



# IT Unlimited Magazine

*A Bi-Monthly Bonanza by Students*



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# 49th issue

## Kongu Arts And Science College

Nanjanapuram, Erode

*Department of Computer Science (UG)*

### CYBER CREWS ASSOCIATION



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49<sup>th</sup>

Issue

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# CONTENT

<b>1. Button less Mouse</b>	<b>1</b>
<b>2. Optical Storage Discs</b>	<b>4</b>
<b>3. Ultra-Fi</b>	<b>7</b>
<b>4. Avast Security</b>	<b>10</b>
<b>5. Penalty for Google</b>	<b>12</b>
<b>6. Satya Nadella</b>	<b>18</b>
<b>7. Programming Languages</b>	<b>21</b>
<b>8. Android watch</b>	<b>23</b>
<b>9. Google vs Apple</b>	<b>25</b>
<b>10. Famous and Favorite</b>	<b>29</b>
<b>11. Mind Punch</b>	<b>30</b>
<b>12. It-Vita</b>	<b>31</b>
<b>13. Solutions</b>	<b>32</b>



## ***BUTTONLESS MOUSE***

**BUTTONLESS APPLE MOUSE WAS CREATED ACCIDENTALLY**



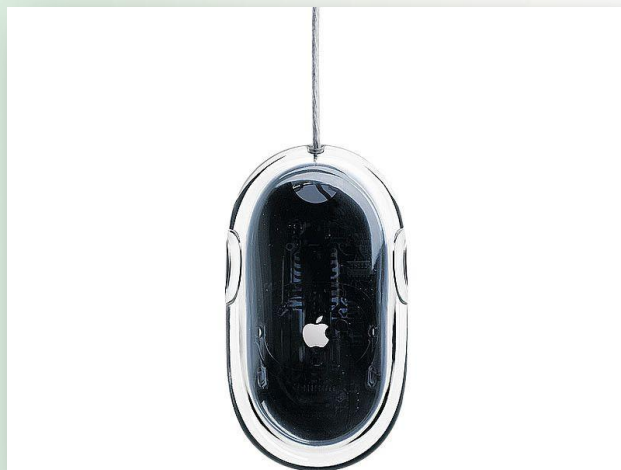
Sometimes, the biggest innovations and most important discoveries come not as a result of a group of creative minds pitting their energies together in efforts to create a single product, but by pure chance. At times, even accidentally. From hit songs to scientific breakthroughs and countless inventions, many things we don't even think about today only exist because they were initially half-baked or seen by their creators as blunders.



If an interview conducted with a former Apple engineer is any indication, you can put the button-less Apple mouse in the “came about by accident” column as well.

When speaking with Cultofmac.com, Abraham Farag, the former Apple Senior Mechanical of Product Design, shone a light on how the button-free Apple mouse came to be when a few Cupertino staff members laid out a bunch of proposed designs for a new desktop mouse back in 1999.

“It all started with a model we did not have time to finish,” Farag told Cultofmac. “We had made six of these great form models to show Steve. They were fully done, with all the parting lines cut in for buttons and different plastic parts, and all the colours just right.”





However, at the 11th hour, the engineers who worked on these proposed designs opted to add a new addition to the mix.

There was just one problem: it wasn't completely hashed out, and the team didn't have time to outline where the buttons on that prototype would be.

Farag and the crew weren't exactly proud of their creation. "It looked like a grey blob," he said. "We were going to put that model into a box so people wouldn't see it."

Then, Steve Jobs showed up to the meeting, and that's where everything changed.

"Steve looked at the lineup of potential forms and made straight for the unfinished one," Farag says.



## *OPTICAL STORAGE DISCS*

**Sony and Panasonic are making 300GB, 500GB, 1TB optical storage discs**



Some businesses out there need to store lots of data, and would like to do so by packing it into as small a space as possible. Enter the next generation in optical storage from Sony and Panasonic, which will result in the introduction of 300GB optical discs starting next year.

