



## Railway Minister launches mobile app to enhance security of female commuters.

<http://indianexpress.com/article/cities/mumbai/railway-minister-launches-mobile-app-to-enhance-security-of-female-commuters/#sthash.BNyBVLDO.dpuf>



Amid growing concerns over crime incidents against women travellers, Railway Minister Suresh Prabhu launched a mobile app at the Western Railway building, near Churchgate station, on Friday.

The app, which is designed especially for women commuters, will help passengers avail immediate help from the Railway Protection Force (RPF) while traveling by local trains.

“A feeling of insecurity is increasing among women passengers. It is the responsibility of the transport agency (railways) to ensure that this feeling goes away. After taking oath as minister, the first matter posed by me in the Parliament was related to the safety of women passengers. This mobile application is an effort towards removing this feeling of insecurity,” said Prabhu.

The mobile app contains three features considering security of women travellers, which includes availing immediate help from the Railway

Protection Force (RPF) while traveling in Mumbai’s local trains, automatic location SMS that will be sent after two consecutive missed calls between 9 pm and 8 am from registered relative’s

mobile number and a manual emergency SMS service, stating location of the user.

To avail this service, passengers need to open the M-Indicator homescreen and click on the RPF ‘safety’ icon. In the settings menu, one will need to input two emergency numbers of people who will rush in case of an emergency. Once the contacts are registered, the ‘safety’ icon will be automatically created on the mobile phone homescreen.

In case of an emergency, when a passenger clicks on the ‘safety’ icon on the homescreen, an emergency SMS will be sent to the immediate contacts and the relatives will receive your approximate location.

Prabhu also stressed on the need for better railway policing and better coordination between the RPF and GRP. After the function, Prabhu travelled to Dadar station, where he interacted with passengers.

## The Evolution Of Technology In The Hospitality Industry

<http://hospitalitytechnology.edgl.com/news/Top-5-Trends-in-Hotel-Technology-89637>

Twenty years ago, if I wanted to book a hotel reservation I would call them directly, or maybe send a letter requesting a room. Or, I could find a travel agent that could create a vacation package complete with airline flights, hotel accommodations, and a rental car for extended stays. Jump forward to now, and the Internet has completely disrupted the traveling sector.

Travelers not only have a platform(s) to vocalize their concerns and complaints, but have access to pricing amongst competitors. Before

this access to information, hotels sold to wholesalers, who sold to tour operators, who sold to travel agents and finally to guests. Transparency in this markup system is nonexistent. Neither the hotel nor the guest knew how much was being paid. Customers wanted in-depth reviews, and access to recommendations other than what was found on bulletin boards and traveling forums. There was a void that needed to be filled. In 1996, before people trusted the internet for their traveling needs,

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a small division of Microsoft called Expedia launched its website for hotels, airline, and car rental bookings. Later that year, Travelocity, owned by Sabre, launched its own site to help the “do-it-yourself traveler”. Following on the growing trend of helping travelers book their own holidays, Priceline with its “Name your own price” opaque pricing model launched. (Source: tnooz.com) Thus began the massive explosion of Online Travel Agencies, and four OTAs (Expedia, Priceline, Orbitz, and Travelocity) now control 95% of the market, and have been making travel brands pay dearly in referral commissions for over a decade.

Customers were obviously comparing prices amongst the sites, and there wasn't a way to have all the information in one place. In 2004 we were introduced to meta-search for travel purchases, made popular by Kayak. com. Kayak, whose co-founders had previously worked at Orbitz and Expedia allowed customers to find pricing results across several sites with one search. In 2015, meta-search



is the new rising star. According to hospitalitynet.org, 54% of Chinese, 36% of American and 35% of British travelers use meta-search engines to compare rates. Kayak took four years to process 1 billion queries, but processed 1.6 billion queries in 2013 alone. This number is expected to triple by 2019.

What does this mean for travel brands and OTAs? Transparency matters and so does SEO. Meta-search sites control the ranking of OTAs and hotel search results based on

the bid amount each website has paid for the search keywords. OTAs with their technical superiority and larger marketing spend have taken full advantage of this model and are getting much better placements for their product. Travel brands, particularly hotels, have to be more transparent with their pricing, and connect with their customers on an emotional level with functional websites, innovative tech solutions, and smart digital campaigns – or fail to remain competitive.

