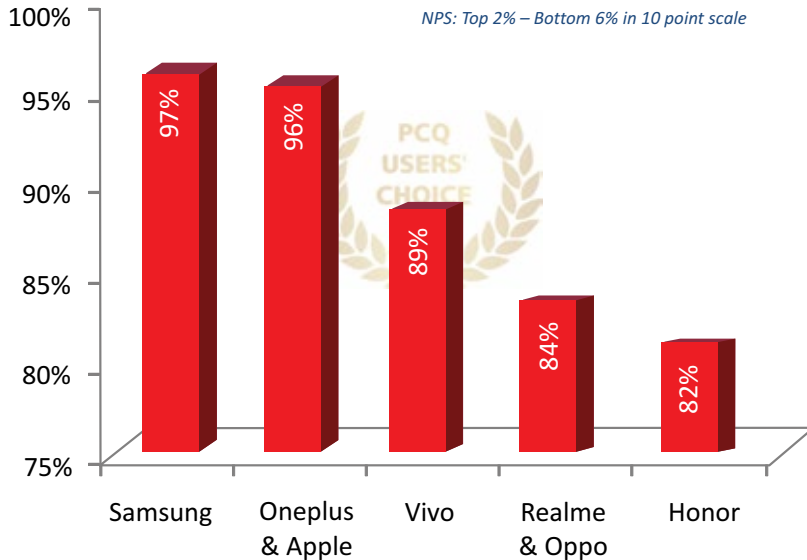
Smartphone – Brand Loyalty



Brand Loyalty findings break all the records this time. We have not seen such results till now. All the users turned out highly loyal to their respective brands. Samsung shared the first spot with Vivo, OnePlus, and Apple, each scoring 99 percent. Oppo and Xiaomi shared the second spot with 97 percent score. In the third spot we have – Honor, LG, and Realme, followed by Asus. Apple was the winner last year, followed by Samsung, Vivo, Xiaomi, and Oppo in the top five list.

Smartphone – Brand Advocacy

PCQUEST CMR



Samsung users have not only been loyal, they recommend the brand as well. Samsung has won the hearts of its users with 97 percent score, and OnePlus and Apple are also quite close scoring 96 percent. Vivo needs to work more to gain the users' trust. Realme and Oppo both are in fourth spot, followed by Honor.

OnePlus and Vivo users are as loyal as Samsung and Apple users



Smartphone – Reasons for using current Brands

PCQUEST CMR

Respondents considered Samsung for its brand name, price point and after-sales support/service. OnePlus grabbed the market for its brand name and after-sales support/service. Respondents considered Vivo for its quality along with the price point, Apple for the brand name and after-sales support/service, while oppo attracted buyers with the brand name. 🏠

	Samsung	Oneplus	Vivo	Apple	Oppo
Brand Name	High	High		High	High
Quality of Product			High		
Initial Price	High		High		
After Sales Support / Service	High	High		High	

High



AMAZON, GOOGLE, & BOSE STILL REIGN THE SMART SPEAKER SPACE

Satya Sundar Mohanty, CyberMedia Research
Ashok Pandey & Soma Tah, PCQuest
✉ pcquest@cybermedia.co.in



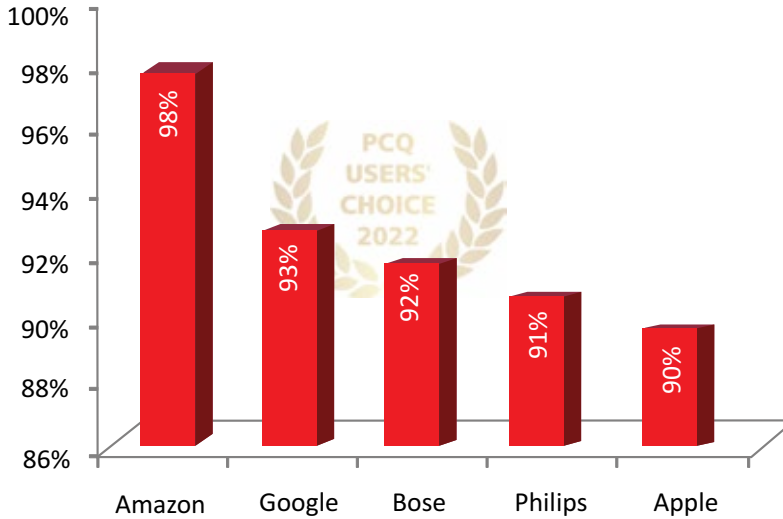
Apple is picking up pace gradually as Siri turned out to be one of the strongest contenders against Alexa and Google Assistant

According to Acumen Research and Consultancy forecasts, the global smart speaker market is estimated to grow at 19.4 percent CAGR and above over 2021-2028. In the new era, most buyers prefer smart speakers over the regular ones,

and the reason is obvious. Thanks to the smart assistant functions, you can do more than just listening to music. Moreover, you can manage your smart devices with your voice such as smart lights, fans, ACs, etc. So why choose ordinary when you can get smart.

Smart Speaker – Brand Affinity Index

PCQUEST CMR



* All the graphs show the top 5 brands' scores only

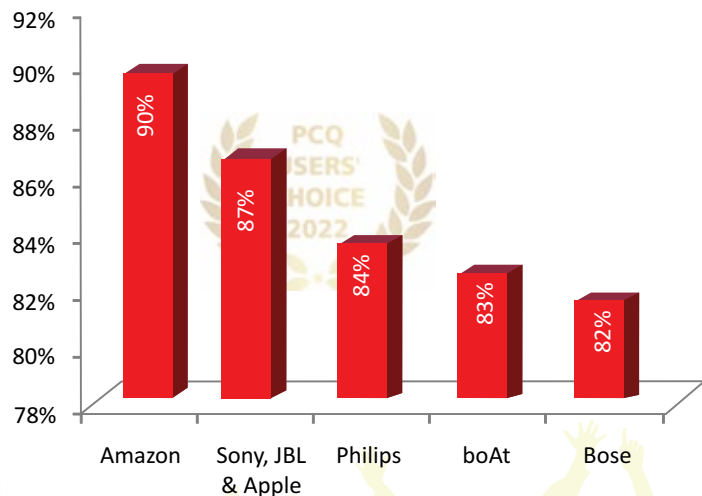


Amazon smart speakers are the most popular ones. Google is not far behind, with its Nest and Home series of smart speakers, grabbing the first runner-up spot. We were expecting Apple to be in the top three, but as we all know India is a price-sensitive market, and Apple's smart speaker range is a bit expensive compared to others, hence it ended up in the fifth spot. Apple didn't make it to the top five last year. But it is picking up the pace gradually.

Smart Speaker – Spontaneous Brand Awareness

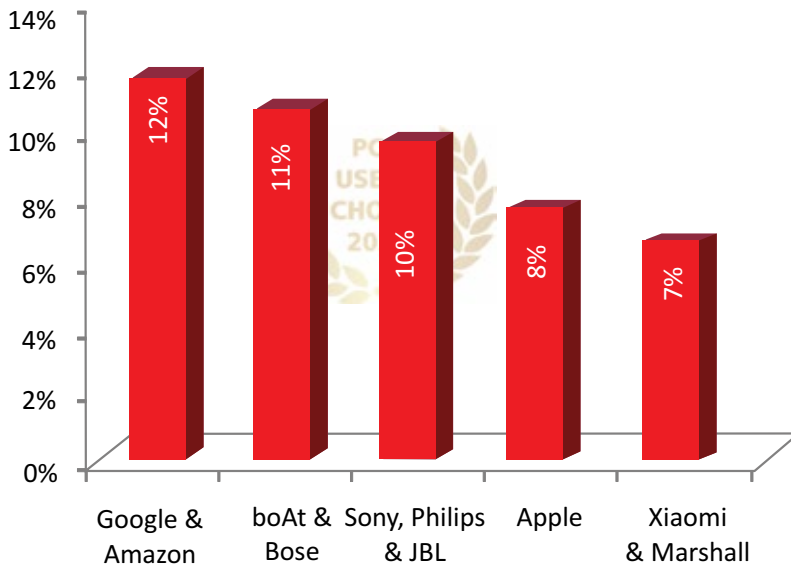
PCQUEST CMR

Respondents were able to recall Amazon spontaneously, but not Google so much– the reason it could not make it in the top five. Sony, JBL, and Apple shared the first runner-up spot with 87 percent score. Philips (84 percent) became the third runner-up followed by BoAt and Bose with just one percent margin. Amazon, Google, Bose, Marshall, and Philips, were the top five brands last year. While boAt is comparatively new to the market, yet its marketing strategy and competitive pricing made it one of the popular names in the audio category.



Smart Speaker— Current Brand Usage

PCQUEST CMR



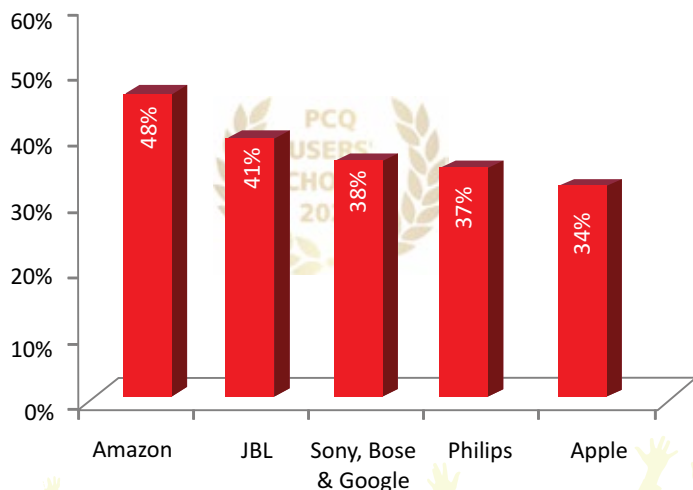
Every smart speaker player is fighting neck on neck. Though this time we have two winners – Google and Amazon, but the competition in the future could be intensive. As you can see, the brands in the top three spots have only one percent difference in their scores, and the story remains the same for other competing players as well.



Amazon is the clear winner here. JBL also has a good grip on the audio industry. Google slipped to the third spot, and shared the spot with Sony and Bose. Philips has a good range of speakers too. Apple is in the fifth spot, but it can do better next year as Siri is one of the strongest contenders against Alexa and Google Assistant. Alexa is continually adding new features and enhancing its AI capabilities, so it will be interesting to see who will win more hearts in future.

Smart Speaker— Future Purchase Consideration

PCQUEST CMR



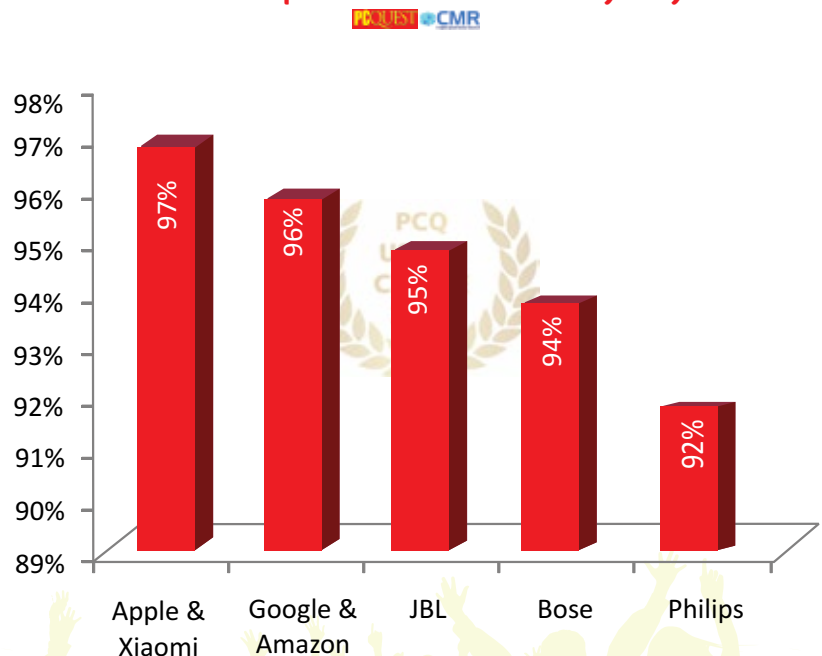
Smart Speaker— Overall Brand Satisfaction



Amazon and Apple both are sharing the top spot, meaning their users are happy with the capabilities they offer. JBL and Google are on the second spot, followed by Bose, Xiaomi, and Sony. Last year also, Amazon was in the first spot followed by Google, but Apple was not there in our top five list. This year, Apple is competing with Amazon, and Google is in the second spot, which means that Alexa and Siri's smart conversations are liked by their users, while Google Assistant is struggling.