300GB discs will be the smallest of the new entries in optical storage. These discs will be followed up with ones that will hold 500GB

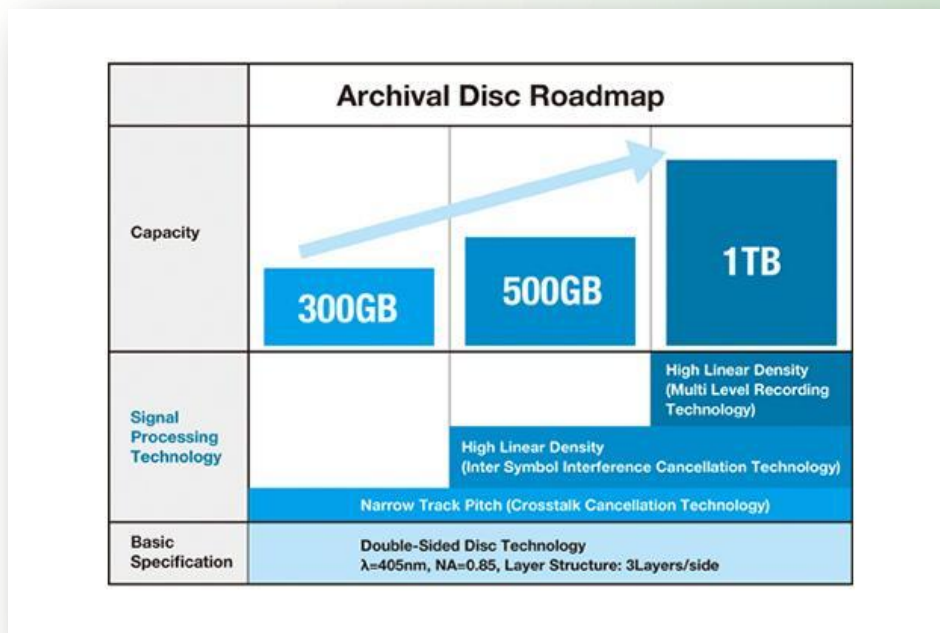




of data, as well as a whopping 1TB. For comparison, current-gen Blu-ray discs commonly hold 25GB per disc, and the highest-capacity Blu-ray we've found for sale on Froogle tops out at 100GB.

Dubbed Archival Discs, these plastic wonders will reportedly be readable for a minimum of 50 years.

On top of that, a Panasonic rep claims that the new discs don't require that you store them in any special environments or specific



temperatures in order to keep them in tip top shape.



Though you may already be dreaming of the entertainment applications that 300GB, 500GB, and 1TB discs potentially hold, reports state that Panasonic and Sony are aiming for these discs to be used in big data storage applications, like cloud services. They're allegedly not being developed for consumer use at this time.

“As a type of archival media, optical discs have numerous advantages over current mainstream HDD and tape media, such as their ability to be stored for a long time while still maintaining readability,” said a Panasonic rep. “We hope to develop demand for archives that use optical discs.”

It's currently unclear how much any of these discs will cost once they begin to hit the market starting next year, but we're pretty sure that they won't come cheap.



## *ULTRA-Fi*

**Bright House Networks to become first cable provider to offer 1GB in-home broadband**



Bright House Networks, a regional cable provider, will be the first to offer 1GB/s symmetrical Internet service to residential customers in the U.S. The new service, dubbed “UltraFI,” will offer eligible consumers fiber-based Internet service which big cable companies like Time Warner traditionally reserve for larger business accounts.



It's worth noting that Google Fiber, a non-cable broadband provider, offers packages to personal accounts in Kansas City and Austin. Even with their recently announced plans to bring their service

to more than 30 new markets, those plans will not bring them to Bright House's turf, which is primarily in Central Florida.

<p> Atlanta, GA</p> <p>Avondale Estates    East Point Brookhaven    Hapeville College Park    Sandy Springs Decatur    Smyrna</p>	<p> Phoenix, AZ</p> <p>Scottsdale    Tempe</p> <p> Portland, OR</p> <p>Beaverton    Lake Oswego Hillsboro    Tigard Gresham</p>	<p> Kansas City</p> <p>Lenexa    Gladstone Fairway    Grandview Mission Hills    Shawnee Roeland Park    Olathe Merriam    Westwood Hills Leawood    Westwood Prairie Village    Mission Lee's Summit    Mission Woods Raytown</p>
<p> Charlotte, NC</p>	<p> Raleigh-Durham, NC</p> <p>Carrboro    Garner Cary    Morrisville Chapel Hill    Raleigh Durham</p>	<p> Provo, UT</p>
<p> Nashville, TN</p>	<p> San Jose, CA</p> <p>Santa Clara    Sunnyvale Mountain View    Palo Alto</p>	<p> Austin, TX</p>
<p> Salt Lake City, UT</p>		
<p> San Antonio, TX</p>		

According to the Wall Street Journal and Multichannel News, UltraFI will roll out very slowly, beginning with a single residential area in Tampa, Florida, at the heart of the company's consumer base.

