

# infoX

MAY 2022

## EMERGING TRENDS OF IT AND BUSINESS

**UNBOXING**

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**IT TOOL OF THE MONTH**

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**STARTUP OF THE MONTH**

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**JAIPURIA INSTITUTE  
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The IT Club Magazine is all about phenomenal innovations happening everyday around us.

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# *Editor's Note*



Starting from the invention of 'NEUPHONY' which was an emotional birth by two girls, about health. Talking about health, Apple again sparked up the business world with an all-new change in water drinking style. Going more with mental strength was another creation called Peace, Death! 2 game technology has changed the way of official presentation through Trello & MS project – just like fintech services which were a revolutionary change in the era of digitalization. Fusion 4 home too acted as a boom to the people of north America, strength Ing their connectivity.

Altogether, these innovations are new changes and changes should be welcomed.

***Vikas Dalal***  
***MBA(2021-23)***

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**Image Credit: Apple**

# APPLE HIDRATE SPARK

*Yash Sharma*

Apple, the premium smartphone manufacturer, has launched a smart water bottle called HidrateSpark. The world's smartest water bottle price starts at around Rs 4,600. Earlier, the US-based trillion-dollar company unveiled its polishing cloth that costs almost Rs 1,900. The HidrateSpark water bottle is listed on Apple's website and in retail stores for \$59.95 (nearly RS 4,600) in the US market now.

The HidrateSpark water bottle can monitor your daily water or fluid intake and sync it with users of Apple Health. Users can easily connect their smart bottles to the HidrateSpark App through Bluetooth. The bottle has a stainless-steel, vacuum-insulated chug that keeps drinks cold for up to 24 hours. It has an LED smart sensor at the bottom that tracks and records the water intake of the users and alerts Apple Health via Bluetooth connection. It can also calculate and adjust a personalized hydration goal based on the body and activity level of the user. Apple users can easily track their daily water intake and adjust their daily hydration goals with this app. Users can also keep track of their consumption on the Apple Watch and edit their water intake.

The more premium version of HidrateSpark pro STEEL comes in two colors, which are Silver & Black. The HydrateSpark Pro bottle comes with features such as fast charging. Both the variants are dishwasher safe and are vacuum-insulated. (Apple) . The bottle takes care of hygiene with a protective spout cover and lock that helps keep out dirt and germs. It also helps to prevent spillage.

## IT TOOL OF THE MONTH

# SURECALL FUSION 4HOME MAX SIGNAL BOOSTER KIT

MUSKAN GARG

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<https://www.surecall.com>

The sure call fusion 4Max signal booster kit was a great technology and solution are specially Designed for small towns and in very rural areas where you have weak signal outside and need to distribute that within the building. This technology introduced to help to connect proper networking in cell phones. This is a great solution and performance leader among cell phone signal booster manufacture. This tool specially designed to eliminate frustration over the dropped calls and limited range by amplifying incoming and outgoing cellular signal in homes and offices. It is a strongest all- carrier residential booster that's the purpose to build for areas within the weakest areas with partially blocked signals.

This fusion4home Max boosts voice, text and data signals on all North American Cellular Network. This provides the maximum coverage and connectivity for simultaneous users on all 4G LTE and 5G cellular devices, including hotspots. This fusion4Homes Max is the perfect solution to deliver improved signal strength for everyone in the home, no matter their device on carrier. This technology help to transforms customers current connectivity more than any other home cellular signal booster. The clear technological advantages among all-carrier in-home cell signal boosters.



### **Additional features and benefits of the fusion4Home Max include:**

- Highest Gain/More coverage
- Highest Quality signal/ Better Data performance
- Reliable Quality
- Improve battery life.

### **It includes**

- Surecall Fusion4Home Max inside Host and power supply.
- Directional Panel inside Antenna
- Inside Cable(Connects inside panel to the booster)
- Outside Yagi Antenna
- Outside Amplifier
- Outside cable(connect outside amplifier to inside host)

# neuphony

Yash Sharma

The Covid crisis has brought about unforeseen tragedies and taken a severe toll on our mental health. But there was a personal tragedy that drove Ria Rustagi and Bhavya Madan to set up their wearable health-tech start-up Neuphony. The untimely death of Rustagi's sister Pankhuri due to a rare brain condition and the grief that followed made the duo realise the need for a holistic solution to cope with mental health conditions. In December 2018, Madan, who was then pursuing his master's in human-computer interface, came up with the idea of a device to help patients suffering from speech complications. After conducting several surveys and interviews, they decided to work on brain health and mental fitness first. That was how Neuphony, also known as PankhTech (an ode to Pankhuri), was born.

So far, the company has developed two products. The first one is a head wearable band that uses an SDK to read brain activity to help improve memory and auditory processing, decision-making, emotional and social responses and brain training for spatial orientation. The second is a mobile app focusing on self-awareness and an ML model recommending custom meditation techniques. The mobile app and the headband can also be synced to measure the neurofeedback, based on which meditation techniques are recommended.

