

## S & T » Technology

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### Tech News



TIE-UP: S.Rajendran, Chief Marketing Officer, Acer India, and R. Swaminathan, Hub Head- Karnataka Circle, Reliance Communication during the launch.

#### Event announcement

Freescale Semiconductor is hosting its sixth annual Freescale Technology Forum (FTF), focused on the hardware design ecosystem, in Bangalore on August 18 and 19. It aims to provide attendees the opportunity to learn about the latest innovations in embedded design, engage with industry experts and attend in-depth technical sessions across a wide range of technologies. Among the key agendas for the event is the launch of the MPC830X family for Networking and Industrial applications. Innovative products will be demonstrated during the course of the two days, including Freescale's next-generation design in automotive, consumer and industrial networking technologies. The event will be held at the Leela Palace.

#### Start-ups

Microsoft Canaan TechSparks 2010, a pan-India hunt for innovative product technology start-ups, saw five promising product-tech start-ups being chosen as the winners.

Pellucid Networks, ArrayShield, VMukti Solutions Pvt. Ltd., Sporting Minds Technology Private Limited and Icreate made it to the top five from a pool of 18 companies that were short-listed out of 200 applicants. Software products, mobile products, cloud computing, and Web 2.0 were the focus areas for TechSparks 2010, the flagship event of Yourstory.in

The short-listed start-ups were placed in different verticals such as Healthcare Solutions, Mobile VAS, Mobile Applications, Banking Solution and Intelligence, Enterprise Management (PaaS model) and Business Intelligence.

“India has traditionally been perceived as an outsourcing hub. Our objective is to change this perception by providing a launch pad for talented innovators. This, we hope, is an attempt in this direction,” said Shradha Sharma, Founder of Yourstory.in

#### Acer and Reliance Communications tie-up

Acer and Reliance Communications announced the launch of Reliance NetConnect broadband service, which is embedded new Acer Netbooks.

The “inbuilt” service allows users of Acer's latest Netbook, the aspire One532h, to dispense with an external device for Internet connectivity with speeds of up to 3.1 Mbps across 66 cities in India.

Keywords: [Freescale Technology Forum](#), [Acer Netbooks](#), [tech innovations](#)