Smart Speaker— Brand Loyalty

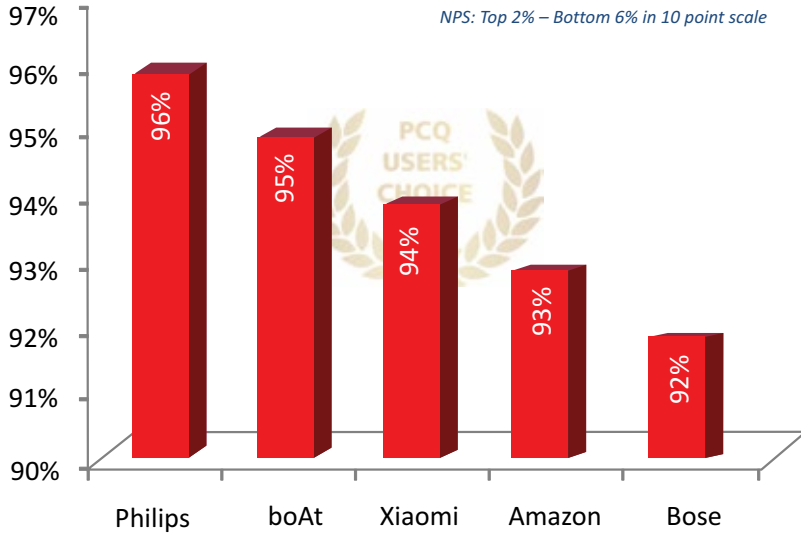


It is quite interesting to see that Apple and Xiaomi both scored high in loyalty, while Google and Amazon once again shared the second spot. JBL is next in the rank followed by Bose and Philips. Last year, however, the graph was completely different, Google was on the top and Amazon in the third spot.



SMART SPEAKER

Smart Speaker— Brand Advocacy



Let's see which brand's users are the most loyal and they recommend the brand too. We got some truly interesting results here. Despite scoring highly in the loyalty segment, neither Apple nor Google could make it to the top five list. Philips won the advocacy segment; boAt interestingly grabbed the second spot and Xiaomi grabbed the third spot. Amazon came fourth and Bose fifth.

Users loved Alexa and Siri's smart conversation features



Smart Speaker— Reasons for using current Brands



Amazon and Google smart speakers have been considered for their brand names and quality of the product; Bose for its brand name and after-sales support/service. Respondents considered Philips for after-sales support/service and Apple for the brand name. 🏠

	Amazon	Google	Bose	Philips	Apple
Brand Name	High	High	High		High
Quality of Product	High	High			
Initial Price					
After Sales Support / Service			High	High	

High



Powered by

Hewlett Packard Enterprise



LET'S TRANSFORM AT SCALE WITH NEXTGEN TECH

8 June 2022 | 9:30 - 5:30 PM
Hyatt Regency, New Delhi

Follow us: dqindiadotcom, Dataquest, Dataquest_India

#DQConclave2022, #ICTAwards

PARTNERS

Platinum



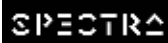
Connectivity



Enterprise IT



Network



Collaboration



Academia



Digital Transformation



Knowledge



TEAM DATAQUEST THANKS SPEAKERS, PANELLISTS, PARTNERS & DELEGATES FOR MAKING DATAQUEST DIGITAL LEADERSHIP CONCLAVE A STELLAR SUCCESS

12+ SESSIONS

30+ SPEAKERS

33+ SPEAKERS

200+ ATTENDEES

200+ ATTENDEES

25+ DIGITAL LEADER AWARDS

4 DATAQUEST JURY AWARDS

1000+ SOCIAL IMPRESSIONS

DEMO ZONE

SPEAKER LOUNGE

LIVE SOCIAL STREAMING

DATAQUEST IS PROUD TO ANNOUNCE THE WINNERS OF THE PRESTIGIOUS 29th EDITION ICT BUSINESS AWARDS

IT PERSON OF YEAR



AJAY SAWHNEY
Former Secretary
MeiTY

PATHBREAKER OF THE YEAR



FALGUNI NAYAR
CEO & Founder
Nykaa

LIFETIME ACHIEVEMENT



ASHANK DESAI
Principal Founder and
former Chairman, Mastek
Co-Founder, NASSCOM

AATMANIRBHAR BHARAT CHAMPION



SRIVIDHAR VEMBU
CMD and Founder
Zoho Corporation

Inaugural Fireside Chat: Upgrading Healthcare with Next Gen Tech



Award Felicitation to Dr. R S Sharma, CEO, National Health Authority



Inaugural Keynote: Accelerating with Next Gen Tech



Multi-cloud: Flexibility, agility, and economy



Fireside Chat: Disrupting tech to achieve valuation



The Rise of Data Cloud



Industry Keynote: Mobilize Your Data With Snowflake



Industry Keynote: IT Infrastructure 2.0, driving the growth



Flexible Working Revolution and its Impact on IT teams



Technologies for the Digital NeXt Workplace



IT Infrastructure 2.0, driving the growth



Fireside Chat: Connecting the dots to take Electronics to the next level



Achieve Smarter Governance with effective cloud strategy



Fireside Chat: Digital Ecosystem to enable \$5 trillion economy





WIRELESS HEADSET SPACE IS HEAVILY DOMINATED BY SONY

Satya Sundar Mohanty, CyberMedia Research
Ashok Pandey & Soma Tah, PCQuest
✉ pcquest@cybermedia.co.in



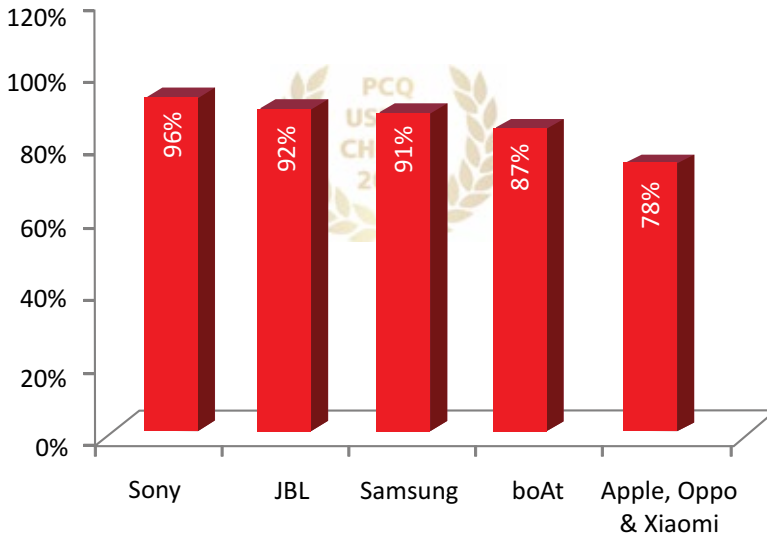
Consumers who prefer quality over price stick to Sony and JBL, while Samsung manages to appeal to both price and quality conscious consumers

With the increasing smartphone adoption and mobile internet consumption, consumer preference for enhanced audio experience has also increased drastically. The rise in technological advancements has increased the affordability of smart

audio accessories. Wireless technology has been replacing the need for wired devices. According to Global Market Insights, the Indian headphones market is estimated to attain a CAGR of 15 percent by 2028 due to the rising demand for high-quality product ranges.

Wireless Headset – Brand Affinity Index

PCQUEST CMR



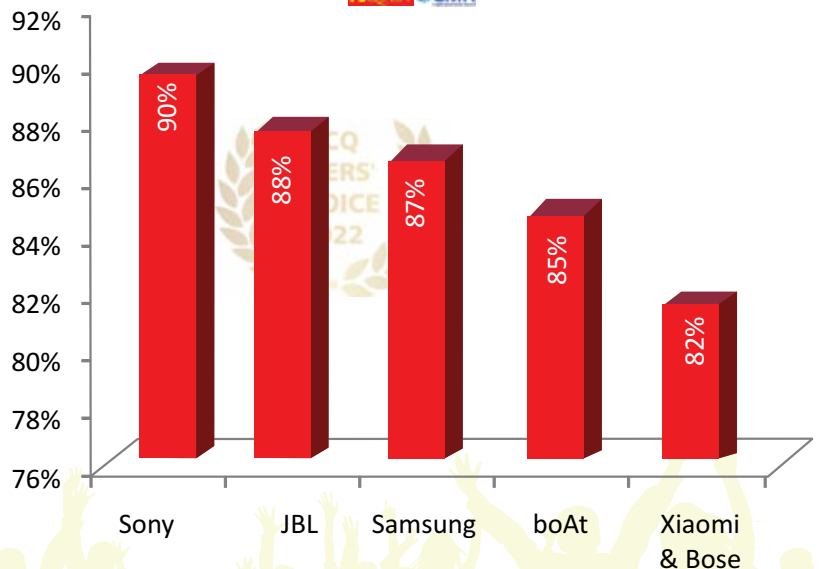
* All the graphs show the top 5 brands' scores only

Sony has some spectacular audio products which made it a preferred choice for most Indian consumers. Although new players are emerging and gaining popularity, still, you can see the top three spots are captured by Sony, JBL, and Samsung. Compared to others, boAt is fairly new to the audio category, yet won many users. Apple ranked fifth in the list, sharing the spot along with Oppo and Xiaomi.



Wireless Headset – Spontaneous Brand Awareness

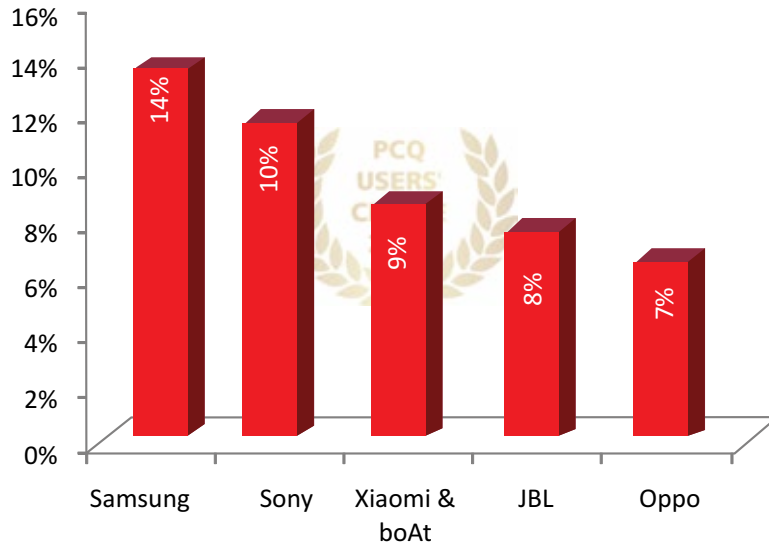
PCQUEST CMR



As we mentioned earlier for quality audio products, consumers prefer Sony, which reflects in our findings for spontaneous awareness. JBL is the next followed by Samsung, boAt, Xiaomi, and Bose. In our last year's result, Samsung wasn't in the top five list, Sony was the champion followed by boAt, JBL, Xiaomi, and Bose. boAt lost its grip a bit this year and Samsung moved up the ranks. It's evident that consumers who prefer quality stick to Sony and JBL kinds of brands. Consumers looking for affordable products prefer brands like boAt and Xiaomi.

Wireless Headset – Current Brand Usage

PCQ USERS' CHOICE 2022



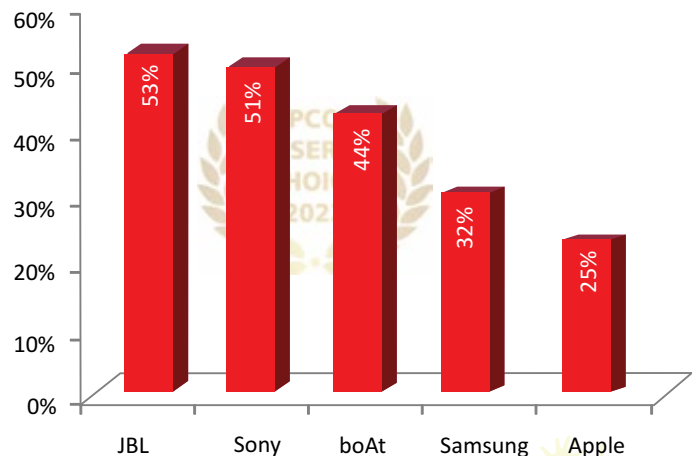
Yes, consumers are preferring quality products with smart pricing and that's why we can see Samsung and Sony grabbed the top two spots. Xiaomi and boAt are sharing the third spot. Although JBL has good quality products, its ranking dipped, as it comes at a slightly higher price point. Oppo grabbed the fifth spot. Last year, although Sony was on top with the highest score, Samsung managed to appeal to both price and quality conscious consumers, which made the competition challenging for all other brands.



