

## GCC'S PREMIUM HOME APPLIANCE MARKET TO THRIVE WITH LG SIGNATURE

**DUBAI:** According to market reports, the home appliances and home entertainment market is currently undergoing a significant change where consumers are starting to shift from traditional products towards more intuitive, elegant and appealing products. The increase in purchasing power and improving lifestyles are fostering the demand for smart home appliances around the world, especially across the GCC, where the residents embrace a premium standard of living making it a way of life for many.

Luxury lifestyle across the GCC has been a fast-paced journey, fuelling the evolution of luxury and retail across the region, according to some market analysts. LG Electronics has long been a key driver and an active participant in this phase of evolution with innovation, analytics-driven application and insights to its appliances and technology to produce a unified consumer experience that is as intuitive as it is effortless.

Keeping up the legacy of innovation, is the birth of a new brand and LG's first ultra-premium brand with a new art of essence for the most discerning consumers in the region - the LG SIGNATURE.

LG SIGNATURE brand has been gain-

ing recognition across the globe from cosmopolitan consumers since its successful debut.

By combining LG's most forward-thinking innovations, LG SIGNATURE represents the pinnacle of design, performance and usability in home appliances. LG SIGNATURE was developed under the full support of the company's vision through continuous efforts to understand the needs of the consumers who want the very best out of life.

LG SIGNATURE is all set to open up new opportunities for the luxury segment of the electronics industry that caters to the premium consumers of the region.

Commenting on LG Electronics plans for a stronger foothold in the premium market segment, Kevin Cha, President, LG Electronics, Middle East & Africa, said, "With strong ambitions for the region, GCC has always been active in taking a prominent role on the world stage. The resilient dynamics of the region are all set to accentuate the luxury goods segment and the region has all the attributes to be well-known for not only luxury consumption but also luxury creation. With the GCC consumers being not only passionate about luxury but also being demanding and assertive, our latest LG



SIGNATURE products is created with a striking design that is practical and visually appealing to communicate elite status while opening the doors to a new era in home appliance and home entertainment segment."

The LG SIGNATURE products exemplify LG's commitment to creating stylish, sophisticated products that seamlessly blend in to any setting while performing at the highest levels. LG's innovative designs and products have always raised the bar across the appliances industry by seamlessly combining the latest in efficiency-boosting technology with stylish elements that create a posi-

tive first impression. With a stylish touch that allows the collection to blend seamlessly into any environment, this premium collection signals a shift in the role of technology in everyday life. Conceptualized to exude a sense of elegance and sophistication, the LG SIGNATURE products were not just designed with the most exquisite materials that are aesthetically beautiful to touch and feel, but engineered with the most advanced technological systems that heighten performance whilst enhancing overall experience.

Within the GCC, studies have shown that consumers are using luxury as a

way to express themselves, they are searching for unique pieces in the range of well-known brands and they are more receptive towards less known designs.

LG SIGNATURE products highlights the true extent of LG's innovation leadership and the company's passion for consumer-centric insights that drive the evolution of life. Leading experts have carefully created the exquisite products by undergoing a strict in-depth evaluation process to make every product feel like an extension of every individual in order to help them create some exceptional experiences.

"The rise in demand for luxury goods is a standard that LG can foresee across the region," added Mr Cha. "It is the right time to invest in a new category for home entertainment and home appliances especially since more and more people within the GCC are beginning to adapt and embrace newer technology for productivity, efficiency and premium lifestyle." The official launch of the LG SIGNATURE products will take place on 22 August 2017 and the products will be available for purchase at the LG brand store and leading electronics and home appliance dealers across the GCC.



**VERTOU:** This file photo taken on December 28, 2016 shows logos of US online social media and social networking service Facebook in Vertou, western France. — AFP

## FACEBOOK SAMPLES CHINA'S POTENTIAL WITH SNEAKY APP

**SHANGHAI:** Facebook's sneaky launch of a photo-sharing app in China, where its social network is banned, gives it a small taste of the massive market's potential, but it may have to settle for just that for now.

