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**Samsung hits 3 million Galaxy S phone shipments in the US**



**Microsoft's Windows 7 Phone goes on sale**

# Technomics



Oracle CEO Larry Ellison enters US District Court in Oakland, California, on Monday.

## SAP grills Oracle chief Ellison

California, Nov. 9: Oracle CEO Larry Ellison testified that SAP's theft of its software cost his company \$4 bn, doubling his previous estimate but failing to cite written evidence of it.

SAP lawyers immediately challenged Ellison to back up the new figure, but Silicon Valley's richest man said he could not point to documentation proving his claim of the cost of lost business.

Oracle's star witness was unusually subdued in court on Monday, a departure from his sometimes heated public rhetoric.

He also failed to produce testimony of his public assertion that Hewlett-Packard's new CEO, Leo Apotheker, knew of the theft when he headed SAP and did nothing about it until Oracle sued.

A source told Reuters that Oracle had hired private detectives to locate Apotheker so he could be subpoenaed to appear in the trial. The normally outspoken Ellison left the courtroom on Monday without speaking to reporters.

Oracle's lead trial attorney David Boies said outside court it was important for the jury to hear Apotheker in person, and thus it was "appropriate" to try to locate him.

Ellison's highly anticipated testimony on Monday fell short of his brash, accusatory statements against Apotheker and SAP in recent weeks, in both tone and substance.

But JMP Securities analyst Pat Walravens said Ellison succeeded in his most important task in court. "What they accomplished was to get that \$4 bn figure out there to the jury from a credible source," he said. "Ellison was the best chance to do that."

Walravens said it is too soon to say whether Oracle is winning, as SAP has not yet begun to present its side. Oracle is expected to rest its case this week.

"Mr. Ellison's testimony was anti-climactic given his statements these past weeks," SAP spokesperson Saswato Das said in an emailed statement.

The two software companies, which together dominate the global market for software that helps businesses run efficiently, are

slugging it out in court to determine the amount of damages for the software theft. SAP has accepted liability for its TomorrowNow subsidiary having wrongfully downloaded thousands of Oracle files, but argues it owes tens of millions – not billions – of dollars in compensation.

Dressed in a black mock-turtleneck and suit and using glasses at times to read documents, Ellison said top Oracle executives had feared SAP's purchase of third-party software maintenance firm TomorrowNow would allow the German company to woo customers away.

SAP attorney Greg Lanier asked Ellison if he could produce a "scribble on a napkin" of proof that he really believed, in 2005, that TomorrowNow posed a grave risk to Oracle. "I've had that discussion with people, but I tend not to write those things down," Ellison replied.

Oracle president Safran Catz – who often shuns the public spotlight – testified after Ellison, and took on a feistier tone. Had SAP sought a license from Oracle for the software TomorrowNow downloaded, Catz said, SAP would have had to pay upfront.

So far, Oracle has been unable to subpoena the man whose testimony would likely be the most closely watched in the five-week trial: Apotheker.

HP has declined to say whether Apotheker is working out of the company's Palo Alto, California, headquarters or one of its other offices scattered across the globe.

Apotheker's attorneys at the Gibson Dunn & Crutcher law firm have also declined to accept an Oracle subpoena, the source said.

For now, Ellison is the star witness in the trial.

Ellison began his testimony by saying Oracle would come close to going out of business if his company's software was not protected by copyright laws.

Oracle spends several billions of dollars a year on product development.

"We'd have a hard time paying 100,000 employees," he told the jury of eight men and women.

—Reuters

# Software products out of India is the next wave of tech growth

SANGEETHA CHENGAPPA  
DC | BENGALURU

Nov. 9: Indigenous product development has not, until now, enjoyed the kind of attention, adulation and resources that India's IT and BPO services companies have. It is the technology world's equivalent of the cricket vs hockey syndrome. Indeed, the few who dared to start product companies have mostly been either forced to open up a service wing to keep revenues coming in and keep the product business afloat or they have been forced to shut down.

Now, however, industry observers believe, the technology industry is ripe for a product revolution. A belief strengthened by the fact that over 125 product start-ups have been incorporated in just the last three years and software product revenues have grown to \$1.14 billion in fiscal 2010.

Nasscom's Product Conclave, which begins on Wednesday, is set to impart some ballast to the trend. On Tuesday, Nasscom put up a preview of some of the kinds of products that Indian entrepreneurs are making:

### AI ASSISTANTS THAT GET EMOTIONS

Vimagino Solutions, the brainchild of a bunch of customer care professionals,



Umakant Soni

has created artificial intelligence-based systems and agents to reduce the cost and time of customer care by 30-40 per cent.

"Today, 75 per cent of customers look for support information on the Web instead of reaching out to call centres where they have to wait on average for 10-15 minutes, which costs them \$10-\$15 per interaction", explains Umakant Soni, CEO of Vimagino. "We created the world's first emotionally intelligent, artificial agents, called 'Vhelp Angels', which can sense and respond to customers during sales and support processes on Websites."