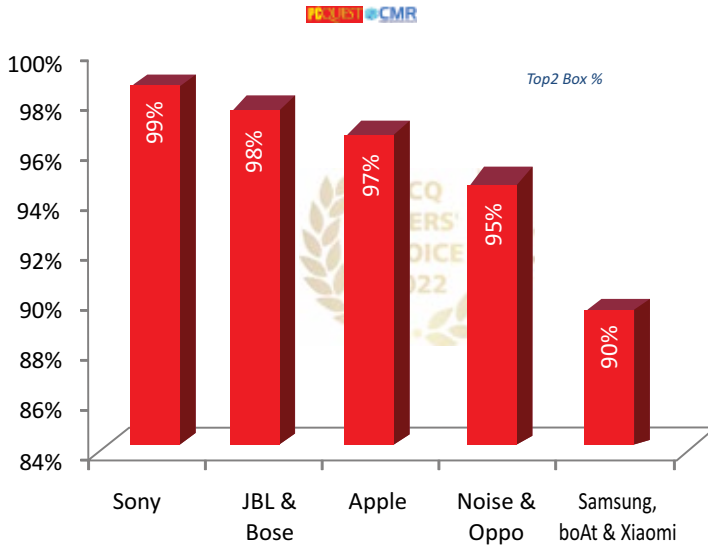
The future looks bright for JBL and Sony. It seems that Samsung has not been able to impress the users fully. boAt scored higher than Samsung when asked for future preference. In last year's results, Sony was on top followed by JBL, boAt, Bose and Philips. This time most respondents preferred JBL than Sony; boAt is still in the third spot, maintaining its hold. Samsung and Apple are new entries this time, which shows the wireless headsets market is not predictable.

Wireless Headset – Future Purchase Consideration

PCQ USERS' CHOICE 2022



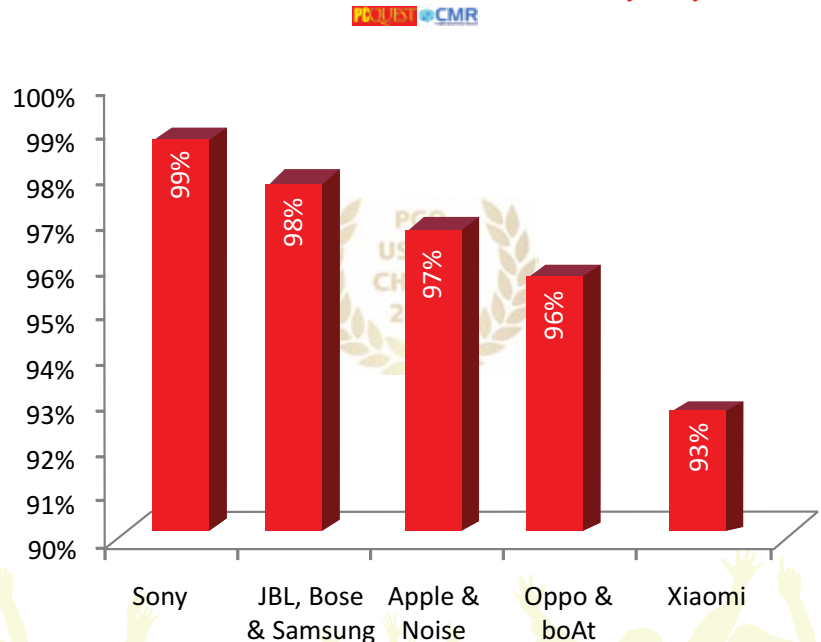
Wireless Headset – Overall Brand Satisfaction



When users were asked whether they have been happy with their brands, the results were interesting. Sony is still the champion brand with 99 percent satisfaction score. JBL and Bose shared the second spot followed by Apple. Noise and Oppo shared the fourth spot while for the fifth spot, we had three names – Samsung, boAt, and Xiaomi.



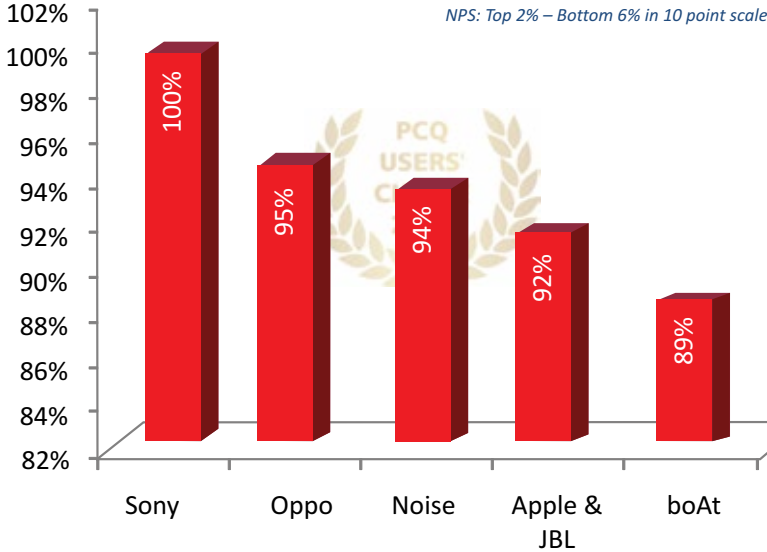
Wireless Headset – Brand Loyalty



Not only satisfied, but wireless headset users are highly loyal to their brands as well. Sony enjoys the highest loyalty. In the second spot, we have a tie between three brands – JBL, Samsung, and Bose. In the third spot, we got Apple and Noise, while the fourth spot was captured by Oppo and boAt, followed by Xiaomi at the fifth spot. In the future, we can get Sony as a winner, but for the first and second runner-up, we may have some new names.

Wireless Headset — Brand Advocacy

PCQUEST CMR



Once again Sony became the winner with a 100 percent score for advocacy. Next, it's Oppo with a 95 percent score closely followed by Noise (94 percent). Apple and JBL are sharing the fourth spot with equal scores. And boAt is in the fifth spot. boAt will have to work hard as it lost on satisfaction, loyalty and advocacy, which is not a good sign to become a leader in the audio segment as they claim to be.

BoAt is fairly new to the audio products, yet made a mark



Sony has a great brand value and after-sales support/service. JBL is considered for its quality of product and after-sales support/service. Samsung attracted consumers for its price point and after-sales support/service. boAt captured the market with its smart pricing and Apple for its brand value. 🏠

Wireless Headset — Reasons for using current Brands

PCQUEST CMR

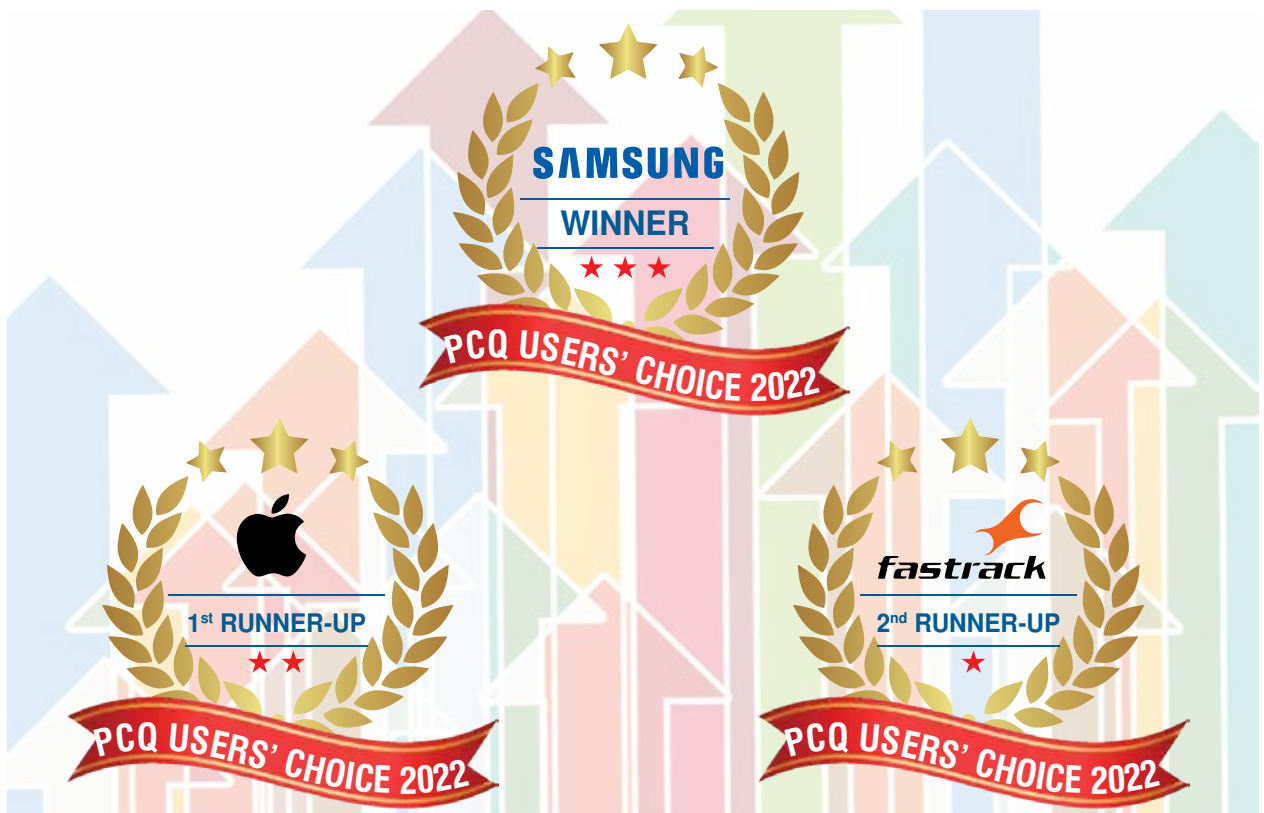
	Sony	JBL	Samsung	boAt	Apple
Brand Name	High				High
Quality of Product		High			
Initial Price			High	High	
After Sales Support / Service	High	High	High		

High



SAMSUNG BEATS APPLE TO LEAD THE SMART WATCH SPACE

Satya Sundar Mohanty, CyberMedia Research
Ashok Pandey & Soma Tah, PCQuest
✉ pcquest@cybermedia.co.in

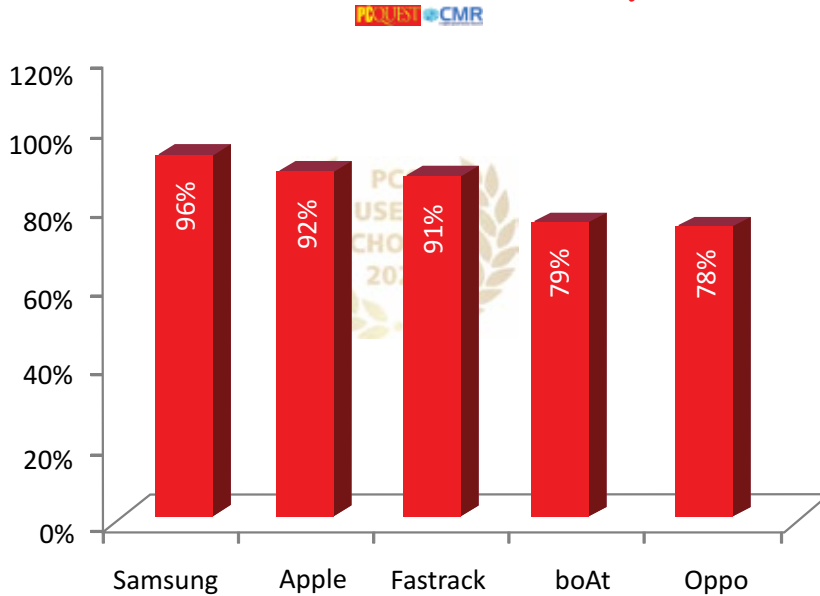


Competition in the smart watch segment gradually becomes intense as more economical alternatives from newer brands hit the market

Smart watch industry has been growing rapidly and the demand is likely to continue in the coming years also. India's smart watch market saw record growth of over 274 percent year-over-year (YoY) in 2021 shipments, according to Counterpoint's research reports. Factors

such as increased awareness about being fit and healthy, along with increased affordability of wireless fitness and sports devices, with the rise in technological advancements in smart watches by market players are driving the demand in this segment.