The US tech giant acknowledged last week that it was behind the Colorful Balloons application, which is similar to its Moments app but omits any mention of Facebook's brand name.

Facebook has strived to breach the "Great Firewall" — which tightly controls China's internet content — ever since its flagship social media platform was banned by Beijing in 2009.

Facebook chief executive and co-founder Mark Zuckerberg has made high-profile visits to China and met with political leaders. He is even studying Mandarin.

"We have long said that we are interested in China, and are spending time understanding and learning more about the country in different ways," a Facebook representative said last week after the app's origin was revealed by The New York Times. But analysts voiced doubts that Facebook will fully enter the Chinese market any time soon, and the app has had a humble beginning since it emerged in May.

According to San Francisco firm App Annie, Colorful Balloons ranked 46th in the photo and video category for iPhone apps in China and a lowly 758th among all apps.

"Facebook threw a curve ball in getting inside

the China market. It may not be effective, but it is certainly a nice try," said Zhang Yi, head of mobile-internet consultancy iiMedia Research Group. "But it will be difficult for Facebook to enter the Chinese market as a whole because it is unlikely China will change its policies and laws any time soon."

The app has icons and features similar to Facebook's Moments application. Chinese users must register with a local mobile number and the app will sort through the images stored on their phones based on dates.

The app is not linked to Facebook accounts, so users can't post pictures to their Facebook pages or view content from Facebook through the app. "If the app can't cross the Firewall and (can) only be used in China, what's the use of it," one person commented on China's Twitter-like Weibo social media network.

## Shanghai subsidiary talk

Colorful Balloons was released in May by a company called Youge, according to Apple's App Store and one of the Android app stores.

A company named Youge Linking Internet Technology was registered in Beijing in March, with a capital of one million yuan (\$150,000), according to the National Enterprise Credit Information Publicity System.

While the app is not mentioned in the system it says the firm's business covers internet infor-

mation service and software development.

Shortly after the company was registered, Facebook's China representative Wang-Li Moser had a meeting with Shanghai's commerce commission director Shang Yuying in May to talk about setting up a Facebook subsidiary in the city, according to the commission's website.

Facebook is among the several global internet giants that are blocked in China, whose security services closely monitor the web for sensitive content within the Great Firewall.

The government has implemented new cybersecurity measures this year to further police the internet.

## Too big to pass up

"China is not banning Facebook the company. Only its social networking platform is not allowed," said Fu Liang, an independent technology analyst based in Beijing.

"As long as this app does not go where it shouldn't and stays as an innocent photo sharing app, China's regulators won't give it a hard time," said Fu. Zhang Yi of iiMedia said Facebook could afford to try out an app that is limited to China's huge market and not available elsewhere in the world. "China is too big a market for Facebook to pass up," Zhang said. "And I think it is worth it to put down some chips in the game now, as long as it does not affect the operation of the parent company itself." —AFP

## LGV30 TO ELEVATE SMARTPHONE CAMERA TO NEW HEIGHTS

**DUBAI:** LG Electronics (LG) will incorporate an F1.6 aperture camera and glass lens in the dual camera of its upcoming V30 flagship smartphone, introducing industry-leading innovations that bring a new level of photographic innovation to the mobile industry.