Instead of offering the service to existing providers, however, Bright House will partner with real estate developer Metro Development



Group to integrate the service into a planned residential community called Union Park this spring.

“Bright House Networks has designed a fiber-to-the-home network solution for MDG because of the very specific applications the Developer has planned for its communities,” said Bright House Networks President Nomi Bergman in a prepared statement. “We are confident both Bright House and MDG can provide superior products and services now and into the future.”

Pricing information for the UltraFI service has yet to emerge. We’re wondering how they’ll compare with Google Fiber’s offerings, despite the fact that it isn’t offered in Central Florida, nor is that area on Google’s road map for Fiber at this point in time.



## *AVAST SECURITY*

**Avast security exec: 'Abandoning Windows XP is a big mistake'**



There are plenty of people out there who wish Microsoft would call off their plan to end support for Windows XP next month. You can count Avast COO Ondřej Vlček among the people in that crowd. Avast is known for developing a suite of security programs, including anti virus and Internet security programs for homes and businesses.

Vlček states on the official Avast! blog that severing support for XP will not only make the outdated OS unsafe for its user base, but will compromise the security of everyone who interacts with a system tied to a PC running XP.



Vlcek goes beyond warning consumers, essentially condemning Microsoft for weakening digital security across multiple platforms whose impact will affect countless users who aren't in a position to defend themselves.

Despite years of warning, a large percentage of Windows PCs still use XP, including the systems of large institutions like international banks, medical facilities and the U.S. government agencies.

With 95 percent of ATMs reportedly still running XP, Vlcek invokes last year's Target hack as an example of the digital attacks that could become much more frequent once support for it ends next month.

Some institutions, including many banks, are negotiating extended support deals to continue receiving Windows XP support from Microsoft. It'll be interesting to see what the security landscape looks like once support for XP concludes after the April 8 support cutoff passes. Windows XP users will not be the only ones affected by the end of updates by Microsoft and should not be the only ones worrying about the end date. Users still running Windows XP need to act both proactively and responsibly to ensure safety for not only their own data and PC, but for that of others as well.



## *PENALTY FOR GOOGLE*

### **Google account phishing scam hooks users with fake Google Drive login**

There's a really deceptive phishing scam going around that tricks users into giving hackers their Google login credentials using a script hiding in a Google Drive document. The scheme raised some eyebrows at security firm Symantec, who discovered and reported the scam on their official blog.



The scammers send out emails simply titled “documents,” which asks the reader to open an “important document.” Clicking on the link brings up a Google account sign-in page, and though it looks legitimate, it's anything but. The official-looking login page is actually a preview page for a folder storing the phishing scam on Google Drive. Once the

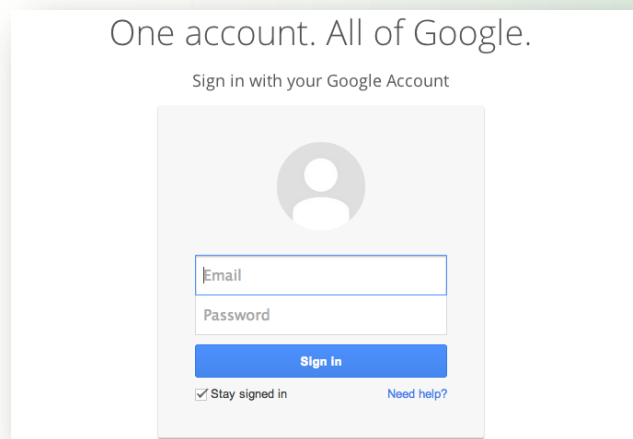




user signs in, a PHP script records their login info. Since the site is stored on Google Drive, the page address says “Google.com,” allowing it to pass a surface-level inspection. When it’s all over, the link sends the user to an actual document, reducing the chance that the user realizes what just happened.

Once the perpetrators have your Google login information, obviously anything stored on your accounts is compromised and could be stolen. If you feel that you’ve fallen victim to this scam, we recommend that you change your account password immediately.

Refraining from opening links from unfamiliar email addresses could also help you go a long way towards avoiding such pitfalls.