## Gizmo Talk

<http://www.quality-tech.net/hocoma#sthash.dDreJnPI.War18EAJ.dpuf>

According to recent research, we tend to spend 80,000 hours sitting in front of a computer throughout our professional life.

Additionally, research shows that almost everyone (up to 85 – 90%) suffers or has suffered from LBT at some point in his life.

Developed by “Hocoma” a globally active medical technology company and the leader in robotic rehabilitation therapy for neurological movement disorders, Valedo is comprised of a pair of sensors that you wear while playing an iOS game to improve back health.



Instead of just moving a joystick so your onscreen character ducks obstacles, you're the one doing the ducking, and your onscreen avatar reacts accordingly. by using the latest Bluetooth technology, the user's movements are captured by the the sensors which have a 3D gyroscope, a 3D accelerometer, a 3D magnetometer and highly evolved algorithms which are all merged into one single sensor allowing an innovative serious gaming experience with real-time performance feedback wherever and whenever you want.

Valedo has been designed to target one or a combination of therapeutic goals with 17 unique movements, incorporated into 45

therapeutic exercises and movement performance algorithms to monitor your accuracy, smoothness and precision. Valedo's reporting tools track the accuracy, precision, smoothness and success of each movement in each level and users can generate a report that tracks progress over time and provides visibility and insight into areas for improvement that they then can review with a physician or physical therapist.

All movements are based on proven and certified back treatment programs, transferred into Valedo by movement scientists, therapists, doctors and engineers.

Hocoma worked closely with Xsens to get access to proven, low power, high performance 3D motion tracking technology and system design and to take Valedo to the mass market.

## Emerging Trends in HealthCare IT

### Bar-coding Standards for Healthcare

**B**arcode is a coded form of data which is represented by vertical and parallel lines, having different widths and spacing. Barcode is not readable to the human eye; it is read by an optical character reader called Barcode Reader / Barcode Scanner. Barcodes are represented by 1Dimensional or 2Dimensional barcodes. 1D or 1 Dimensional barcodes are generally used for small amount of data storage. While 2D barcodes are used for much larger data storage. 1D barcodes are represented by parallel lines having different widths and spacing, whereas 2D barcodes are represented by various geometric symbols like rectangles, dots, hexagons.



The first barcode was used in 1981 by Department of Defense, United States, for their product sales. In the Healthcare industry, barcodes are used for Patient Identification, Electronic data retrieval, Patient history and mostly for Drugs Identification purposes. Barcode Scanner is a device required to read and decode these barcodes. Barcode readers/scanners use photosensors. An old barcode scanner uses RS-232 port to connect to computers. Presently, barcode scanners come with a PS/2 or a Keyboard interface or USB ports. Wireless Barcode Scanners with memory sticks are also available in the market. Various barcode types are available. Most famous are Code 39, Code 128, UPC, etc. A special barcode has been made for the healthcare industry. It is called Health Industry BarCode (HIBC).

Benefits of implementing barcode in the healthcare Industry are:

**Accuracy:** By reducing manual interface, it reduces manual mistakes, and so, increases accuracy.

**Time Saving:** Automated barcoding system increases the response time required for any transaction or data retrieval.

**Encryption:** Some confidential data can be encrypted by using barcoding systems.

**Automated Systems:** Biomedical equipment and diagnostic modalities have the capacity of barcode reading, so barcodes can be used to automate the system. No manual input is required for such devices.

**Utility of Barcodes in Healthcare Industry:**

**Barcoding for Patient Identification:** For hospitals, Barcode can be printed on the wristbands for patients for hospital stay. The wristbands can be scanned by every doctor or nurse using bedside scanners to identify the patient and to see all the medical history of that patient on a single screen, so the doctor is able to take some decisions accordingly and prescribe medicines. For outpatients, Identity Cards with a unique Barcode can be given so that every patient can be identified by doctors and this barcode number will remain the same for all visits of that patient. It will thus help to maintain and retrieve the medical history of that



Patient wrist band with barcode and Wireless Barcode Scanner

patient for better diagnosis. The Barcode ID card swiped in any terminal should identify of the patient and fetch the patient's data.

