In this Issue!

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In this Issue!

William H. Inmon: The Father of Data warehouse

William H. Inmon is an American computer scientist, recognized by many as the father of the data warehouse. Bill Inmon created the accepted definition of what a data warehouse is - a subject oriented, nonvolatile, integrated, time variant collection of data in support of management's decisions.

W. H. Inmon was born in July 20, 1945 in San Diego, California. He received his Bachelor of Science degree in Mathematics from Yale University, and his Master of Science degree in Computer Science from New Mexico State University.

Bill Inmon's association with data warehousing stems from the fact that he wrote the first book on data warehousing. He has written over 1,000 articles on data warehousing in journals and newsletters. In addition Bill was the creator of the corporate information factory (the "cif") which describes the larger information architecture into which warehousing fits. More recently Bill has developed the technology for including unstructured textual data into the data warehouse - the world's first "textual ETL".

In 2012 Bill developed and made public technology known as "textual disambiguation". Textual disambiguation applies context to raw text and reformats the raw text and context into a standard data base format. Once raw text is passed through textual disambiguation, it can easily and efficiently be accessed and analyzed by standard business intelligence technology. Textual disambiguation is accomplished through the execution of textual ETL. Textual disambiguation is useful wherever raw text is found, such as in documents, Hadoop, email, and so forth.

Let us salute for his contribution towards the development of technology.

Camera innovation: products that are changing how we take photos and videos

Innovative technology is rapidly changing the way we use a camera. In the future, we will do much more than just record, share, and stream photos and videos.

More than 350 million photos are uploaded to Facebook each day. Instagram reports 40 million photos are posted per day. Snapchat says users share 400 million photos and videos a day. The numbers don't lie: as a society, we are pretty obsessed with photography and videography. The technology of cameras is progressing rapidly, from wearables to drones to software that alters the way we utilize personal and professional photography equipment. Here are some products and services that are changing the landscape:

1. Intel RealSense 3D camera
It's not quite ready for launch yet, but Intel's newest laptop camera, which has been called the Kinect for computers, should be out in mid-2014. Theoretically, it should recognize gestures and facial expressions. At CES, the camera was used to scroll through websites, play computer games, and edit photos. Intel has also partnered with 3D Systems, which manufactures 3D printers, to develop software so the camera can scan and print. We'll see how soon that happens.

2. Polaroid C3
Fashion--even camera fashion--really does come full circle. Polaroid announced the launch of this tiny, cute little cube-shaped camera at CES. It's high-definition, waterproof down to 6.5 feet, and mountable with its magnetic skin. The wide-angle lens offers a 120 degree view and is wifi enabled. The gadget is $99, which isn't too bad of a price for vintage.

5. Looxcie 3
This video camera has been around for a few years, but the new Looxcie 3 is even smaller and faster than the company's previous models. The 1.3 ounce device can record 30 frames per second at 720p and livestream the video at 15 frames per second directly to Facebook through wifi. You can mount it, attach it to your clothes, or put it in its waterproof case and submerge it.

10 ways to maximize the business value of Google+

Google+ may never usurp Facebook as the King of Social Networking, but it might well wind up the Prince — or possibly the King of Social Marketing. Google+ is a social network where people are serious about sharing ideas. The discussion and banter are far less sophomoric and catty than on other platforms. Instead, you'll find users actually sharing thoughtful ideas and posts.

1: Create intelligent circles
By creating intelligent circles, you will make it much easier to post specific content to specific circles and to follow the different interests. This can be especially helpful to your business, where you want to create circles unique to your company.

2: Join related communities
There are countless communities on Google+, many of which will be of interest to you and/or your company. Search these out and join the ones you feel best suit your needs. Build a rapport with the group and once you feel comfortable, start speaking up about your company or product.

3: Link your content
Instead of just randomly hopping into Google+, you should be linking your important content from your blogs, company announcements, etc., to your Google+ account.

4: Get to know hangouts
Google+ hangouts are a great way to connect. Hangouts can be an effective way to help prospective clients get to know you and your company and even do spontaneous (or planned) webinars. Not only can you do standard chat, but the built-in video chat is outstanding

5: Develop and nurture relationships
This is crucial. The longer you spend developing those relationships, the better Google+ will work for you.

6: +1 other posts
Although you don't want to blindly go through and +1 posts of those you hope will add you to their circles, you do need to be interactive with others. The quickest way to do this is to click the little +1 on their posts.

7: Research best times to post
This is a tricky issue. Most will tell you the best time to post on Google+ is between 9:00 and 11:00 am. As people are drinking their coffee or sitting down at their desks and gearing up for work, they are more likely to spend time checking out social networking sites. But this doesn't mean it is the best time for you to post. You'll need to do some research into your specific area

8: Move related photos to Picasa
9: Get a vanity URL
A vanity URL does much more than just appear professional — it allows users to easily remember the address of your Google+ account.
10: Check your Added To Circle notifications regularly
Make sure that the people finding you are those you want to connect with.