Smart Watch — Brand Affinity Index



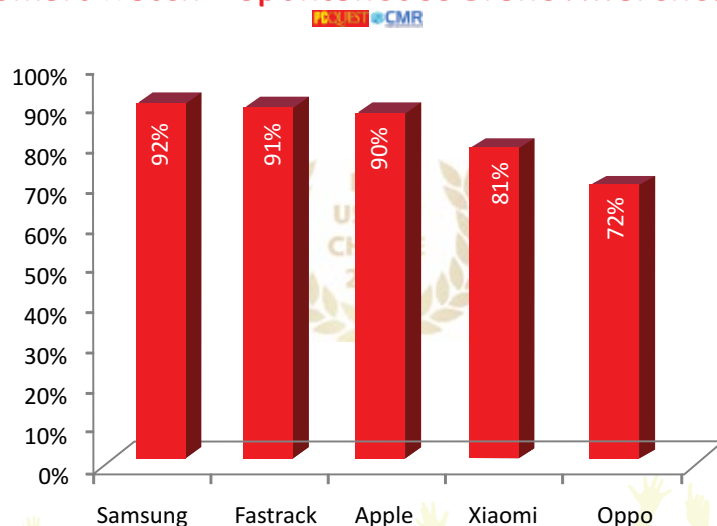
The tremendous growth in the smart watch space has been led by the two giants once again— Samsung and Apple. They were the leaders in our last year's users choice awards as well, but this time they just exchanged their places. Last year Apple was the winner by a razor-thin margin and Samsung was the first runner-up. This year Samsung is the winner and Apple is the first runner-up, followed by Fastrack, boAt, and Oppo.

* All the graphs show the top 5 brands' scores only



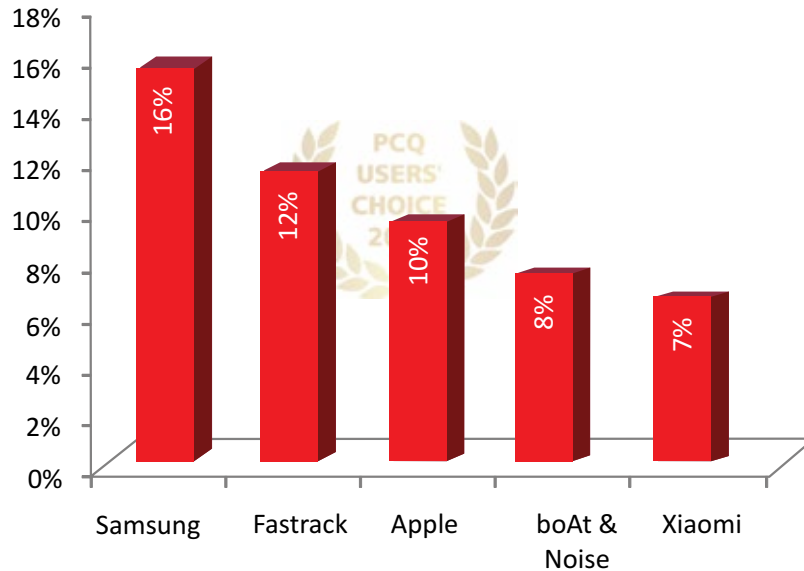
Nine in every ten users could spontaneously recall Samsung, Apple, and Fastrack scoring 92, 91 and 90 per cent respectively. The top three spots in the segment are taken by the category winners, though the difference in the scores are not much. Last year, Samsung led the segment with 82 percent score, Apple and Fastrack got 75 and 45 percent respectively. Xiaomi continued to remain in the fourth spot, while Oppo made it to the top five list replacing Noise.

Smart Watch— Spontaneous Brand Awareness



Smart Watch — Current Brand Usage

PCQ QUEST CMR



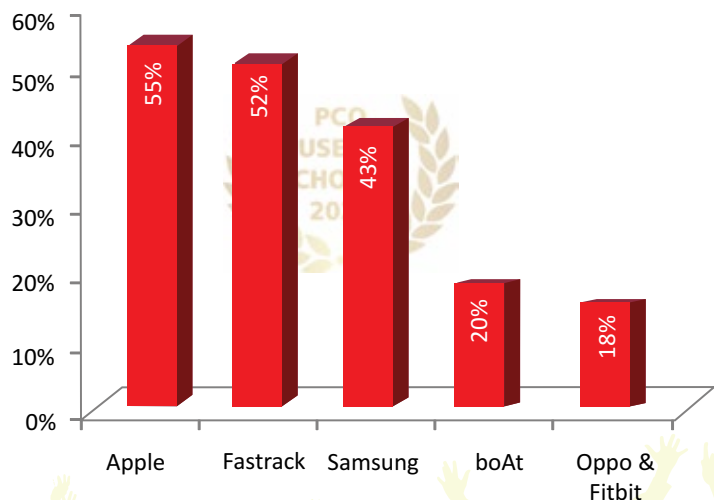
When we asked the users about the smart watch brand they are using currently, Samsung became the winner (16 percent). Fastrack (12 percent) beat Apple (10 percent) to become the first runner-up in this segment. The low scores of the leading brands tell that consumers are looking for economical products rather than expensive ones. boAt managed to enter the top five list. Noise shared the fourth spot along with boAt, followed by Xiaomi.



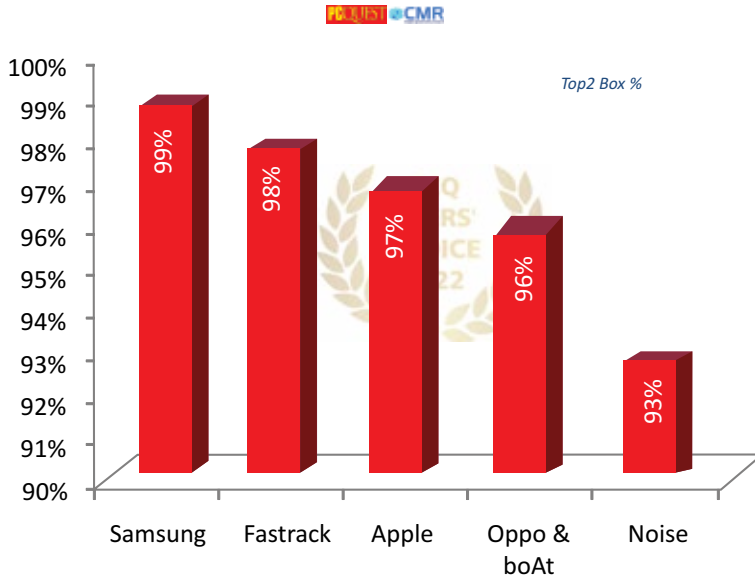
Once again for future purchases, Apple led the smart watch category like it did last year with a 55 percent score. However, it got tough competition from Fastrack (52 percent) and the closest rival Samsung (43 percent) was not far behind followed by boAt (20 percent) and Oppo and Fitbit (18 percent) respectively.

Smart Watch — Future Purchase Consideration

PCQ QUEST CMR



Smart Watch – Overall Brand Satisfaction

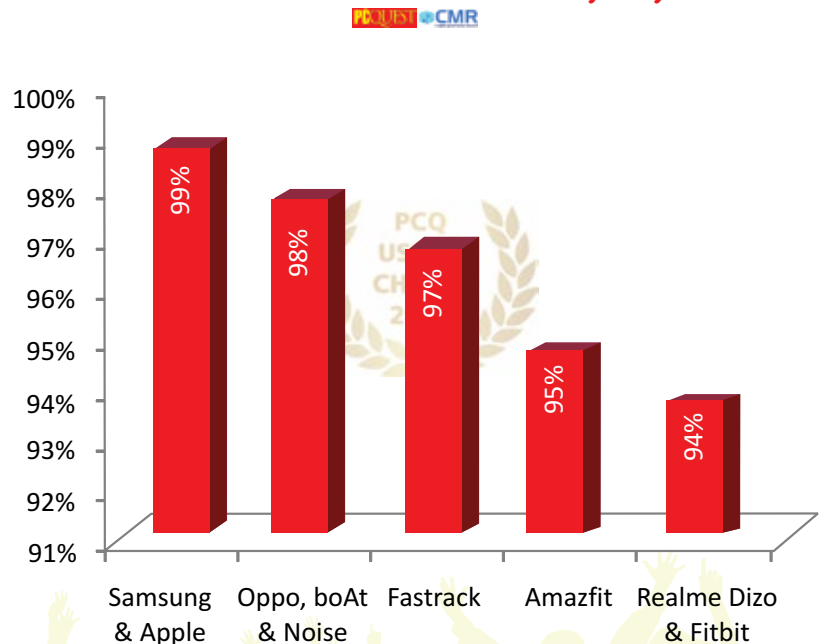


When it comes to satisfaction, Samsung beat all the other brands. Though Fastrack was close enough with 98 percent, followed by Apple with 97 percent scores meaning the competition between the three rivals can become very intense at any time in the future with brands like Oppo and boAt gaining momentum.



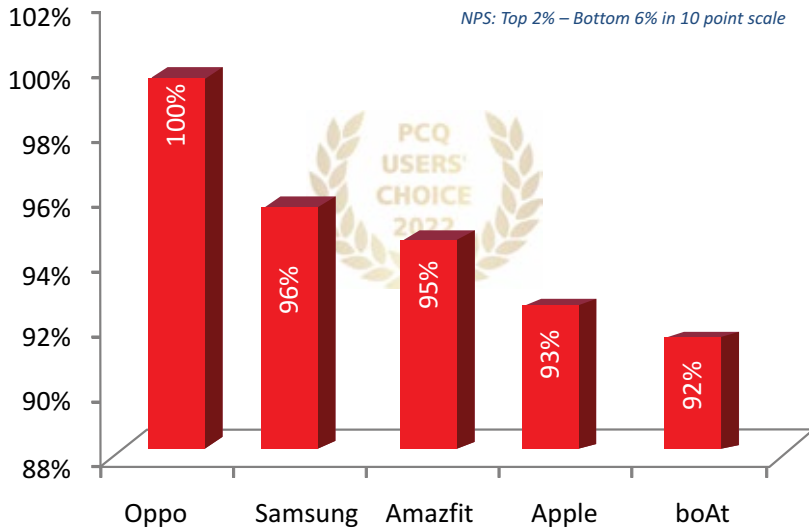
The loyalty scores reflect the rising competition. When we asked users whether they would like to purchase the same brand in future, it was a close battle between all the brands. As you can see, the first spot is shared by Samsung and Apple (99 percent). For the second, we got three – Oppo, boAt and Noise (98 percent) followed by Fastrack (97 percent), Amazfit (95 percent), Realme, and Fitbit (94 percent) respectively.

Smart Watch – Brand Loyalty



Smart Watch — Brand Advocacy

PCQUEST CMR



Users were asked if they would like to buy the same brand in future. But would they recommend the same to new buyers also? Well, Oppo got a clear 'yes' with a 100 percent score. Samsung lost a bit here with 96 percent recommendation followed by Amazfit, Apple, and boAt. It is little surprising to see that last year Apple was leading and this time it's in the fourth spot.

Oppo and boAt gaining momentum and moving up the ranks fast



Smart Watch — Reasons for using current Brands

PCQUEST CMR

When we asked why they chose the current brand's smart watch, here's what we got – Apple and Samsung were considered for their brand name and after-sales support/service. Fastrack was chosen for its quality, boAt for the price point and Oppo for the brand name. 🏠

	Samsung	Apple	Fastrack	boAt	Oppo
Brand Name	High	High			High
Quality of Product		High			
Initial Price			High		
After Sales Support / Service	High	High			

High

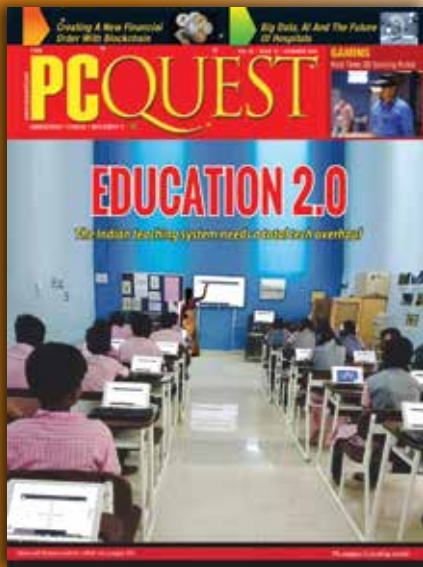
Subscribe To PCQuest To Know More About Latest

Celebrating
PCQuest 35 years :
avail **35%** discount
on digital subscriptions.