**Document Management (MRD):** The Medical Records Department in hospitals can use Barcodes in several ways to enable efficient and accurate management of paper documents and files. Many hospitals use barcoding of patient medical record folders and patient account files to maintain accurate file locator systems. Scanning the Barcode on charts as they are checked and returned is fast, easy and accurate. Inventories can be maintained efficiently with portable scanners and official and unofficial satellite storage locations. Barcoding can provide many benefits when documents are printed for use and returned for processing. For example, Barcodes can be included on a patient statement to identify the patient and the healthcare encounter. Including a bar code on the part of the statement that patients remit with their payment helps to ensure accuracy. The patient's account number would be encoded on the statement. For medical records, pre-printed Barcodes can be used for different types of documents (e.g. Admission Documents, Nursing Notes, IO Charts, etc.). Patient files can fully be scanned in one go with the help of document scanner.



Barcoding on the MRD File will help to track the physical location of that file in the racks making it easy to retrieve.

**Inventory Management (Material / Pharmacy):** Barcoding is a very powerful tool for inventory management. In hospitals, there are two types of products which are utilized. The first is Material Products which are general products. It does not include medical or pharmaceutical products.

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**A second type of product is a Medical or a Pharma Product.** Both these types will require barcoding to keep an inventory of the products. By using Barcoding in inventory, the hospital will be able to track stock, locations, specifications of the Material and Pharmaceutical products or drugs.

**Pathology / Blood Bank Barcoding:** Pathology samples can be Barcoded using the Barcode labels which can be stuck on the test tube at collection and identified in any lab located in the pathology. Some biomedical machines also have a capability of reading the Barcode internally when test tubes are kept in the machine for processing. Blood banks also use barcoding for their products and maintaining inventory.



Sample Slid with Barcode

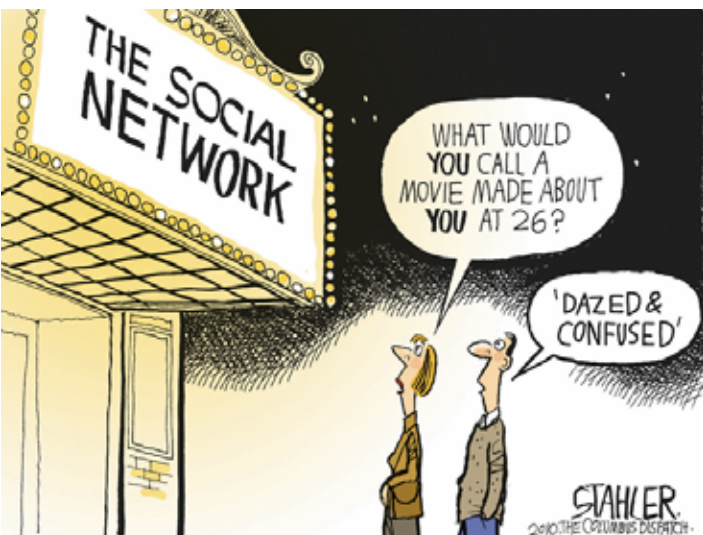


Barcode Scanner

**Summary:** In an ideal situation, there would be inter-operability within the system to provide an end-to-end solution that maximizes accuracy and efficiency. Barcodes would be utilized throughout the Clinical Process, Document Management and Supply Chain for near error-free tracking, validating, documenting, and billing. Of course, such a system would require an appropriate infrastructure (Barcode Printers, Scanners, etc.) including databases and software, real-time communication, as well as decision support for alerts and warnings.

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## Silicon Valley Turns Its Eye to Education

<http://www.quality-tech.net/hocoma#sthash.dDreJnPI.WarI8EAJ.dpuf>



The education technology business is chock-full of fledgling companies whose innovative ideas have not yet proved effective — or profitable. But that is not slowing investors, who are pouring money into ventures as diverse as free classroom-management apps for teachers and foreign language lessons for adult learners.

Venture and equity financing for ed tech companies soared to nearly \$1.87 billion last year, up 55 percent from the year before, according to a new report from CB Insights, a venture capital database. The figures are the highest since CB Insights began covering the industry in 2009.