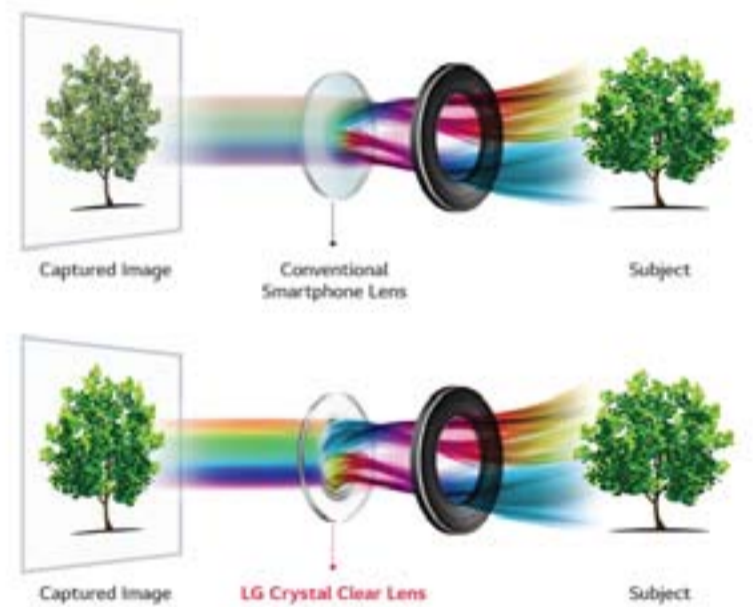
Excitement in smartphone cameras has long been a core competency of LG's mobile devices and the dual camera module in the upcoming LG V30 will include the world's largest aperture and clearest lens ever to be featured in a smartphone. LG's first F1.6 lens is also the largest aperture among existing smartphone cameras, delivering 25 percent more light to the sensor compared to an F1.8 lens. The glass Crystal Clear Lens also delivers greater light-collecting ability than a plastic lens as well as better color reproduction. This makes the V30 particularly well suited for photography and videography.

"LG boasts an unrivaled heritage in smartphone photography and our deci-

sion to adopt glass in the V30 camera is specifically because this has traditionally been the realm of DSLRs," said Juno Cho, president of LG Electronics Mobile Communications Company. "For the users for whom the V series was designed, this kind of innovation is significant."

In all areas, the camera in the LG V30 is superior to the camera of its predecessor, let alone other smartphones. The camera in the V30 cuts edge distortion by a third compared to the V20 when capturing wide angle shots, making it ideal for group selfies, spacious interiors and expansive landscapes.

Even with all these improvements, the rear camera module of the LG V30 still manages to remain svelte, 30 percent smaller in size compared to the V20. Paired with LG's specialized UX featuring laser detection AF, optical image stabilization and electronic image stabilization, shutterbugs will find the V30 as easy and convenient to use as its predecessor.



## SETTING YOUR DATA CENTER MIGRATION STRATEGY

**DUBAI:** Change, even one for the better, comes with risk. Migrating to a Colocation Data Center - or any new Data Center - should be accompanied by careful supervision and a well devised and executed strategy. Data and IT functionality are a critical element of any modern enterprise. While adopting a new Data Center strategy holds the promise of efficiency and leaner ongoing costs, the transition can also result in negative disruptive outcomes - if it is enacted badly.

Migrating a Data Center can be a formidable task at the best of times. While its advantages may be readily apparent as a strategy, the transition itself needs to be conducted with due process and proper planning. Data Centers, especially ones that are optimized to the requirements of the business they serve, are a central pillar of functional efficiency. However, most legacy Data Centers are sub-optimal in one way or another. The fact of the matter is that, as the role of Data driven business processes evolves rapidly, most legacy Data Centers are found wanting in either capacity, computational power or other limitations on throughput.

## Elements of best practices in data center migration

A task as complex and multifaceted, as Data Center migration, requires a comprehensive and detailed plan for successful execution. A rollout of any new IT technology or approach is fraught with unexpected outcomes. As a rule, IT professionals expect some unforeseen elements to any such change. This is especially true for a restructuring as fundamental as a Data Center migration. It is, therefore, of the utmost importance that a good transition plan is devised and adhered to. Some essential elements and best practices, that can help mitigate the possible downside to Data Center migration, are:

- Inventory of resources and analysis of existing system: It is important that the legacy system being replaced is thoroughly assessed and tabulated. Several layers of



**Sachin Bhardwaj**

technology - both hardware and software - are likely to be components in an existing system. Their interplay and codependence is a complex system that should be understood and accounted for prior to any migration.

- Creating a Strategy for the Migration: Different enterprises have different functional priorities. A careful and detailed strategy not only reduces the chance of a nasty surprise, it also helps to identify the basic elements that the new system needs to address as a priority, so that the least amount of disruption is experienced and the migration can be measured against expectations on an ongoing basis.