- Tech Products
- Gadgets
- Product Reviews

Digital Subscription
also available on
Magzter, Readwhere
and Readly.

[Limited period offer: Grab it Now]



4 EASY WAYS TO SUBSCRIBE

1. Visit: subscriptions.cybermedia.co.in/pcquest.aspx

2. Through Cheque/DD in favour of '**CyberMedia (India) Ltd**'

3. Bank Transfer via RTGS/NEFT

Bank Details: ICICI Bank Limited, A/c no. 017705000132, Branch & IFS Code: Gurgaon, ICIC0000177

4. Call: 0124-482-2222, +91-9810499208

For any subscription related query please email : rsepcquest@cybermedia.co.in



SMART BAND

SAMSUNG TOPPLED XIAOMI TO LEAD THE SMART BAND SPACE

Satya Sundar Mohanty, CyberMedia Research
Ashok Pandey & Soma Tah, PCQuest
✉ pcquest@cybermedia.co.in



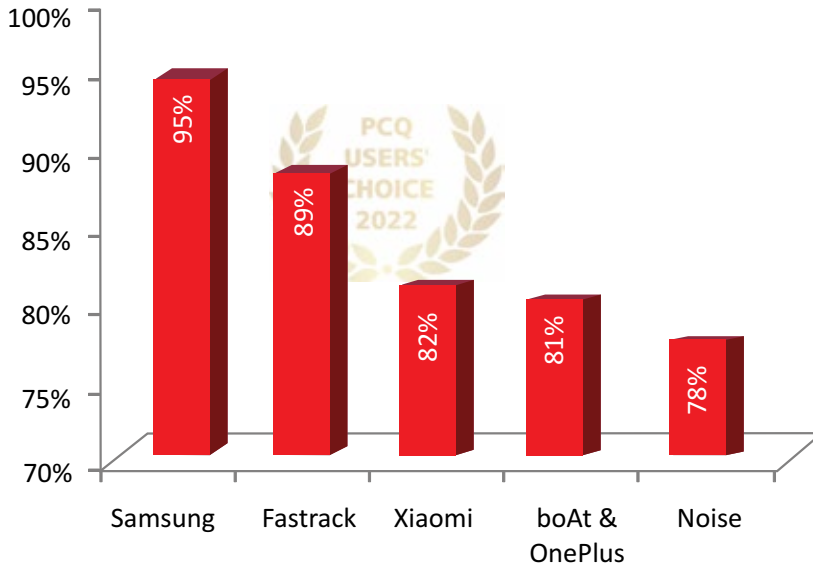
OnePlus is emerging as a strong contender to Samsung, Fastrack, and Xiaomi, in terms of brand loyalty, advocacy, and user satisfaction

The devastating impact of the pandemic forced everyone to rethink personal health. Amidst the restrictions on movement, and long work-from-home hours, people felt the

urge to become fit and healthy and started investing in smart bands. Globally, the smart band market reached a volume of 46.5 million units in 2021 and is expected to reach 59.1 million units by 2027.

Smart Band — Brand Affinity Index

PCQUEST CMR



Last year, we saw people's good faith in Xiaomi, but this time it has been topped by Samsung. In our affinity index, Samsung is the clear winner with 95 percent score. Fastrack became the first runner-up with 89 percent score, followed by Xiaomi (82 percent), boAt and OnePlus (81percent) and Noise (78 percent).

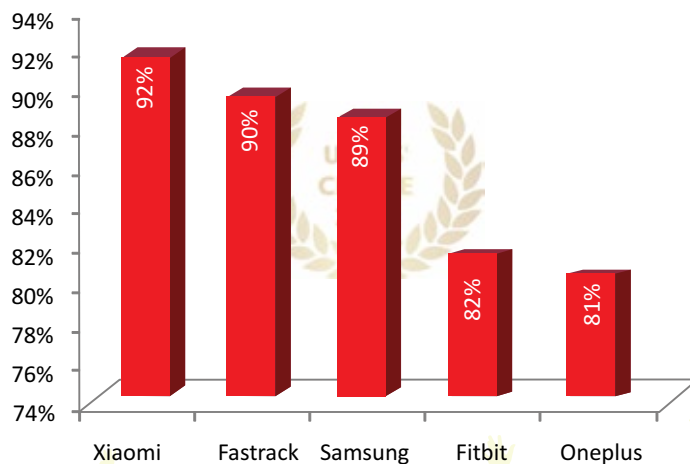
* All the graphs show the top 5 brands' scores only



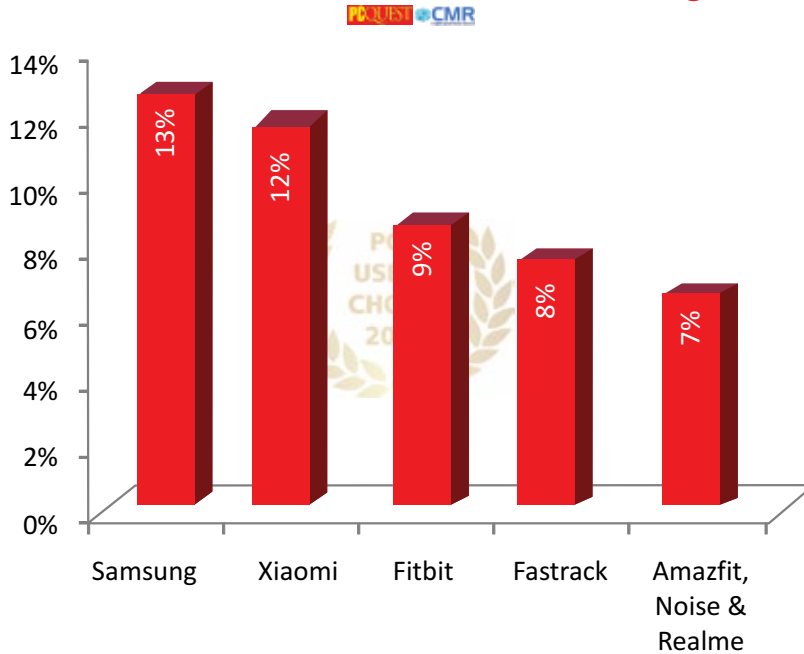
Most of our respondents were able to recall Xiaomi spontaneously as the smart band brand with a 92 percent score. Though, Fastrack wasn't far behind and scored 90 percent. Samsung came in third spot with 89 percent, followed by Fitbit (82 percent), and OnePlus (81 percent).

Smart Band — Spontaneous Brand Awareness

PCQUEST CMR



Smart Band — Current Brand Usage

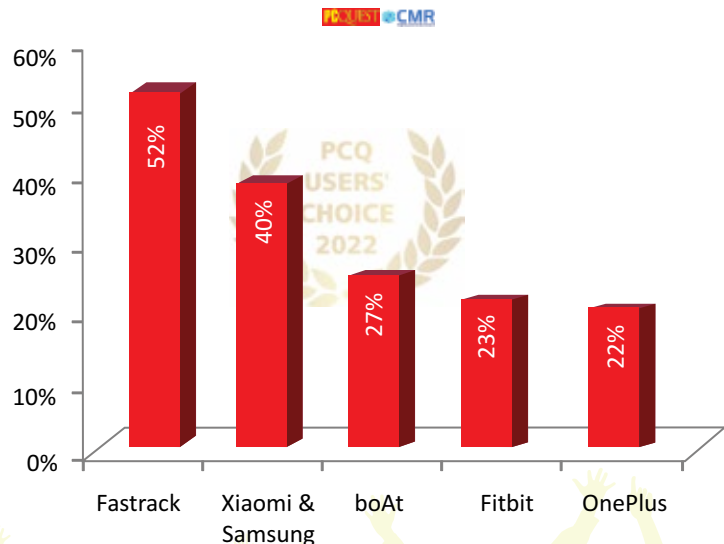


When we asked users which brand they are using currently, Samsung won the segment (13 percent), but with a thin margin. Last year, Samsung was nowhere in the top five list; Xiaomi was leading the charts followed by Fitbit and Fastrack. This year, Xiaomi came in second with 12 percent score, followed by Fitbit (9 percent), Fastrack (8 percent) and Amazfit, Noise, and Realme (7 percent)

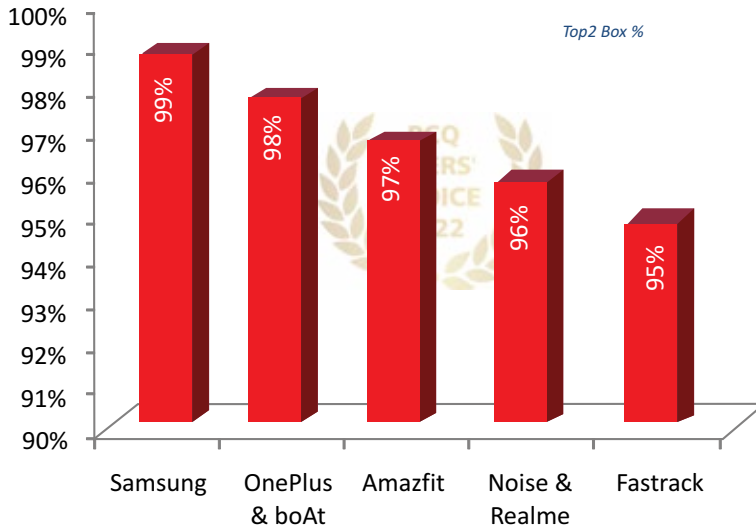


In our last year' survey for future purchase consideration, most respondents were in favor of Xiaomi with a 48 percent score, and Samsung was in fourth spot with 25 percent score. This year, Fastrack won the segment with a 52 percent score replacing Xiaomi (40 percent). Xiaomi shared the second spot with Samsung. boAt won the third spot with a 27 percent score followed by Fitbit (23 percent) and OnePlus (22 percent).

Smart Band — Future Purchase Consideration



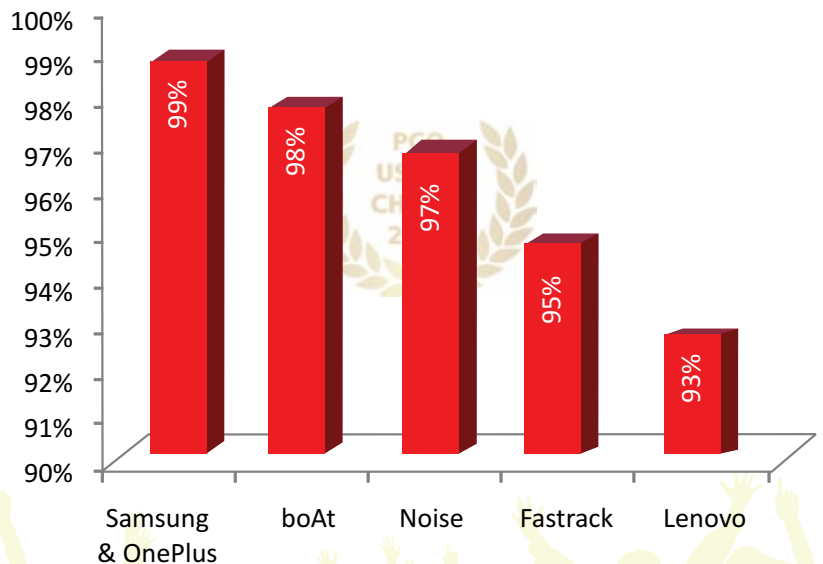
Smart Band – Overall Brand Satisfaction



As our survey findings already pointed to the fact that the future can be with Samsung, the user satisfaction score also validated the same. Samsung users were highly satisfied with 99 percent score, followed by OnePlus and boAt (98 percent), Amazfit (97 percent), Noise and Realme (96 percent) and Fastrack (95 percent). Xiaomi wasn't able to make it to the top five.

