



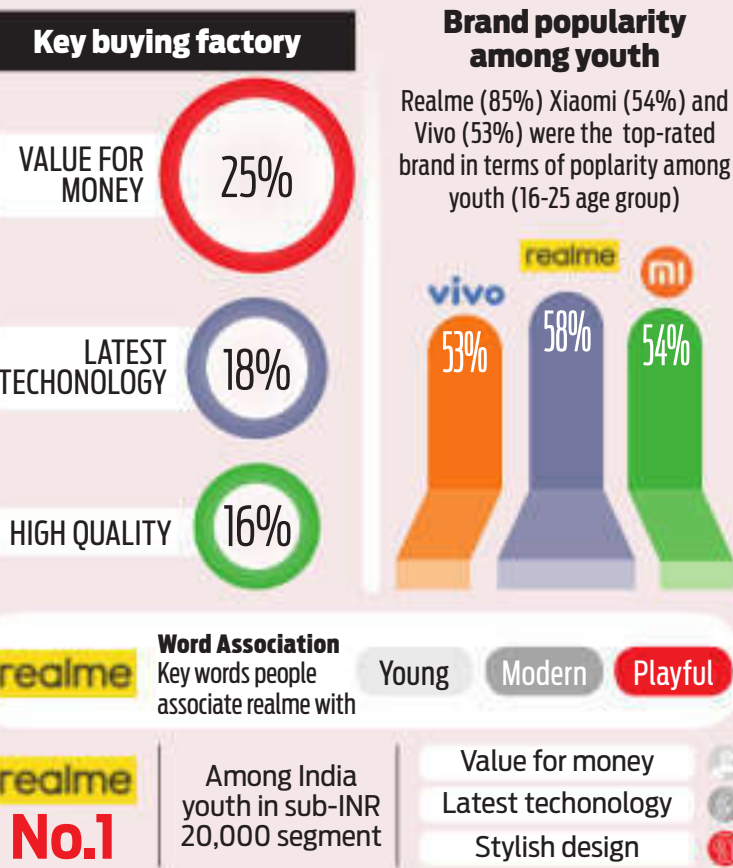
'Value for money' key for Indian users

VALUE for money (25%) and latest technology (18%) are the top parameters for users while buying smartphones, a survey by Counterpoint Research shows. Examining the primary considerations of Indian smartphone buyers, the survey reveals that one-quarter of respondents emphasise 'value for money' as a crucial factor, closely followed by 'latest technology' at 18%. High quality is the third most key factor consumers look for while buying a smartphone.

The survey also reveals that Realme is the most popular smartphone brand among India's youth, with 58% of the respondents in the 16-25 age group voting for it. The most common words with which Realme is associated with are young, modern and playful, reflecting Realme's popularity among India's young smartphone users. Realme is followed by Xiaomi (54%) and Vivo (53%).

Realme also emerges as the standout performer on these two parameters in the sub-₹20,000 price bracket, particularly among the youth. Commenting on smartphone brand popularity among the youth, Arushi Chawla, senior analyst at Counterpoint Research, said: "The young generation approaches their smartphone purchases with strong enthusiasm. They prioritise latest technologies, value for money and stylish designs."

Key survey insights from Indian smartphone users



KNOW THE POTENTIAL OF VIRTUAL TWIN TECHNOLOGY

UMA KANNAN @ Bengaluru

SEVERAL sectors, especially manufacturing, use the virtual twin technology for optimal results. Virtual twins are digital replicas with real-time representation of behaviour and interactions. Gartner says data from multiple digital twins can be aggregated for a composite view across a number of real-world entities, such as a power plant or a city and their related processes. But the scope of application of the new technology is much wider. According to a recent report by Dassault Systems, a virtual twin represents not only a product or system as it exists now but also how it was designed, tested and manufactured in the past, and how it could be operated and maintained in the future, thus providing provenance and prediction through the asset and systems lifecycle. It explains that in the manufacturing sector, virtual twins can maintain human-led process lines, while helping design and realise sustainable, autonomous factories of the future, with the ability to retrace all digital shifts made by an entire value chain over time.

Dassault Systems and Nasscom's report on the adoption and impact of virtual twin technology reveals high awareness and doubling of virtual twin adoption since the pandemic. It says 90% of the global enterprises have explored at least one virtual twin PoC (proof of concept) and there have been 2X virtual twin implementa-

tions during 2020-2023, compared to 2014-2019. Indian enterprises have also started to explore virtual twins, and like global counterparts, they focus on product and process stages, and supplier selection.