- Identify risks and have a risk management plan: Nearly any modern-day IT infrastructure is complex. Identifying likely sources of risk and making sure to create strategies to minimize and mitigate them is essential to any Data Center Migration. While it is likely to prove very difficult to identify every vulnerability, the process of listing likely risks does help in focusing the migration strategy.

## AI: WHAT DOES IT MEAN TO YOU? MORE THAN JUST A VOICE ASSISTANT

**DUBAI:** Technology has taken great strides over the last ten years. One of its most notable innovations is artificial intelligence - the ability for computer systems and machines to perform tasks normally requiring human intelligence. The invention of AI has provided us the potential to extend our capabilities, empowering us all to achieve more.

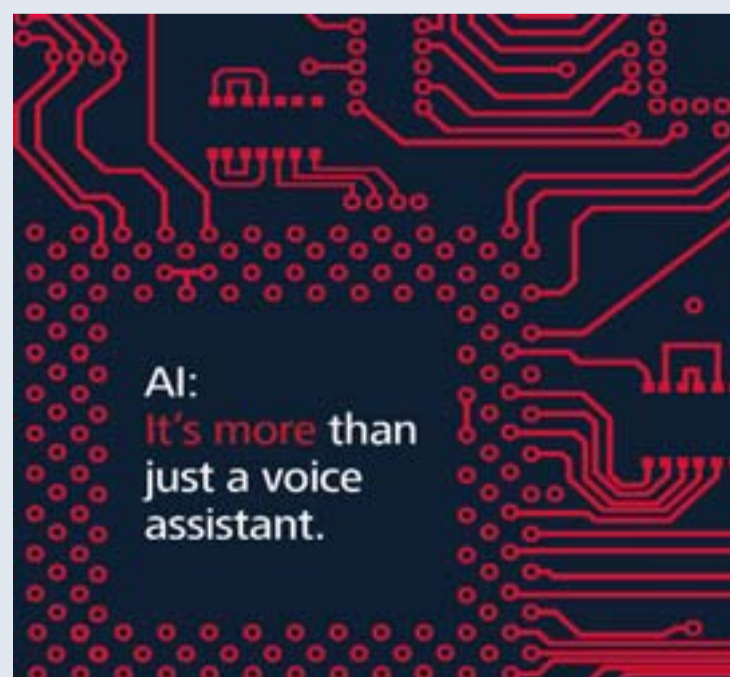
The concept of AI is not new. Over the past few years, different tech companies have introduced their own forms of proprietary AI tools. Chinese tech giant, Huawei, is rumored to be next on the list to introduce its own AI technology. Richard Yu, Huawei Consumer Business Group CEO, is expected to reveal the AI based assistant of Huawei during his keynote speech at IFA, taking place in Berlin in September this year. But, will Huawei be just another smartphone manufacturer to include AI based voiced assistants to its devices?

Recent teasers imply that the company is working on taking a major step forward in the realm of AI, going beyond just being a voice assistant. According to the brand, it wants to focus on what AI means to people - "what it does, where it lives and how it

enhances your life." Speculation is rife that Huawei will soon be introducing a Huawei AI Chip, with reports indicating that this announcement could be made alongside the launch of the company's all-new processor, the Kirin 970. Could this be the beginning of a move from the information revolution to the intelligence revolution?

As a leading technology company, Huawei is also one of the top spending companies in research and development capabilities, investing a significant amount of its annual sales revenue to research and development efforts, and has established 16 research centers around the world. In 2016, Huawei continued to invest in the future, with the company's annual spending on research and development reaching CNY76.4 billion (US\$11 billion).

Huawei recently announced its 2017 first half year business results, reporting strong growth with sales revenues for the first six months of 2017 increasing by 36.2% year-on-year to CNY105.4 billion. According to industry analysts IDC, Huawei's market share rose to 9.8 percent of the global smartphone market in Q1 2017, a growth contributed to in



large part by its consumer electronics division. The introduction of an AI Chip could help boost the company's promising performance in the coming years. Whether or not AI is

just a voice assistant remains to be seen. All eyes are on Huawei as the company gears up for its expected announcement at IFA, driving the new 'smart era' forward.