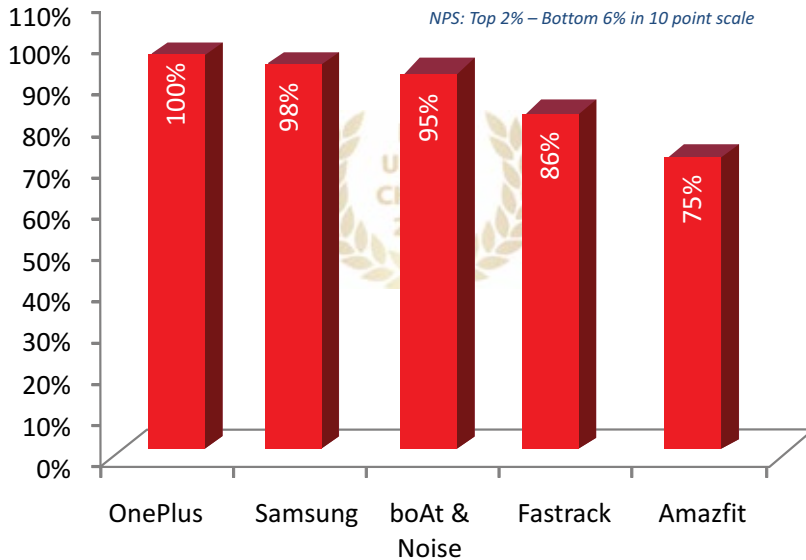


Smart Band – Brand Loyalty



In loyalty as well, Samsung leads along with OnePlus with 99 percent scores. boAt came next with 98 percent score followed by Noise (97 percent), Fastrack (95 percent) and Lenovo (93 percent). Samsung was on the fifth spot last year.

Smart Band – Brand Advocacy



When we asked users whether they would like to recommend their brands to others, interestingly, OnePlus scored the highest (100 percent) and Samsung was just one step behind with 98 percent score. OnePlus was not even in the top five list last year. boAt and Noise shared the third spot with 95 percent scores followed by Fastrack (86 percent) and Amazfit (75 percent).

Xiaomi losing its grip, Samsung and OnePlus moving up ranks



Smart Band – Reasons for using current Brands



Samsung was the preferred choice of our respondents for its brand name and after-sales support/service, while Fastrack was considered for its quality and after-sales support/service. Xiaomi smart bands were considered for their price, boAt for quality, and OnePlus for the brand name. 🏠

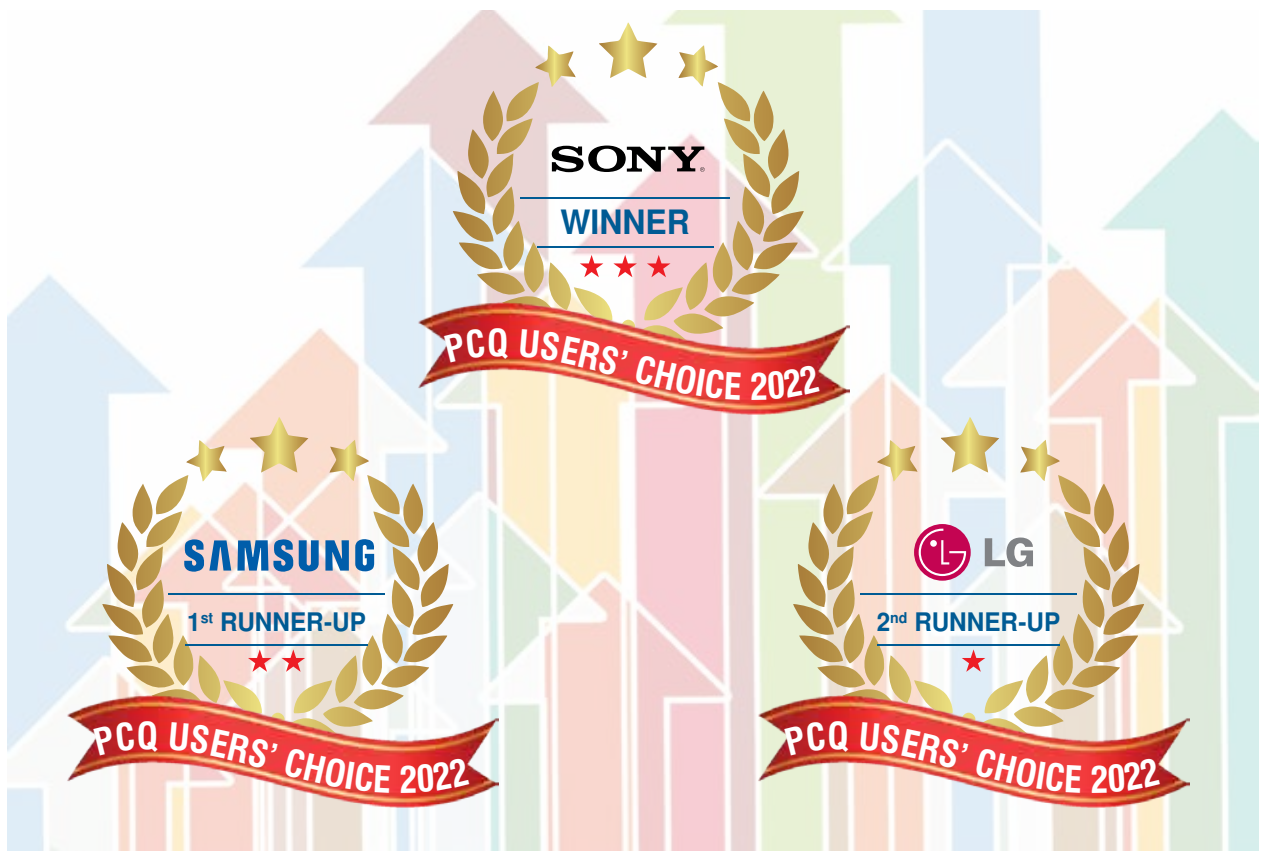
	Samsung	Fastrack	Xiaomi	boAt	OnePlus
Brand Name	High				High
Quality of Product		High		High	
Initial Price			High		
After Sales Support / Service	High	High			

High



SONY, SAMSUNG, & LG MAINTAIN THE LEAD IN THE SMART TV SEGMENT

Satya Sundar Mohanty, CyberMedia Research
Ashok Pandey & Soma Tah, PCQuest
✉ pcquest@cybermedia.co.in



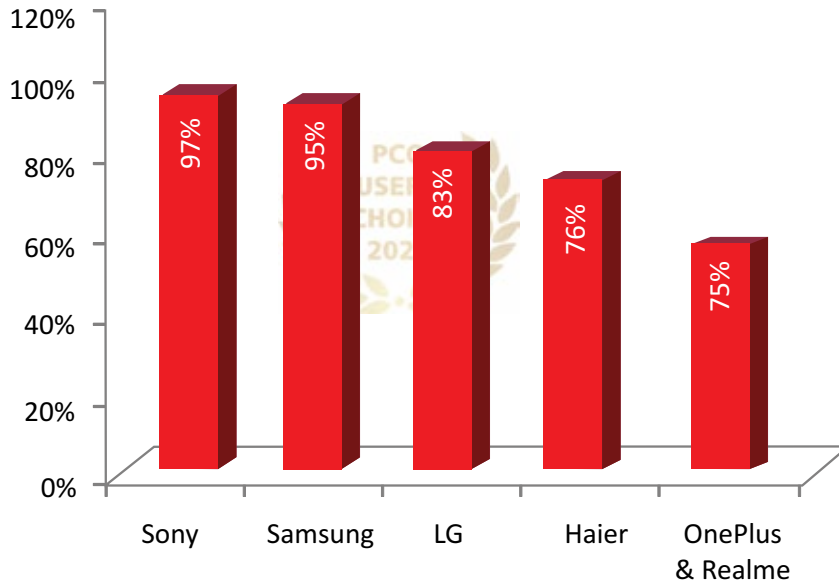
Monopoly of leading brands are likely to end soon as consumers no longer hesitate to experiment with newer brands like OnePlus, Realme, etc.

Due to an increased demand for home entertainment amid lockdown, entertainment has got a new destination in OTT now; Besides TV channels, people are now getting hooked on to the OTT platforms as well. Premium entertainment features are also now available at attractive price points. The

smart TV market is growing rapidly at 55 percent year-over-year (YoY) in 2021 and 65 percent YoY in Q4 2021 to reach its highest ever shipments for a calendar year, according to Counterpoint Research findings. The overall smart TV share in the TV market also soared to 84 percent in 2021 from 67 percent in 2020.

Smart TV – Brand Affinity Index

PC QUEST CMR



In India, a majority of the TV buyers prefer quality and our survey also reflected the same. Like last year, Sony once again remained on the top followed by other two giants in the category, Samsung, and LG. Though there was strong positive sentiment flowing in for Xiaomi (Xiaomi was at the fourth spot last year), it was not enough to get the brand ahead of Haier and OnePlus.

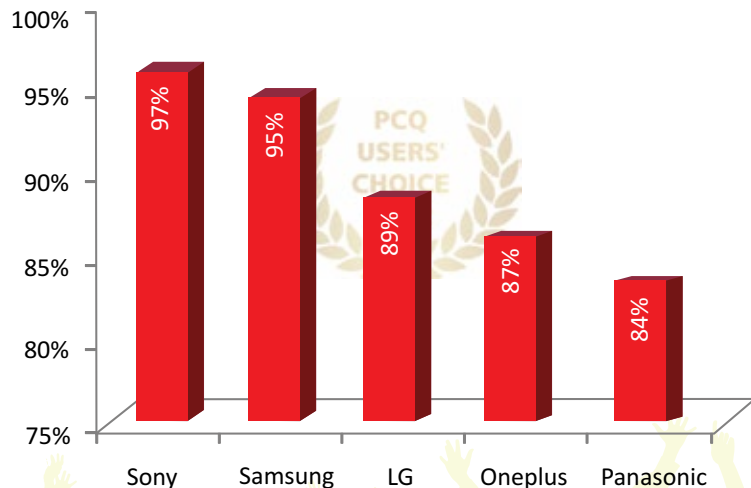
* All the graphs show the top 5 brands' scores only



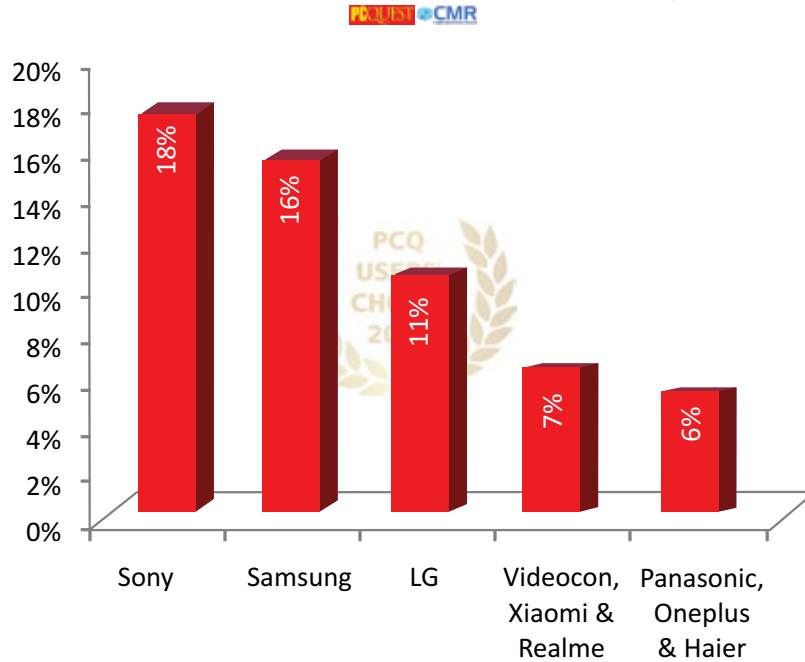
Smart TV – Spontaneous Brand Awareness

PC QUEST CMR

Compared to last year's findings, we have two new entries in our top five list this time. OnePlus replaced Xiaomi in the fourth spot this year and Panasonic replaced Realme in the fifth spot. The first three spots, however, have been retained by the same set of brands– Sony, Samsung, and LG. 100 percent of respondents recalled Sony, followed by Samsung (95 percent), and LG (89 percent).