The fake page is actually hosted on Google's servers and is served over SSL, making the page even more convincing. The scammers have simply created a folder inside a Google Drive account, marked it as public, uploaded a file there, and then used Google Drive's preview feature to get a publicly-accessible URL to include in their messages.

This login page will look familiar to many Google users, as it's used across Google's services. (The text below "One account. All of Google." mentions what service is being accessed, but this is a subtlety that many will not notice.)

It's quite common to be prompted with a login page like this when accessing a Google Docs link, and many people may enter their credentials without a second thought.

After pressing "Sign in", the user's credentials are sent to a PHP script on a compromised web server. This page then redirects to a real Google Docs document, making the whole attack very convincing. Google accounts are a valuable target for phishers, as they can be used to access many services including Gmail and Google Play, which can be used to purchase Android applications and content.

Symantec customers are protected against this threat.



## Google faces up to \$5 billion fine from Competition Commission of India

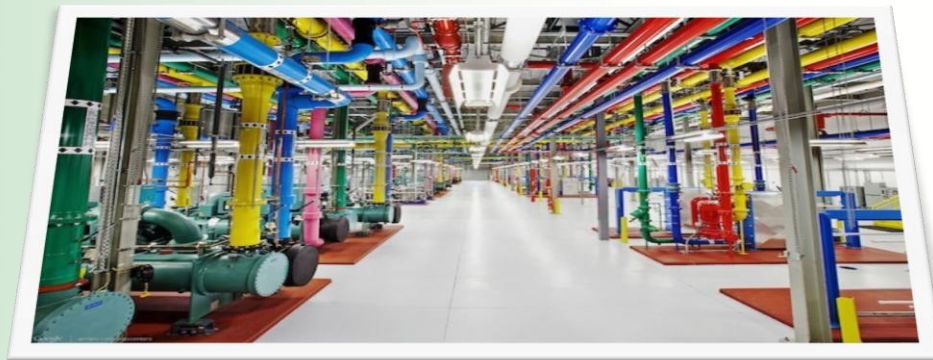


Google, which is facing antitrust investigation in India by fair trade watchdog CCI, can face a penalty of up to about five billion dollars if it is found to have violated competition norms of the country.

Google said it is "extending full cooperation" to the CCI in its investigation. The conclusion of a two-year review by the US antitrust watchdog has concluded that the company's services were good for competition, it added. The case has been before the Competition Commission of India (CCI) as well for over two years now and it relates to allegations that Google is abusing its dominant position in the internet search engine space. Under competition regulations, an entity found violating the norms could be slapped with penalty of up to 10% of its three-year annual average turnover. In the case of Google, it's annual

revenues in the last three years amounts to a staggering \$49.3 billion and the maximum penalty can be up to nearly \$5 billion.

When asked about the ongoing probe and the potential penalty of up to five billion dollars, a Google spokesperson told : "We are extending full co-operation to the Competition Commission of India in their investigation."



"We're pleased that the conclusion of the Federal Trade Commission's two year review was that Google's services are good for users and good for competition," he said in an e-mailed statement. While Google has settled anti-trust cases in the US and European Union, Indian competition regime does not have provisions for settlement process. Besides a complaint filed with CCI cannot be withdrawn. Finding prima facie evidence of violations, CCI had referred the matter to its investigation arm -- Director General (DG) -- for a detailed probe.



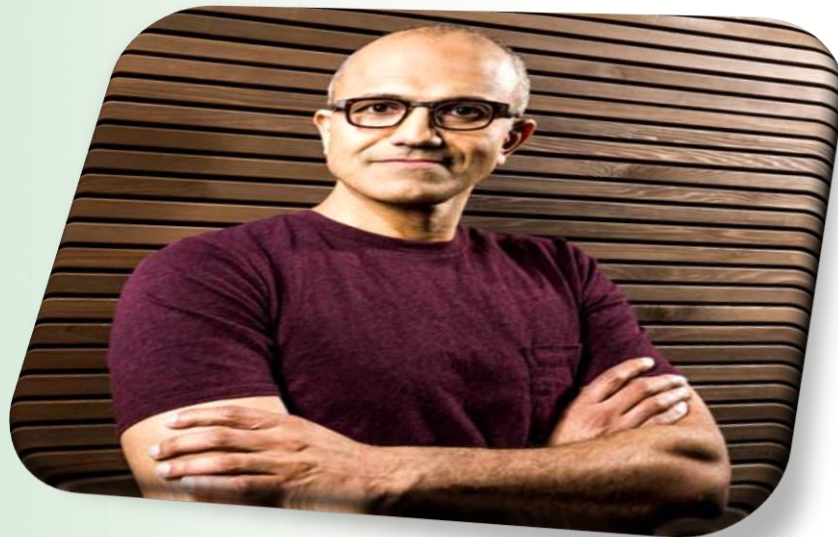
Sources said that the DG has also collected comments from third-parties with regard to this case and it is likely to soon submit its report to CCI. The Director General could not be contacted for comments. Apart from penalty, CCI is empowered to pass orders to correct a company's conduct in the market place. Also, the regulator can go for structural remedies that could see breaking up of dominant enterprises into separate businesses.