The company helps businesses offer interactive sales and support services right off their Websites without compromising any of their existing features or investments. Vhelp Angels use a "real-time emotional pro-



### IT'S THE TALENT, STUPID!

While the macro ecosystem to foster product companies is falling into place, there's a micro-level bit still missing – talent. If a vibrant product sector is to develop, then India has to first build a healthy pipeline of talented people who can design, innovate and manage product development. Not surprisingly, a new body is coming up to address the issue – the Indian Product Management Association, founded by Ravi Padaki. It will be formally launched on November 28.

There are around 600 product companies in India. IPMA will enable an ecosystem through knowledge sharing and networking forums where member companies can network, share ideas and foster career growth," Padaki said.

### LOOK WHO'S MAKING THE STUFF

An online survey conducted by Adaptive Marketing revealed that product management in India are dominated by male techies, whose average age is 3.2 years and who have an average of 34 years of experience in product management and a total work experience of 9.5 years.

"In India, product managers spend only 10 per cent of their time on market analysis; most of their time is spent in product planning and requirements management. Since they know their product well, a lot of their time is spent in sales and these guys put in 50-60 hours of work every week. Their average salary is high at Rs 18 lakh per annum. Some 53 per cent of product managers in India work in the

processing engine" to guide conversations and learns from each interaction by looking at emotional feedback, much like a human being, Soni added.

Vimagino says it is working with leading BPOs and Fortune 1000 companies, helping them increase customer satisfaction through intelligent automation.

Way2Goals Software offers a service wherein you can find the latest interest rates on fixed deposits (FDs) offered by any bank over telephone,

product divisions of large companies," says Pinkesh Shah, CEO of Adaptive Marketing. For Indian product companies to be successful, trained product managers, product designers and product marketing professionals are crucial, he added.

### THE UNEMPLOYABLE INDIANS

A Duke University don says the Indian education system is weak and churns out large numbers of engineering graduates who are unemployable. Worse, Vivek Wadhwa, director of research at Duke's Centre for Entrepreneurship and Research Commercialization, thinks Masters in Computer Applications (MCA) degrees are bogus. "These bogus MCA degrees are meant to enable Arts and Science graduates work in companies such as Infosys", he says.

Oh, well then, why are so many US companies outsourcing to India? "US companies are outsourcing work to India not because they face a talent shortage back in the US but because it costs much less to outsource work to India. And, Indians work much harder".

Alright, so how do you explain the fact that India is rapidly becoming the global centre for research, design and innovation? "The secret of India's success lies in its workforce development practices. Employees are given army bootcamp-like training for 2-7 months in soft/technical skills. And then there is the practice of constantly re-skilling employees, year after year," Wadhwa says.

Well, then, India is doing the critical part right, isn't it?

**Some 125 product start-ups have been incorporated in the last three years. Observers says the time is ripe for 'Made in India' products.**



Anand Bhairat

SMS and the Internet.

"Over 50 per cent of deposits in Indian banks are FDs. Over 90 per cent of Indians still invest in FDs. But very few investors are aware that the difference in interest rates offered by various banks on Rs 1 lakh for five years can set them back by upto Rs 16,000", says Anand Bhairat, CEO of Way2Goals. "Our site furnishes details on FD interest rates offered by public sector and private sector banks, maturity value of investments and the value that investors will get after adjusting the invested amount for tax and inflation." Nearly a million people are already using the service each month, he added.

### LIFE TOOLS FOR RWAs

Residential and commercial complexes lack a tool that integrates accounting, asset management, communications between members,



Raja Sekar Kommu

tracking and managing residents, tenants and staff, says Raja Sekhar Kommu, CEO of Eukleia Technologies. So his company developed a Web-based solution, called ApnaComplex, for efficient management of gated communities and commercial complexes by resident welfare associations, complex owners and facilities management firms.

"Currently, they use a set of disparate manual and computer-aided processes to meet these needs. We are also exploring options to bring ApnaComplex onto the mobile/PDA platforms and integrate green solutions such as energy usage patterns of a complex, based on the market needs," said Kommu.

## Google to speed up search with visual previews



Google's search engine has a new feature that may cause Web surfers to do less... Web surfing. Its new Instant Previews provides visual snapshots of Web pages within the list of search results, making it easier and quicker to home in on what you're looking for.

Instant Previews, which will be rolled out during the next few days, puts a small icon of a magnifying glass next to most of Google's search results. Click on the magnifying glass and Google serves up a screenshot of the Web page, highlighting the section of the page that's relevant to your search query. That eliminates the time-consuming back-and-forth excursions from Google's list of search results to various Web sites.

Google says the majority of the preview snapshots are already stored in its index of the Web, and Google will pre-load the preview images for search results in your browser in the background. Result: preview images typically load in less than one-tenth of a second, says Google.