Smart TV – Current Brand Usage

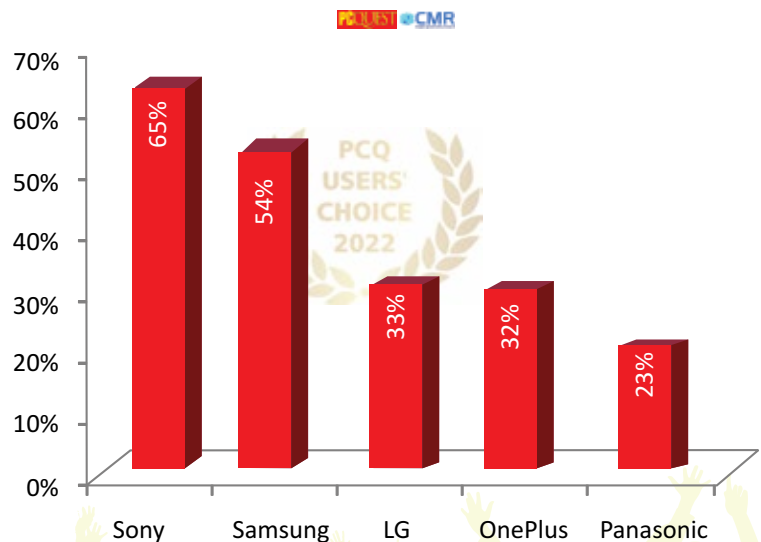


In terms of usage, the top three brands were Sony, Samsung, and LG again. The story, however, became quite interesting after that. Three brands shared similar scores in the fourth spot– Videocon, Xiaomi, and Realme. The fifth spot is again shared by three brands– Panasonic, OnePlus, and Haier. Last year, Samsung was leading the charts followed by Xiaomi, Sony, LG, and Realme. That monopoly ended this time. Consumers have started experimenting with newer brands as well.

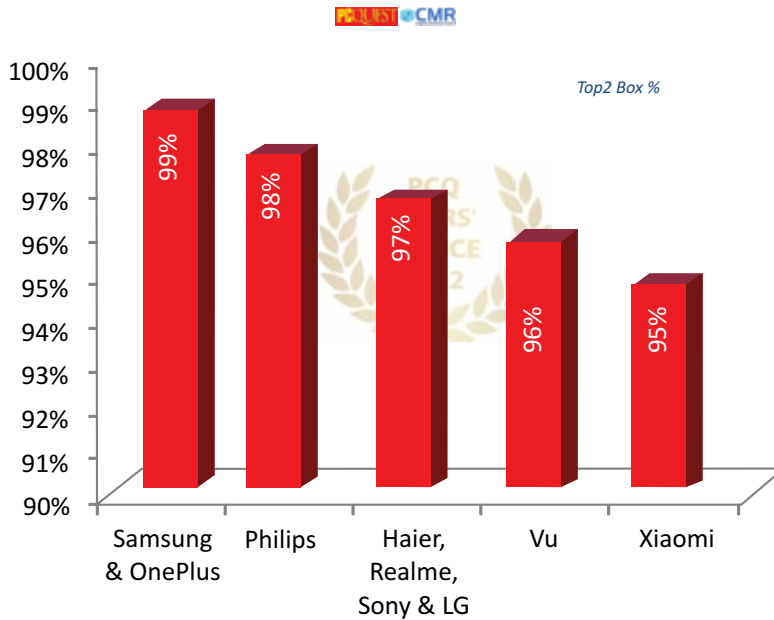


Smart TV – Future Purchase Consideration

Though consumers experimented with different brands, when it comes to future purchase, they still prefer the leading ones only. Sony led this segment with a 65 percent score, followed by Samsung (54 percent), LG (33 percent), OnePlus (32 percent), and Panasonic (23 percent). Last year's top five brands were Sony, Samsung, LG, Xiaomi, and OnePlus. Xiaomi, however, could not make it to the top five this time. OnePlus and Panasonic's ranks got better.



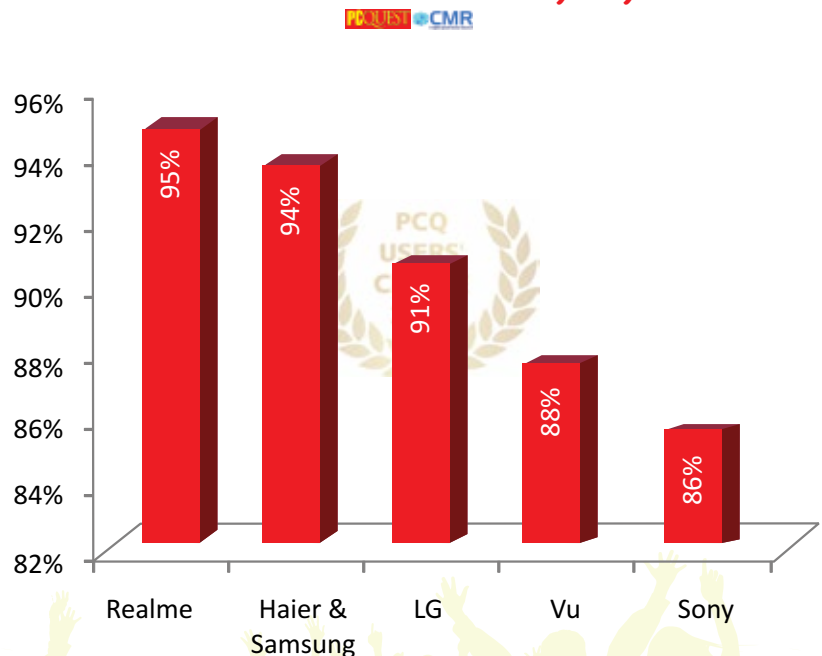
Smart TV – Overall Brand Satisfaction



Samsung and OnePlus users were most satisfied. Philips, which was not able to make it to the top five list last year, surprisingly became the first runner-up in this segment. Haier, Realme, Sony, and LG shared the third spot together. Compared to last year's results, there is no major loss this time except Videocon and Xiaomi, which slipped to the fifth position. Vu grabbed the fourth spot.

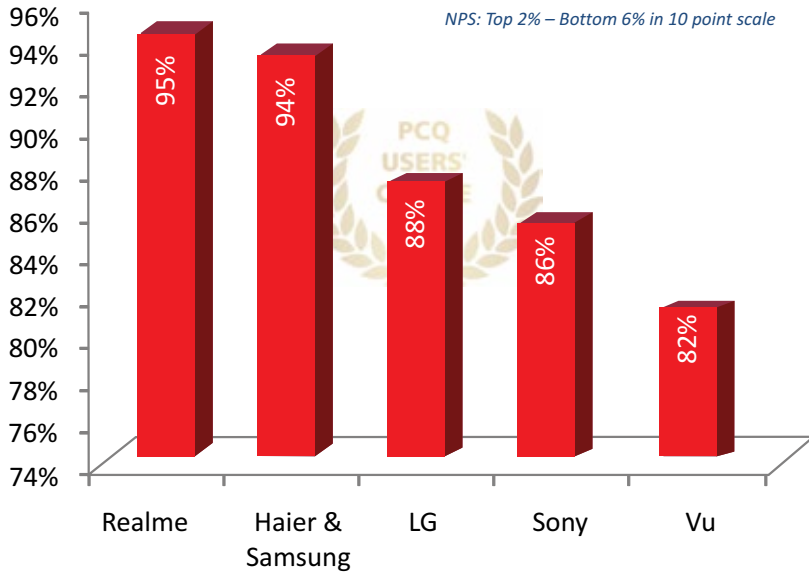


Smart TV – Brand Loyalty



Now, when it comes to loyalty, we witnessed a complete u-turn. The top five names are – Realme (95 percent), Haier and Samsung (94 percent), LG (91 percent) and Vu (88 percent). Although the difference in scores were not much this time, yet Sony slipped to the fifth spot with 86 percent score. Last year the winner was Sony, followed by Samsung, LG, Xiaomi, and Haier.

Smart TV – Brand Advocacy



When we asked respondents whether they would prefer to recommend their brands to others, their loyalty toward the brand were reflected in the scores. Like loyalty, in advocacy also, the top five names were Realme (95 percent), Haier and Samsung (94 percent), LG (88 percent), Sony (86 percent), and Vu (82 percent).

Significant change in the Brand Loyalty, Sony loses grip



Sony was considered for its brand name and quality of the product. LG and Samsung for their quality and after-sales service. Haier and OnePlus attracted their customers for their quality. 🏠

Smart TV – Reasons for using current Brands



	Sony	Samsung	LG	Haier	OnePlus
Brand Name	High		High		
Quality of Product	High			High	High
Initial Price		High			
After Sales Support / Service		High	High		

High

PRODUCT REVIEWS

A Powerful Marketing Vehicle

Thousands & thousands of products are launched every year. But a bunch of them are reviewed. A good product backed by experts' review translate into increased user interest and hence sales. Get your product reviewed by CyberMedia Labs which is run by a team of experts/product technologists having 10+ years of experience.

OPPO RENO7 PRO 5G SMARTPHONE REVIEW



ACER ASPIRE VERO AV15-51 REVIEW



HP SMART TANK 750 REVIEW



FOXIN FOXFIT PRIME SMARTWATCH REVIEW



Visit: pcquest.com/reviews/

for more product reviews by CyberMedia Labs

SOME OF THE CATEGORIES CYBERMEDIA LABS SPECIALIZES IN:

• Firewalls	• UTMs	• Thin Clients
• IT Infrastructure Hardware & Software	• Networking Devices	• Printers & MFDs
• Audio Equipment	• Cameras	• Smartphones & Tablets
• TVs & Display	• Computers & Laptops	• Tools
• Games	• Mobile Apps	• Imaging



To leverage the opportunity of product reviews by CyberMedia Labs

Contact us:
Rajiv Pathak
Marketing

rajivp@cybermedia.co.in,

+91 8010757100, 0124 482 2222, ext: 219

SMARTPHONE

OPPO RENO7 PRO 5G SMARTPHONE

Price: ₹ 39,999

The next Reno series of smartphones from Oppo is powered by the 5G-ready MediaTek Dimensity 1200 chipset. One of the major highlights of this phone is Sony's IMX707 sensor to capture memories. Oppo has switched up the design in a good way. Having a colour-changing design, Reno7 Pro 5G Startrails Blue is made using a new laser process to create hundreds of diagonal micro-etches, which are visible when lights hit the back panel at an angle and look stunning.

▼ Design and feature

The unique and premium-looking smartphone have opted for a rectangular slab design with flat edges on all sides and a flat back. The lightweight and slim phone feature a polished metal frame. It weighs 180 grams and measures 7.45mm in thickness. The rear has a colour-changing panel covered from glass with a matte finish on the top that doesn't attract fingerprint smudges. The triple-camera setup is slightly raised from the chassis and is dominated by two gigantic lenses while an LED flash unit and a Colour Temperature sensor.

OPPO provides a clear silicon case that has a textured grip for ease of use. I also love the nice tactical feedback on the volume rocker button and the power button's lower positioning on the side. The usual combination of a speaker grille, USB C port, and dual-SIM slot can be seen on the bottom. Oppo ditched a 3.5mm headphone jack, and microSD card slot for extended storage, a few people might miss that. Unlike its predecessor, the Reno7 Pro 5G misses out on an official IP certification.

▼ Display

Oppo Reno7 Pro 5G comes with a 6.55-inch AMOLED screen with a 90 Hz refresh rate, which is lower than many other smartphones at this price point. Having a 20:9 aspect ratio, this fits comfortably in hands and make single



Overall: **8/10**

SCORE

PRICE: **8/10**
PERFORMANCE: **9/10**
FEATURES: **8/10**

KEY SPECS

Mediatek Dimensity 1200 Max processor 12 GB RAM 256 GB ROM 6.5-inch full HD+ AMOLED display with 90 Hz refresh rate 50 + 8 + 2 MP rear camera 32 MP front camera ColorOS 12 based on Android 11 4500 mAh battery

PROS:

Sleek and premium design Impressive 65W fast charging Good camera performance in daylight Battery life Colour accurate screen Speakers Aesthetic Orbit Breathing Light

CONS:

No microSD card slot No 3.5mm audio jack Misses 120Hz refresh rate Bloatware on ColorOS Misses out on Android 12

hand operation easier. The display works well under most conditions and offers a comfortable viewing experience outdoors but it is a little reflective under direct sunlight. You can enjoy games and videos contents on this all thanks to impressive colour reproduction but could have been better with a higher refresh rate.

▼ Camera

Reno7 Pro 5G is packed with a 50 MP Sony IMX766 primary sensor, 8 MP wide-angle sensor, 2 MP macro sensor and a colour temperature sensor at the back. Oppo kept the top-notch camera at the rear and at the front – a 32 MP Sony IMX709 selfie camera.

Primary sensors are large enabling them

to seep more light while capturing any scene. Dynamic range is also excellent. The camera UI has various options to shoot a perfect shot or you can leave everything to AI and just focus on your object. OPPO's Croma boost feature is rebranded as AI Color Portrait, one who click numerous images or heavy social media enthusiast can use this feature to capture the different image quickly with the best possible results.