The complaint against Google, also one of the world's most valued company, was first filed by advocacy group CUTS International way back in late 2011. Later, matrimonial website matrimony.com also filed a complaint. Referring to Google's settlement with the European Commission, matrimony.com counsel Ferida Satarawala said: "Google's unfair use of trademarks as well as its retaliatory conduct are not specifically addressed in the European settlement and are distinct theories of harm being pursued by the CCI. Therefore, this settlement is unlikely to address CCI's concerns in our case".



## *SATYANADELLA*

**Microsoft needs to set an innovation agenda, believes new CEO**



### **SatyaNadella**

In his first interview to the New York Times, newly-appointed Microsoft CEO SatyaNadella stressed on Microsoft returning to its roots to regain lost glory. Nadella said the Redmond company needs to start thinking like a startup again if it hopes to succeed in a cut-throat market.

“Culturally, I think we have operated as if we had the formula figured out, and it was all about optimizing, in its various constituent parts, the formula,” Nadella said in the interview, which was published yesterday. “We’ve had great successes, but our future is not about our past success. It’s going to be about whether we will invent things that are really going to drive our future.”



The Indian-born CEO said that the need of the hour is innovation and not just innovation in categories that Microsoft has done well in, but in products and services, where they are lagging. In a telling comment on how one can stoke innovation, Nadella said, “So how do you create that self-organising capability to drive innovation and be focused? And the high-tech business is perhaps one of the toughest ones, because something can be a real failure until it’s not. It’s just an absolute dud until it’s a hit.”

Nadella, who will succeed ex-CEO Steve Ballmer, will be working with former CEO Bill Gates too, who is joining the leadership as a ‘technology advisor.’ “The outside world looks at it and says, ‘Whoa, this is some new thing.’ But we’ve worked closely for about nine years now. So I’m very comfortable with this, and I asked for a real allocation of his time. He is in fact making some pretty hard trade-offs. And one of the fantastic things that only Bill can do inside this campus is to get everybody energized to bring their ‘A’ game. It’s just a gift,” he said, saying that Gates role does not feel new if you have been following Microsoft for a while.

Before Ballmer’s resignation last year, there was a great deal of focus on Microsoft’s reorganisation, which many people believed gave Ballmer more power within the leadership. Nadella’s managerial style seems to be in stark contrast. And this comment is particularly insightful. “To me, that is perhaps the big culture change — recognising innovation and fostering its growth. It’s not

going to come because of an org chart or the organisational boundaries. Most people have a very strong sense of organisational ownership, but I think what people have to own is an innovation agenda, and everything is shared in terms of the implementation.”

While nearly everyone is in agreement that Nadella’s work has been cut out for him, it will be harder to achieve this balance between organisational



goals and innovation, something Microsoft has been struggling with for a while. Microsoft showed a great measure of innovation when revamping its mobile and desktop OS, but has failed to show the same alacrity in creating value-additions for the same or putting them at par with the competition.





# PROGRAMMING LANGUAGES

## 10 Must Learn Programming Languages Of 2014

### 1 C language

C, a general purpose programming language built in 1972 by Dennis Ritchie when he was a part of Bell Telephone labs, is the base of C++ and other programming languages. C is one of the most widely used programming languages and the syntax of Java and C# is derived from it. Its efficient design constructs use machine instructions, and therefore applications that had formerly been coded in assembly language could be run on C compiler. C has facilities for structured programming and allows lexical variable scope and recursion and C compilers work seamlessly with majority of available computer architectures and operating systems.