ELEMENTS OF A VIRTUAL TWIN TECH

The report says virtual twins are the product of convergence of multiple technologies applied to integrated IT-OT (information technology-operational technology) use cases. There are three core technology pillars — software applications, IT-OT (hardware, and connectivity technologies — that make virtual twins come to life. By capturing and emulating physical asset behaviour, in addition to its 3D structure and context, virtual twins evolve along with the physical asset over the lifecycle, thereby ensuring that the critical elements of provenance and continuity are managed.

According to MarketsandMarkets, in terms of revenue, the glo-

bal digital twin market size was estimated to be about \$10.1 billion in 2023, and is expected to reach \$110.1 billion by 2028, growing at a compounded annual growth rate of 61.3% from 2023 to 2028. It says the growth of the digital twin market is driven by the demand for digital twins in the healthcare industry and the increasing focus on predictive maintenance. Though there are many advantages, one of the challenging factors is the cost of technology integration. Dassault Systems report says virtual twin scale-ups will require effective handling of impending issues across data, tech integration, skilling, organisational readiness, and cost management. It says that 45% of virtual twin deployments take nearly 12-24 months at each level and that 88% enterprises were able to build a virtual twin in less than two years. Providers, particularly specialist suppliers of next-gen 3D simulation and experience capabilities, have a crucial role to play in helping organizations understand, plan, prepare, and execute virtual twins where most feasible and impactful.



GENERATIVE AI AND DATA PRIVACY

NAVIGATING THE COMPLEX LANDSCAPE

GENERATIVE AI, which includes technologies such as deep learning, natural language processing, and speech recognition for generating text, images, and audio, is transforming various sectors from entertainment to healthcare. However, its rapid advancement has raised significant concerns around data privacy. To navigate this intricate landscape, it is crucial to understand the intersection of AI capabilities, ethical considerations, legal frameworks, and technological safeguards.

Data privacy challenges raised by GenAI

Not securing data while collection or processing: Generative AI raises significant data privacy concerns due to its need for vast amounts of diverse data, often including sensitive personal information, collected without explicit consent and difficult to anonymise effectively. Model inversion attacks and data leakage risks can expose private information, while biases in training data can lead to unfair or discriminatory outputs.

The risk of generated content: The ability of generative AI to produce highly realistic fake content raises serious concerns about its potential for misuse. Whether creating convincing deepfake videos or generating fabricated text and images, there is a significant risk of this content being used for impersonation, spreading disinformation, or damaging individuals' reputations.

Lack of accountability and transparency: Since GenAI models operate through complex layers of computation, it is difficult to get visibility and clarity into how these systems arrive at their outputs. This complexity makes it difficult to track the specific steps and factors that lead to a particular decision or output. This not only hinders trust and accountability but also complicates the tracing of data usage and makes it tedious to ensure compliance with data privacy regulations. Additionally, unidentified biases in the training data can lead to unfair outputs, and the creation of highly realistic but fake content, like deepfakes, poses risks to content authenticity and verification. Addressing these issues requires improved explainability, traceability, and adherence to regulatory frameworks and ethical guidelines. Lack of fairness and ethical considerations: Generative AI models can perpetuate or even exacerbate existing biases present in their training data. This can lead to unfair treatment or misrepresentation of certain groups, raising ethical issues.



NEELASH KRIPALANI
Chief Technology Officer, Clover Infotech

Tamil Nadu Newsprint and Papers Limited advertisement for tender notice regarding waste and scrap materials.

Government of Odisha advertisement for e-procurement notice for bid identification.

Unimoni Financial Services Limited advertisement for public notice regarding gold ornaments.

Advertisement for The Brihanmumbai Electric Supply & Transport Undertaking tender notice.

Advertisement for K.K. 100 Harur Co-operative House Building Society Ltd regarding residential land sale.

QuoteExpress advertisement with a quote: 'IF I HAVE SEEN FURTHER THAN OTHERS, IT IS BY STANDING UPON THE SHOULDERS OF GIANTS'.

Tamil Nadu Civil Supplies Corporation tender notice for selection of system integrator for ERP application.

Smart City Thiruvananthapuram Limited tender notice for integrated social housing complex.

Tamil Nadu Newsprint and Papers Limited tender notice for transportation of lime mud and lime grits.

The Brihanmumbai Electric Supply & Transport Undertaking tender notice for supply of following items.

K.K. 100 Harur Co-operative House Building Society Ltd advertisement regarding residential land sale.

Name Change advertisement for Aditya Birla Finance Limited regarding a son's name change.

Aditya Birla Finance Limited advertisement regarding protection of investment and financing.

Union Bank of India advertisement regarding asset recovery branch and demand notice for borrowers.