The previews represent the latest step in Google's efforts to find new ways to accelerate Web searches, following September's introduction of Google Instant, which predicts a search query and fetches the relevant list of results before you finish typing.

It will be interesting to see to what extent data-heavy new features like Instant Previews add to Google's infrastructure spending – Google's capital expenditures in the third quarter jumped to \$757 million compared to \$476 million in the second quarter and \$239 million in Q1.

The new features comes as competition in the search market continues to heat up, with Microsoft offering new features in its Bing search engine, such as Facebook content.

Last week, a company called Blekko unveiled a new search engine that filters out the morass of spam-like sites designed to appear at the top of Google search results, delivering a more limited, but the company claims more relevant, set of results.

That kind of exclusionary approach to search probably couldn't fly at Google, which has faced regulatory scrutiny over its power to control which Web sites get top billing in search results. But by letting users quickly flip through screenshots of websites, without wasting time loading each page in a browser, Google may be offering its own way for users to circumvent the clutter of unwanted Web sites.

—Reuters

# Wearable cameras: Shoot, even if you have your hands full

SAN FRANCISCO, Nov. 9: You can shoot compelling video these days even when you have your hands full.

Small, lightweight, hands-free cameras — worn on a headband, for example, or tucked over an ear — will record life's memorable moments as they unfold, even if you are busy holding your infant son or erupting in cheers at your daughter's basketball game. And by attaching one of these cameras to your snowboard, you can even capture your own amazing race down a mountainside.

Cameras worn on helmets or harnesses have been popular during the last decade for specialized uses like sky-diving or auto racing. But a new generation of devices that cost around \$200, some of them recording in high-

definition, may move wearable cameras into the mainstream, offering a new dimension in first-person documentation.

The cameras are likely to be very popular for both business and recreational use, said Jonathan Zittrain, a law professor at Harvard Law School and a co-founder of the Berkman Center for Internet and Society. "People will put them on and wear them everywhere," he predicted.

Policemen, for example, may don wearable cameras to document their interactions and observations. Autobiographers may use them to capture all that they see as they wander about each day, and the absent-minded may find them helpful in recalling where they left the car keys.



A GoPro camera was worn at the Consumer Electronics Show in Las Vegas

The GoPro HD Hero 960 (\$179.99), introduced in late September, records high-definition video at 1,280 x 960 pixels and 30 frames a second. This small cube of a

camera — it's less than two inches high — snaps into a waterproof case. Combined, the camera and case weigh less than six ounces, said Nicholas Woodman,

founder and chief executive of GoPro in Half Moon Bay, California. The lens can capture photos or video at an ultrawide, 170-degree angle, and the camera comes with a headband as well as plastic plates that can attach it to flat or curved surfaces.

The initial GoPro cameras were marketed for sports, beginning with a wrist-worn, film-based version for surfers in 2004. But since then, GoPro's evolving line has proved to have hundreds of other applications that the company never imagined, Mr. Woodman said.

"We usually learn about them when we see the videos on YouTube or on CNN," he said. Recently, for example, the staff clustered around a laptop to view video captured by a GoPro camera fastened to the ele-

mentor rescuing the trapped Chilean miners.

The Looxcie (\$199), a small wearable camcorder introduced recently, loops over the ear. The camera is built into a Bluetooth headset that streams digital images wirelessly to Android phones that use a free Looxcie app. From there, the clips can go directly to e-mail, said Romulus Pereira, chief executive of Looxcie, which is based in Sunnyvale. Soon the company will offer apps that make the camera compatible with other smartphones, he said.

The Looxcie is not a high-definition camera. It records at a resolution of 480 x 320 pixels at 15 frames a second. But it has a special button that makes it ideal for taking video of unexpected moments, Mr. Pereira said.

When the camera is running in continuous-capture mode, and the wearer suddenly sees a goal scored at a hockey game, for instance, a quick push of the button will tell the camera to automatically save a clip of the preceding 30 seconds. Then the footage of the puck sailing into the net can be preserved and automatically e-mailed to friends. The camera weighs about an ounce and stores up to five hours of video, he said.

Michael Duplay, the technology director at the Stark County Park District in Ohio, recently tucked his Looxcie over his ear so it could record his first-person views of a walk in the woods. He also shot a video while he was driving, then sent the evidence of his car's veering motion to his father

for an expert analysis. (Dad diagnosed an alignment problem.) As wearable cameras gain popularity, and as some amateur auteurs capture candid images of people with no wish to star on the Internet, the devices are sure to raise privacy and other issues, said Professor Zittrain of Harvard. "What will we do then?" he asked. "Ban them at basketball games and recitals?"

With proper procedures, though, the cameras could yield a trove of valuable evidence, helping future historians analyze what life was like in 2010. "We have painstakingly reconstructed ancient civilizations based on pottery and a few tablets," he said. "I would love to leave this legacy instead."

—NYT