Notable financing deals include Pluralsight, a company that provides online training to technology professionals, which raised \$135 million; Remind, a free messaging service for teachers to communicate with students and parents, which raised \$40 million from venture capital firms including Kleiner Perkins Caufield & Byers; and Edmodo, an online social network customized for classroom use that is free to individual teachers, which raised \$30 million.

The Remind app was created to help teachers communicate with parents and students. Credit Jim Wilson/The New York Times

“Education is one of the last industries to be touched by Internet technology, and we’re seeing a lot of catch-up going on,” said Betsy Corcoran, the chief executive of EdSurge, an industry news service and research company. “We’re starting to see more classical investors — the Kleiner Perkinses, the Andreessen Horowitzes, the Sequoias — pay more attention to the marketplace than before.”

While rising sharply, the values of ed tech financing deals are chump change compared with the money flowing into consumer software. Uber, the ride-hailing app, for instance, raised \$2.7 billion last year.

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The smaller sums going into ed tech illustrate the challenges facing start-ups as they try to persuade public school systems to adopt their novel products. Companies often must navigate local school districts with limited budgets and slow procurement processes. To bypass the bureaucracy, many start-ups are marketing free learning apps and websites directly to teachers in the hopes that their schools might eventually buy enhanced services.

Still, it is too early to tell whether that direct-to-consumer “freemium” strategy, as it is often called, will pan out for education software.

“There are still a lot of questions around some companies’ business models in the sector,” said Matthew Wong, a research analyst at CB Insights. “One of the questions, because the product is free, is: ‘How are you going to monetize those users?’ ”

One example is Remind, a popular messaging app that teachers use to send homework reminders to students and share classroom news with parents. Sports team coaches also use the system to send weather updates and schedule changes to their athletes.

Word of mouth has propelled Remind from an unknown brand to a nationwide phenomenon. Started in 2009 by two brothers in Chicago, the service now has 23 million users, up from 18 million five months ago, the company said, and the service has been used to send more than a billion messages.

“Today, you can order a pizza, or a ride with Uber or Lyft, in an instant,” said Brett Kopf, 27, a co-founder and chief executive of Remind. “But if a student is struggling at school, oftentimes the parents don’t know. We want to make that communication more real-time.”

Where some other ed tech start-ups have been slow to capitalize on the ubiquity of mobile phones, Remind has grown quickly, partly because its system enables teachers to send messages through multiple channels — via the company’s website or mobile app, by text or by voice message.

**Remind’s office in San Francisco. The company has raised \$40 million from venture capital firms. Credit Jim Wilson/The New York Times**

Remind recently hired growth strategists and engineers with experience at consumer companies like Skype and Facebook. Mr. Kopf said Remind planned eventually to earn money by charging subscription fees for additional services — such as emergency notification systems for schools. Right now, however, the company is devoting the \$40 million in financing it raised last year to improving its product and expanding its market internationally, he said.

Ed tech start-ups that manage both to engage teachers and to achieve significant scale may eventually be able to profit from the freemium model used successfully by consumer



brands like Spotify, the music service.

“I think there are businesses that won’t be able to cross that bridge,” said Michael Moe, chief executive of GSV Capital, a venture capital firm. “But if you monetize 2 to 20 percent of the network, there’s no reason it can’t work in education.”

GSV Capital has investments in consumer tech companies like

Dropbox and Spotify as well as in ed tech companies like Coursera, a provider of free online courses. Coursera earns revenue by selling verified certificates to students who complete its courses.

But some investors are more enthusiastic about ed tech companies that charge directly for their products, like those that sell software-as-a-service to schools or practical training to adult learners. Pluralsight, a company in Farmington, Utah, for instance, provides online training to technology professionals seeking to stay current with programming languages or the latest game design tools. The company charges monthly subscription fees of \$29 to individual users and has enterprise clients that pay larger annual fees to make courses available to their employees. Last year, Pluralsight’s billings reached nearly \$100 million, the company said.

“Because technology changes so quickly, software professionals lose half of what they know in a two-year period of time,” says Aaron Skonnard, the chief executive of Pluralsight. “They can use us as their go-to resource to stay current.”

That is the kind of recurring revenue stream that appeals to ed tech investors.