### 2 Visual Basic

This is an event-driven programming language that is implemented on Microsoft's .Net framework. Released in 1991, the developers intend Visual Basic to be relatively easy to learn and use. The programming language enables the development of graphical user interface (GUI) applications, access to databases, Remote Data Objects, and creation of ActiveX controls and objects.

### 3 C++

C++ is a general purpose multi-paradigm spanning compiled language that has both high-level and low-level language features. It was started as an enhancement to the C programming language in 1979. With

application domains including systems software, application software, server and client applications, and entertainment software such as video games. The programming language has proved itself really powerful with applications including domains related to software, server and client and entertainment. Firefox, Winamp and most of the Adobe programs are coded on C++.

### 4 JavaScript

JavaScript is an object-oriented scripting language that is smaller than Java. Being a client-side language, it runs in the web browser on the client-side with a simplified set of commands, easier code and no need for compilation. It is used in millions of web pages to authenticate forms, detect browsers and improve design. Some of the applications that contain JavaScript embedded codes include Chrome extensions, Apple's Safari extensions, Adobe Acrobat Reader and Adobe's Creative Suite.

### 5 Objective-C

Objective-C was created first by Brad Cox and Tom Love at their company Stepstone in the early 1980s. It is a general-purpose, object-oriented programming language that adds Smalltalk-style messaging to the C programming language. The language is now mostly used in Apple iOS and Mac OS X and is of great demand.



SQL is the world's most widely used open source relational database management system that runs as a server providing multi-user access to a number of databases. The SQL phrase stands for Structured Query Language. The programming language was developed in 1980 by the American National Standards Institute (ANSI) and the International Organization for Standardization (ISO). The scope of SQL includes data insert, query, update and delete, modification, and data access control.

## 7 PHP

PHP is a server-side scripting language designed for web development but also used as a general-purpose programming language. PHP is now installed on more than 244 million websites and 2.1 million web servers. High-speed scripting with caching, augmented compiling code plug-ins is what makes the future of the language. High-profile sites including Facebook, Wikipedia and Wordpress run on PHP.

## 8 Python

With less complex codes, Python can be easily learned by a beginner. This particular language is used in writing scripts for websites and mobile apps. Stand alone and executable programs can be compiled using python with assistance from third party tools. Some of the web apps and internet platforms that use Python include Instagram, Pinterest Google, Yahoo! and NASA.

## 9 HTML/CSS

HTML (Hyper Text Markup Language) is a markup language for structuring and presenting content for the World Wide Web and is the core technology of the Internet. HTML elements form the building blocks of all websites. The programming language allows embedding of images and objects, and can be used to create interactive forms.

## CSS

Cascading Style Sheets (CSS) is a style sheet language used for describing the presentation semantics of a document written in a markup language. Its most common application is to style web pages written in HTML and XHTML, but the language can also be applied to any kind of XML document, including plain XML, SVG and XUL. With tablets, Smartphones and cloud-hosted services becoming widespread, the importance of the Web grows along with it.

## 10 Java

Developed in 1990 by James Gosling at Sun Microsystems, Java is purely an object-oriented programming language. It is intended to let application developers "write once, run anywhere" (WORA), making the program to run on other platform without recompilation. Being used as a standard for enterprise software, web-based content, games, mobile apps, and Android operating system, the demand for Java programming language has increased in leaps and bounds.



## ANDROID WATCH

**Google takes consumers' wrists to next frontier with Android watch**



Voice-controlled smart watches that track heart rates and connect to phones and tablets will debut later this year as Google Inc partners with electronics, technology and fashion companies to take consumers to the next promised frontier in computing.

Google (GOOG.O) on Tuesday unveiled plans to help develop the watches and other wearable computers based on its Android mobile operating system, which already runs more than three out of four smart phones sold worldwide.

The Android Wear project is open to software makers to create apps for the watches, putting Google at the forefront of efforts to jumpstart the nascent wearable computing market.

The news comes as speculation swirls around iPhone-maker Apple Inc's (AAPL.O) plans for wearable computers, including a smart watch of its own. Apple Chief Executive Tim Cook has promised new "product categories" later this year.



By aligning itself with a broad spectrum of partners to develop the smart watches, Google is hoping to replicate the success that helped make its free Android software the most popular smart phone operating system, analysts said.

Many believe wearable computers represent the next big shift in technology, just as smart phones evolved from personal computers, but efforts by various companies so far have had mixed results.