The wearable piece tracking brain activity will have two price points (INR 15,000 and INR 35,000), depending on the number of sensors. In addition, the plug-and-play SDK will cost INR 4,000 per licence per month. The mobile app can also be used without the headphones and can work as a meditation and mood tracker for INR 100 a month.

Neuphony's head wearable product recently witnessed 25 early adopters and will be rolled out for home psychotherapy by the end of 2022. The company is also working on a communication device for patients with speech difficulties, with a tentative timeline of 2025.

**HEADQUARTER :** DELHI-NCR

**FOUNDED IN :** 2020

**KEY INVESTORS:** CIIE, Derbi  
**Foundation**

**Funding Raised:**

Rs.1,53,28,000

**BUSINESS MODEL:** B2C

**FOUNDERS:** RIA RASTOGI &  
BHAVYA MADAN



## PEACE, DEATH! 2



Scan the barcode and download the game

"Peace, Death!" It is an arcade simulator developed by AZAMATIKA, who is known for games like Gun Done.

Peace, Death! '2' is a logic game featuring action-packed logic where you help the Reapers Union as they work towards achieving their worthy cause by sending clients to Hell, Heaven, or Purgatory!.

iOS and Android are both supported by this game at a different price.

The Android version costs Rs149/- and the iOS version costs Rs29/-.

WRITTEN BY

SAKET SINGH

# SECTOR INSIGHTS

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## FINTECH

FINTECH = "FINANCE" ++ "TECHNOLOGY"

Fintech means the usage of automated financial services and operations by any company.

Fintech is not a new industry. The word FinTech can be traced back to the early 1990s when the Citigroup project used it. However, it was only in 2014 that the sector became a center of gravity for stakeholders like regulators, industries, and consumers.

In 2021, the global fintech industry was valued at approximately **USD 5504.13** billion, and it is predicted to increase at a CAGR of **23.58** percent over the next five years.

**CAGR OF 2020-2025 22.17%**

**CAGR OF 2021-2025 23.58%**

The substantial investment in technology-based solutions by banks and businesses is a key constituent in the fintech market's growth.

Many of these FinTech transformations occur regularly, such as when we withdraw money from an ATM, use virtual cards, transfer money via mobile payment apps, pay via digital wallets, crowd funding platforms, online portfolio management, and international money transfers. Furthermore, with the adoption of cutting-edge technologies, the FinTech horizon is expanding at a rate faster than ever before.



The FinTech industry's business model has been dramatically altered by Blockchain Technology. Transactions can be done in a safe and secure manner using this radical technology. As a result of these factors, banks and financial institutions are quickly adopting Blockchain Technology to capitalize on its merits.



Source: <https://www.inventiva.co.in/business/corporate/top-20-fintech/>

# SECTOR INSIGHTS

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## TOOLS REQUIRED IN FINTECH INDUSTRY

- GSUITE
- ZOOM
- HUBSPOT
- TRELLO
- TODOIST

## SIGNIFICANCE OF FINTECH

- FinTech leads to financial inclusion
- FinTech is a cost-effective option
- Financial technologies are secured
- FinTech empowers small enterprises
- Fintech enhances the financial capability of companies

## SKILLS REQUIRED IN FINTECH INDUSTRY

- DATA SCIENCE
- COMPUTER PROGRAMMING
- ARTIFICIAL INTELLIGENCE
- COMPUTER SECURITY
- ANALYTICAL SKILL



<https://intellias.com/fintech-in-the-year-of-the-connected-customer/>

WRITTEN BY: PRASHANT SHARMA

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# APPS OF THE MONTH

## Trello vs Asana vs Ms Project

Written by : VANSHITA SHARMA

### •TRELLO

Company: Atlassian

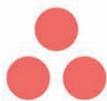
Price: The basic version is free. \$10/user/month for extended features.

Used by: Adobe, Kickstarter, National Geographic, Fender

Trello is extremely user-friendly. It can be set up in minutes and is very intuitive to use, so your team can be onboarded immediately and will soon get into the flow of things. The free version is perfectly suitable for lightweight or temporary projects and tasks.



**Supported in: Android**



**asana**

**Supported in: ios**

### •ASANA

Company: Asana

Price: \$10/user/month

Used by: Yelp, Air France, Meliá Hotels, Bill & Melinda Gates Foundation Asana has excellent search options, which make it easy to find tasks and files, even when there are multiple projects on the go. It also offers a view similar to a Gantt chart that allows for task dependency management.

### •MS PROJECT

Company: Microsoft

Price: \$30/user/month

Used by: Two-thirds of the companies according to the latest research MS Project is used by 67% of respondents to manage projects. It looks similar to Excel, with spreadsheet-like charts and tabs. MS Project is very powerful with numerous customization options and full integration with Office 365.



**Supported in: ios**

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