In this Issue!

ALUMNI ON MOVE

Yudhisthir Singh
MCA (2003-6)

Mr. Yudhisthir Singh , MCA 2006 batch passout has moved from Amdocs, Gurgaon (Sr. Engineer) and joined NSN - Nokia Solutions and Networks as Solution Specialist.

Mr. Amit Panwar , MCA 2006 batch passout has moved from Sapiant, Noida and joined Hybris at SAP Global Delivery, Bangalore as Consultant.

Amit Panwar
MCA (2003-6)

Neeraj Gupta
MCA (2005-08)

Mr. Neeraj Gupta, MCA 2008 batch passout has moved from SOPRA Group, Noida to and joined Infogain Noida as Sr. S/W Engineer.

We wish you all the best for your future and also wish that you all whiz towards your success.

Happenings @ Dept. of I.T .in the month of January, 2014

Training programme for Air Force Staff, Air Force Station, Hindan

Two weeks training programme on "Computer Hardware and Networking" for Air Force Staff, Air Force Station, Hindan, Ghaziabad was inaugurated at I.T.S, Ghaziabad on 13th January, 2014. This two weeks training is being conducted on Computer Hardware & Networking.

In the beginning Director – IT, Dr. Harish Kumar, welcomed the Flt. Lt. Pratiksha Thakrey and participants of this training programme and said that this would be a mutual learning experience and value addition for all.
Flt. Lt. Thakrey, in her address, expressed her confidence that all the participants, at the end of the training, would be in position to appreciate the technology and apply the learning in real air force environment.

Coordinator of this training programme, Prof. S.K. Pandey, briefed about the course, training methodology and process. Prof. A.N. Tripathi, Prof. Sauresh Mehrotra, Mr. K.P. Tomar, Mr. Sunil Kumar and Mr. Brij Mohan will conduct the two weeks sessions. The first session was conducted by Prof. S.K. Pandey.Thereafter Mr. K.P. Tomar continued with the session in post-lunch.

During two weeks time participants would be exposed to the Hardware components, there organization, function and troubleshooting, how to understand computer networks, issues in establishing networked environment and countering the security threats with practical implementation.

Faculty Participation

Date of event	Participant	Theme	Venue
17th Jan to 18th Jan, 2014	Prof. Varun Arora Prof. Chandra Mani Sharma	FDP on "Neural Networks and its implementation using MATLAB"	BVIMR, Delhi
21st Jan, 2014	Dr. Harish Kumar, Director IT	Seminar on "Advancements of Radar Imaging & its Applications	IIT, Roorkee

Placement Quiz Series

1. What would be the output of following code?
```
#include<stdio.h>
void  main()
{
   int i=2,j=3,k;
   k=i+++j;
   printf("%d %d %d",i,j,k);
}
```
A. 3 3 5   B.3 3 3   C. 2 3 5   D.3 3 4

2. What would be the output of following code?
```
#include<stdio.h>
void main()
{
    printf("%x",-1<<4);

}
```
A. 0xFF00   C. 0x0000
B. 0xFFFF   D. 0xFFF0

3. Consider a table OLD with few rows. The statement
   CREATE TABLE new AS SELECT * FROM OLD WHERE 1=2
A. copies all the rows from OLD to NEW
B. creates a dummy NEW table
C. creates an empty NEW table with column definitions same as OLD
 D. creates a table NEW that acts as a synonym for OLD

4. The character used for concatenating strings in Oracle is
A &&   C. |
B. +   D. None of these

5. Which testing methods are used by end-users who actually test software before they use it?
A. Alpha and Beta Testing
B. White Box Testing
C. Black Box Testing
D. Trial and Error Testing

Solutions will be published in February issue

Prepared by: Prof. Rakesh Roshan
Dept. of I.T

Answer to last Placement Quiz Series

1 -C

2-B

3-B

4-B

5-D

Announcement and Contact Details

VIBRANCE is an E-magazine of Department of I.T, I.T.S, Ghaziabad. We look forward to the contribution from our students, alumni, faculty members and industry experts.

Contributors are advised to send their contribution to our editorial team at:
sakshiguptaag@its.edu.in (Sakshi Gupta-MCA-3rd yr.)
pankuribansal@its.edu.in (Pankuri Bansal- MCA- 2nd yr.)
shilpisharma@its.edu.in (Shilpi Sharma MCA-3rd yr.)
pujadhar@its.edu.in (Prof. Puja Dhar)