Samsung was among the first to sell a smart watch for consumers, but its maiden effort, the Galaxy Gear, was widely panned by reviewers.

Google's announcement "definitely gives wearable's a status that it's a market in its own right and it needs to be treated with the respect that a separate operating system branch gives it," said Carolina Milanesi, an analyst with Kantar World Panel.



## Google vs Apple

### 10 Areas Where Google Beats Apple By A Mile

#### 1 Android Tablets beat iPads

Nexus 7 out runs iPad mini in terms of specs but not on price. When it comes to presence of Android in tablet market, about 62 percent of them run on Android and only 33 percent of run on iOS. Samsungs galaxy range of tablets are quite a hit, and the other OEMs like Sony, LG, Micromax, Lava and many more are coming up with varied range of tablets to suite the tastes of consumers.



#### 2 Android is the most used mobile platform in the world

Google's Android OS conquers about 80 percent of the Smartphones used in the world whereas iOS runs on only 13 percent of them, according to research firm, IDC. There are many OEM (original equipment manufacturers) that have chosen Android for their mobile devices, which makes it quite common among both budget and high end Smart phones.



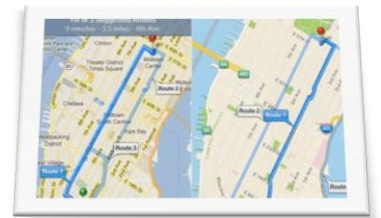
### 3 Chromecast versus Apple TV

The online streaming device by Google, Chromecast, lets you stream Netflix, YouTube, other internet content, and comes at much cheaper cost at just \$35 than Apple TV which costs \$99.



### 4 Google Maps versus Apple maps

Apple to retaliate Google came up with its own mapping service. The Cupertino based company even went to the extent of dropping Google Maps in its iOS 6 update. It did not go well with the users, since Apple Maps was buggy.



### 5 Google Now versus Siri

The virtual assistant that can remember what you want at what time, Google Now is more useful and accurate than Apple's Siri. When it comes to the voice commands, Google Now turns out to be more receptive at wide set of English accents.





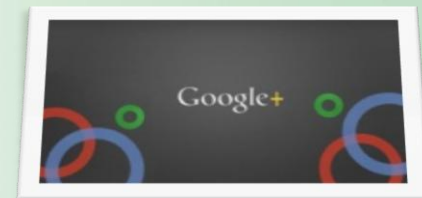
## 6 Google handles your emails better

Google handles your emails better than Apple. If you're a Gmail user, the Gmail app for iPhone/iPad is better than Apple's regular mail app. Adding to it, the overall Gmail experience is better than the one from Apple if you use iCloud.



## 7 Handling photos online

Google, adding to its expertise in world of internet, handles your photos better than Apple does if you use Google+. The Search giant not only gives you more space it can automatically edit the photos you upload to make them look better.



## 8 Chrome over Safari

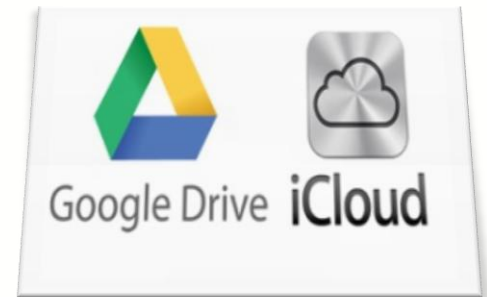
Google services like Gmail, Google Calender, Hangouts, and others are indefensible for many. The use of these services with Chrome browser is unbeatable by Safari, as the former syncs all your data across all devices using your Google login.





## 9 Store more in cloud with Google

The internet giant easily beats Apple when it comes to offering cloud space for the users. Google gives you more online storage space for free and you get 15 GB with Google Drive compared to just 5 GB with iCloud. Just sign up and start using Google Drive, and you need not to be owner of any of the Google devices to use it.



