

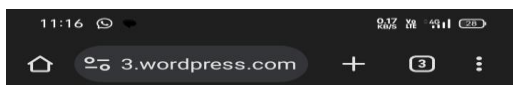
NAME : PRAVEENKUMAR D
DEPARTMENT : INDUSTRIAL BIOTECHNOLOGY
COLLEGE : GOVERNMENT COLLEGE OF
TECHNOLOGY, COIMBATORE
NAAN MUDHALVAN COURSE: DIGITAL MARKETING
NAAN MUDHALVAN ID : 75F17CC3BE486AF935A4F88AB2C3E5C1

ASSIGNMENT ON DIGITAL MARKETING

1. Create a blog or website using blogspot and wordpress. Customize the theme design and post new article with 500 words.

Wordpress:

<https://technews103.wordpress.com/2023/10/30/apple-scary-fast-event-2023-stream-new-m3-macs-reveal-here/>



What to expect from the Apple October event?

Apple is expected to announce the third-generation Apple Silicon for Macs, which is likely to be called M3. Just like the A17 Pro chip that powers the iPhone 15 Pro series, the M3, M3 Pro, and the M3 Max are expected to be fabbed using TSMC's 3nm process, which should help Apple deliver an exceptional power efficiency when compared to the M2 lineup. The new M3 chips are likely to be more capable and power efficient when compared to their predecessors. According to a report by Bloomberg, the most powerful M3 Max is speculated to include a 16-core CPU and a 40-core GPU, making it the most powerful processor in the Apple Silicon lineup.

Not just that, just like the A17 Pro, the M3 series of processors are also likely to be capable of ray-tracing, a technique used on graphics cards to offer

2. Create a new facebook business page and post one social media poster for your brand.

<https://www.facebook.com/61552827664948/posts/pfbid02gn6CFnuSgS4vhniD2DPmdn45WiuNMa1Qhme3HJTeVQd2JoSi7sjVXVLyFEh9h2xnl/?app=fbl>



3. Create and design a social media advertisement poster using canva



4. Create email newsletter design using Mailchimp or canva tool.

17 JUNE 2023

REMOVABLE BATTERIES IN PHONES

THE NEWS



The EU passed a regulation 2022, requiring iPhones to have a USB-C port, which will have a similar global effect. Smartphones must be "removable and replaceable by the end-user," meaning it must be easy to replace a battery without any kind of technical expertise. Manufacturers have until 2027 to adapt the design of their smartphones in order to comply with the EU law. The regulation applies to all batteries, including those in EVs and e-bikes, in the hopes of creating a "circular economy" where waste batteries can be recycled and reused to power electronics. The regulation includes requirements for smartphone manufacturers to collect 50 percent of lithium from waste batteries by 2027 and ramps up to 80 percent by 2031. Manufacturers will also be required to label batteries with its internal components, amount of recycled material, and a QR code. So within five years, you'll finally be able to replace your battery, hassle free.

In a sweeping change to an existing law, 587 European Parliamentarians voted to force all gadgets to have easily replaceable batteries, with only 9 opposing the change. By replaceable batteries, they mean the kind that powered 12-button phones, replacing which used to be as simple as popping open the back cover and slipping in a new unit. Basically, the new law restricts manufacturers from selling phones that require special tools to open up. This means when the law is enforced, users – at least in the EU – will be able to replace batteries themselves. It will take a while before the law is implemented, though, so don't expect changes overnight as of yet. The law goes into effect 3.5 years from now, which means early 2027.

There was a time when smartphones had batteries that could be easily swapped out – no elaborate tools, heat guns, or special training needed. But the demand for thinner and lighter devices led to battery packs that were almost inseparable from the phones. This is a big win for the right-to-repair movement. While it only applies to the EU, the regulation has global ramifications, since it wouldn't make sense to make two different smartphones – one for Europe, one for everywhere else. Regulation will likely impact the global market, changing the design of smartphones for all users.