“We are looking for things with returning revenue,” said Matthew Greenfield, a managing partner at Rethink Education, a venture capital firm in Manhattan. Of Pluralsight, he said: “Because it plays a central role in people’s careers, they keep the subscriptions.”

Mr. Greenfield’s firm is not invested in Pluralsight. But one of its portfolio companies — Smarterer, a skills-assessment and scoring system — was acquired by Pluralsight last year for \$75 million.

Given the infancy of the ed tech industry, however, investors said they were being selective.

“If you get share, users and engagement, you can find a way to build a viable business,” said John Doerr, a partner at Kleiner Perkins, which is an investor in Remind. “But none of it is easy.”

# How to Easily Transfer Media Between Windows, Android and iOS Using SHAREit

“<http://www.constructionglobal.com/equipmentit/365/Skanska-to-use-3d-printing-in-construction>”

A few days back we talked about an amazing way Android and iOS users could share photos using a hotspot. However, the trick involved apps to create an FTP server and the manual creation of hotspots when a Wi-Fi network was not around. Moreover, the trick was restricted to just photos. Today I am going to talk about a pretty useful app called SHAREit, which can easily transfer media between Android, iOS, and Windows. The files are transferred over Wi-Fi fairly quickly when compared to Bluetooth and Airdrop. So let's have a look at how to use the application to facilitate the transfer.

## How to Share Files using SHAREit

**Step 1:** Download and install the SHAREit app on your devices from their respective stores. The app is free across all stores and doesn't come with ads. Once you install the app, launch it and create an account on the device. The account is created offline and is only used to identify your device while connecting to other phones.

**Step 2:** Once the app is configured on both the devices, you will get the option to either send or receive on the app home screen. Now to initiate the sharing, tap on the Send button. While iOS and Windows users can share photos, videos, music, and contacts between the devices, Android users can additionally share installed free apps with other Android devices. So select all the files that you wish to share



and tap the OK button.

**Step 3:** The app will now start broadcasting on the Wi-Fi network you are connected to. So make sure the receiving device is connected to the same Wi-Fi network and tap the receive button. Soon you should be able to see the receiving device in the scanner on the screen of the sender device. Now all you need to do is send the files and it will be received instantly.

**Note:** While transferring the files from Android, the app will automatically create a Wi-Fi hotspot if one is not around. Other devices can then connect to this hotspot and transfer the files. However, this feature is limited to senders on Android.

So that was how you can transfer media files between cross-platform smartphones using Wi-Fi. The simple plug and play interface of the app makes the process a cakewalk for the user.

## What You Should Know

While the app is available for Windows, Android, and iOS devices, not all get

the same set of features. Androids get a feature or two more than the other devices, which means you can transfer apps, clone the device, and also initiate a transfer by creating a Wi-Fi hotspot. But that's all secondary. If all you need is to transfer photos and videos between two devices really quick, SHAREit will live up to expectations.

## Kwiz

**Q1 What is the name of Microsoft's webmail?**

1. Webmail
2. Outlook
3. Gmail
4. MSmail

**Q2. Reid Hoffman is one of the key founders of which social networking site?**

1. Twitter
2. LinkedIn
3. Facebook
4. Google +

**Q3. Whispernet is a technology used in which device?**

1. Kindle
2. Nook
3. Nexus
4. Galaxy

**Q4. The "(IEEE) 802.11 standard" is used for which technology?**

1. Ethernet
2. Wi-Fi
3. Bluetooth
4. NFC

**Q5. Which company has the tag-line "Connecting the world through games"?**

1. Playdom
2. Zynga
3. Electronic arts
4. Zapak

Answers of January Issue  
Q 1. Outlook  
Q 2. Wi-Fi  
Q 3. Kindle  
Q 4. Wi-Fi  
Q 5. Zynga



Please send in your articles and feedback to [kbytes@kohinoorgroup.co.in](mailto:kbytes@kohinoorgroup.co.in)

## Tech trivia

- Dan Grippi founded the server based social network called Diaspora.
- In 1989, Peter Deutcher was the first person to try to index the internet with his program called Archie.
- Ymail and Rocketmail are the email domains of Yahoo INC.
- The widely prevalent standard IEEE 802.15.1 is better known as Bluetooth.
- Adobe, a software company was named by John Warnock for the creek behind his home in Los Altos, California.