## 10 Nexus 4 versus iPhone

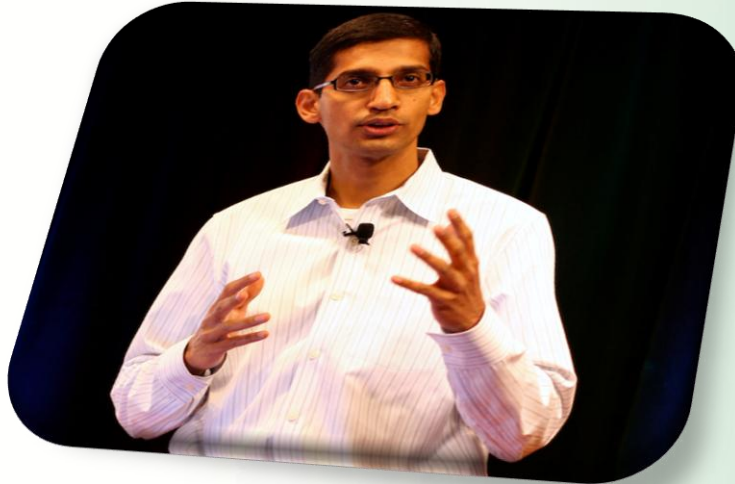
Google sells its Nexus 4 Smartphones unlocked at a much cheaper price than Apple. The device is priced at less than \$200 dollars compared to \$649 for unlocked iPhone 5S. Nexus 4 coming at cheaper price doesn't mean it's a low end device. It has a 4.7 inch HD screen with Gorilla Glass protection, comes with suave body encompassing quad-core processor coupled with 2GB RAM— makes the device a dream Smartphone.







## *Famous and Favourite*



### **Pichai Sundararajan**

Better known as Sundar Pichai is an Indian born American businessman. He is a senior vice president at Google, where he oversees **Android, Chrome and Google Apps**.

Pichai joined Google in 2004, where he led the product management and innovation efforts for a suite of Google's client software products, including Google Chrome and Chrome OS, as well as being largely responsible for Google Drive. He went on to oversee the development of different apps like Gmail and Google Maps. On 19 November 2009, Pichai gave a demonstration of Chrome OS. On 20 May 2010, he announced the open-sourcing of the new video codec VP8 by Google, and introduced the **new video format WebM**.

On 13 March 2013, Pichai added Android to the Google products he oversees. Android was formerly managed by Andy Rubin. He was believed to be one of the contenders for the CEO position of Microsoft in 2014. Before joining Google, Pichai worked at Applied Materials and McKinsey & Company. Pichai has more than 15 years of experience developing high-tech consumer and enterprise products. He serves as a Member of Board of Advisors at Ruba, Inc.



## MIND PUNCH

A. What does this rebus represents?



B. What does this Image Rebus means?

C. What does this rebus riddle means?



D. What famous phrase is represented by this rebus riddle?

E. What Word is represented by this rebus?





## IT-VITA

1. Which **hard disk** will be able to **store more information**?
2. Did the **original Sony Play station** use **CDs or cartridges** to play games?
3. **Nano, Shuffle, Classic and Touch** are variations of what?
4. Along with **whom** did **Bill Gates** found **Microsoft**?
5. What kind of **computer memory** is both **static** and **nonvolatile**?
6. **MIME** stands for?
7. What is a **cookie**?
8. **".BAT"** extension refers usually to what kind of file?
9. **".BAK"** extension refers usually to what kind of file?
10. A **Cathode Ray Tube** is found in what?
11. Why was the **first Intel Celeron processor** not as popular as **Expected**?
12. The **windows registry** consists of which **two files**?
13. Which one works as an **output** and **input** device?
14. What does **BIOS** stand for?
15. **Compact discs**, (according to the original CD specifications) hold **how many minutes** of music?



# SOLUTIONS

<b>MIND PUNCH</b>	<b>VITA</b>
<b>A. Diamond Ring</b>	<b>1. 24Gig</b>
<b>B. forgotten heroes</b>	<b>2. CDs</b>
<b>C. Top Secret</b>	<b>3. The Apple iPod</b>
<b>D. Shop till you drop</b>	<b>4. Paul Allen</b>
<b>E. Summary</b>	<b>5. ROM</b>
	<b>6. Multipurpose Internet Mail Extensions</b>
	<b>7. Internet information file</b>
	<b>8. System file</b>
	<b>9. Backup file</b>
	<b>10. Monitor</b>
	<b>11. No level 2 cache</b>
	<b>12. user.dat and system.dat</b>
	<b>13. Modem</b>
	<b>14. Binary i/p and o/p system</b>
	<b>15. 74 mins</b>

# Sense of Gratitude



The Editorial Board express its sincere gratitude to all those who are responsible, Either by being on the stage or behind the screen for the successful launch of th souvenir...!!!