The cam UI is typical ColorOS with gallery preview, shutter, and selfie camera toggle at the bottom. On the top, you can find toggles for flash, HDR, AI scene recognition, 50 MP mode, and a three-dot icon to access the timer, aspect ratio, and settings. It also has a night mode, video, photo, portrait, and 'More', where you will find expert, extra HD, pano, macro, film, slo-mo, time-lapse, dual-view video, sticker, text scanner, and soloop templates. The UI lets you capture 108 MP resolution images using the extra HD mode that uses sub-pixel interpolation to enhance the picture's final resolution. There are buttons for retouch, filters, and Google Lens on the viewfinder itself.

The daylight shots capture detailed photos with good colour accuracy. The 50 MP and extra HD modes struggled with dynamic range and noise levels. The low-light shots were able to retain natural colours and details when using the default photo mode. While using the night mode, it delivered a better dynamic range. The portrait mode worked exceptionally well and the wide-angle lens performed excellently with sharp focus and details all across the frame. I am not happy with the macro 2 MP camera, it would be better to use the closeup mode to get better colour accuracy and details.

The front 32 MP Sony IMX709 shooter captures detailed selfies with vibrant colours. Even if you are not using the beautification, still you will get some level of masking, which is a bummer. The impressive part of the front shooter is – when it detects more people in the frame, automatically switches to the wide-angle mode.

▼ Performance

Oppo Reno7 Pro 5G is equipped with

MediaTek's flagship Dimensity 1200 Max chipset, customised by Oppo. Having the top line of hardware, the smartphone runs quite smoothly. I was able to run every app and game. I played different games including Asphalt 9, NFS no limits, Shadow Fight, Battle Ground India, etc. I played these games one by one and then switch between these games, but there was no issue. I did find that the device heated up a bit while playing games. Whopping 12 GB RAM lets you play games even when a multitude of apps running in the background.

The speakers on the Reno7 Pro produce dynamic and rich sound. The under-screen fingerprint sensor works flawlessly on most occasions. The face unlock also worked flawlessly however, its functionality is quite dependent on lighting conditions.

The ColorOS 12, based on Android 11, is quite user-friendly. It offers various themes that could be applied and has personalisation options. OPPO has implemented a Memoji-style 3D emoticon called Omoji which can be added to your always-on display and the company claims it has over 200 accessories and dynamic expressions.

While using the device for day-to-day usage, it worked really well. I included different productivity apps such as MS Office and used them simultaneously, again no performance lag. The phone handled every app smoothly. The phone has two stereo speakers added on the top and bottom of the screen. these speakers are loud enough to enjoy music, watch videos and play games.

▼ Battery life

The phone is backed by a 4,500mAh battery that charges at 65W thanks to the company's proprietary Super VOOC charging technology. The Dimensity 1200 Max's 6nm fabrication does help in power efficiency and with moderate usage, the battery can last for more than a day. While with heavy usage, gaming, video/image shoot, net surfing, etc., it would end by the evening or soon. But thanks to the superfast charging, it juices up the phone to 100 per cent in about 35 minutes. 🏠

Bottomline: With excellent design, sleek profile, mazing camera and power-packed MediaTek SoC, OPPO has made an excellent device offering a comprehensive smartphone experience with a few caveats. The screen could have a better refresh rate, could have Android 12 and missed a 3.5 mm jack and microSD slot.

ACER ASPIRE VERO AV15-51

LAPTOP

Price: ₹ 57,999

Reduce, recycle and reuse, these three mantras can save our world from the huge plastic waste. Acer has taken its steps towards reducing the plastic and made a laptop from post-consumer recycled (PCR) plastic. These small steps will help us creating a better world to live.

The Acer Aspire Vero laptop is dramatically reducing its environmental footprint, plus gets a funky, textured design along with a decent configuration to provide you require computing power.

▼ Build quality

Acer Vero is made using recycled materials, so its shell is grey in color with a flecked yellow pattern. The outer shell isn't using any paint again reducing harmful substances.



Overall: **8/10**

SCORE

PRICE: **8/10**
PERFORMANCE: **8/10**
FEATURES: **9/10**

KEY SPECS

Processor: 11th Gen Intel Core i5; RAM: 8 GB; Screen size: Iris Xe Graphics Card: no; Storage: 512 GB

PROS:

Eco-friendly; Solid and sustainable build; Easy to upgrade, repair or recycle; Comfortable keyboard; Decent battery life; Affordable

CONS:

Screen and webcam could be better



The design is eye-catching that reminiscent of cardboard or concrete. The funky textured design looks good, it might not be the preferred choice for everyone, but I really like the look and feel of the laptop. The chassis has squared edges with its thin profile, measuring only 0.7 inches. Though, Acer used recycled materials for the chassis, yet it feels solid.

Now, let's take a look at the bottom of the device, where you can see speaker cutouts and the huge ventilation grill. Also, it has a pretty large vent in between the lid and the base to enhance the overall system cooling.

▼ Keyboard, touchpad and webcam

Aspire Vero uses 30 per cent PCR plastic in the chassis and 50 per cent PCR plastic in the keycaps. The keyboard is comfortable with

quiet keys, perhaps just a little more bouncy. However, it didn't slow my typing speed with the 1.3mm key travel that is pretty much spot on. The keyboard features one-level backlighting that is good enough for night or dark conditions, however multi-level keyboard backlighting would be more useful. The keys are black and has white texts on it, which make it easier to read. When you look carefully, you will find that letters E and R are printed in mirror image and in yellow, representing the four key parts of Acer's environmental philosophy: Review, Rethink, Recycle, Reduce. The 15.6-inch laptop got a numeric keypad as well.

The large (125mm x 80mm) touchpad is quite responsive and has no foibles. It holds the Fingerprint scanner, sits in the top left corner of the touchpad. The fingerprint scanner makes logins easier and more secure. Vero has got a 720p webcam on the top of the screen which is fine for video meetings, but picture quality is not good. Even in a well-lit room, pictures were noisy and lacked details.

▼ Screen and speakers

The laptop comes with a 15.6-inch, 1080p (16:9) IPS display capable of 170-degree viewing angles with a rated 250 nits of brightness. You will enjoy working on the laptop, however visual are not up to the mark. The screen produces crisp images, sharp texts. While watch FHD videos I was able to notice the color reproduction, which is not satisfactory. Darker moments are not dark enough, plus when you put the screen in direct sunlight, the screen visibility become poor.

The Vero is packed with stereo speakers with Acer TrueHarmony technology. The speaker produces loud sound without any distortion. You will surely enjoy the audio clarity on video calls.

▼ Performance

Packed with the 11th Gen Intel Core i5 processor, along with 8 GB of RAM and a 512




GB SSD. The power-packed machine let me work on various apps simultaneously. Working on daily productivity apps like Ms-Office, Adobe Photoshop, Chrome, etc. it handled them quite efficiently. As most of the meetings are online nowadays, I used this for internal and external video meetings using apps like Zoom and Google Meet, etc. the laptop handled them breezily.

While browsing the internet and working on daily productivity apps, I didn't notice any performance lag. It was super smooth to switch between the apps and work on the PC even for longer hours while using the PC for more than a month.

To test its capability, we opened two chrome browsers with 10 tabs in each with applications like MS Word, Excel and Adobe Photoshop. While operating the machine with all these applications running in the background, we didn't notice any performance lag. We were able to switch between applications.

▼ Battery life

The Aspire Vero is powered by a 3 cell, Li-Ion, 48 Wh battery that gives you juice to run for more than 9 hours with daily productivity. With some heavy usage, you can get over 5 hours of battery life. when you do multitask and run various heavy graphics-intensive apps, then it can last for around 3+ hours. 

Bottomline: At this price range, Acer laptop is a good choice with decent overall performance. With the impressive green credentials, this solid laptop offers mainstream performance and decent battery life, though the display and webcam could be better.

AIRTEL IS CREATING A MULTI-VENDOR PLATFORM FOR THE RADIO ACCESS NETWORK, RAN AND TESTING SOLUTIONS FROM A POOL OF TECHNOLOGY PARTNERS.

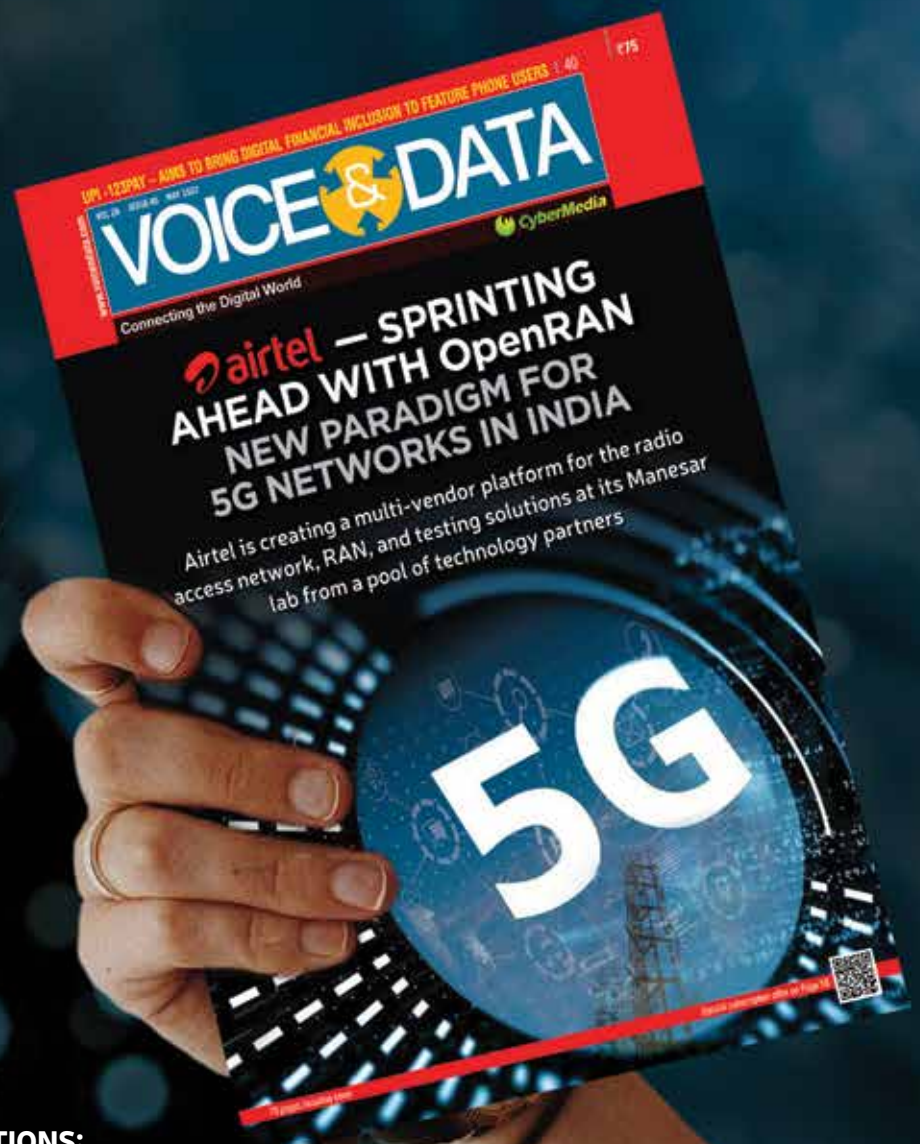
Read the opinions and insights from the telecom leaders in the May 2022 edition



Airtel has been a founding member of the ORAN alliance since 2018 - Randeep Sekhon



Hyperscale cloud providers like Amazon and Google are potential players in the ORAN ecosystem - Sandeep Gupta



GRAB YOUR COPY TODAY

Form Link
<https://bit.ly/3Hwk7PO>

FOLLOW US TO GET THE LATEST UPDATES ON TECH, TRENDS IN TELECOMMUNICATIONS:

VnIndia
 Voice&Data
 @voicendata

Leverage Voice&Data platform & network:
 Rajiv Pathak | rajivp@cybermedia.co.in | +91 8010757100



TAKE A QUANTUM LEAP IN PERFORMANCE

AMD
RYZEN
PRO



Know More : trustadvisory.info/tra/home.php

© 2022 Advanced Micro Devices, Inc. All rights reserved. AMD, the AMD Arrow logo and combinations thereof are trademarks of Advanced Micro Devices, Inc.