



Tech News: Recognising innovative tech players

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Shipment share in PC market Q4 2011-12



▶ Maharashtra	17.4 p.c.
▶ New Delhi	11.5 p.c.
▶ Karnataka	10.6 p.c.
▶ Others	60.5 p.c.

*Source: IDC Quarterly State-Level PC Tracker, Q4 CY 2011

Online ticketing firm RedBus Inc. and UFO Moviez, a firm that works with satellite technology to transmit movies to theatres across the country, were among the list of companies that bagged the top awards at the fourth edition of the Innovation for India Awards 2012, organised by Marico Innovation Foundation (MIF).

The special category award for 'Global Game Changer' was given to the Union government's Aadhaar project, rolled out by the Unique Identification Authority of India, for its "titanic programme to provide biometric cards to millions of Indians".

Most of the innovations chosen were marked by simplified processes, low costs, sustainability and transformational impact. While RedBus was recognised for its pioneering role in the online bus-ticketing domain, integrating an extremely fragmented bus-operator sector and making the

booking of bus tickets convenient and hassle-free for millions of customers, UFO Moviez promised to be a game-changer with its use of satellite technology to transmit movies to millions in theatre complexes — even in Tier-II and Tier-III towns. This helped not only to cut down print costs, but also fought against piracy while increasing office collections.

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