THE 🐘 HINDU

[Features](#) » [Sunday Magazine](#)

Published: October 15, 2011 15:42 IST | Updated: June 7, 2013 12:56 IST

Power in your palm

G. ANANTHAKRISHNAN

Suneet Singh Tuli: Launching the "world's cheapest" tablet.

Suneet Singh Tuli of Datawind talks about the recently unveiled tablet Aakash. Running A students for just a little over Rs. 1,000.

On October 5, Union Minister for Human Resource Development Kapil Sibal u Aakash, designed, developed and built by Datawind, in partnership with Rajas Mission on Education through Information and Communication Technology (

Dubbed the world's lowest cost computing/internet device with a pre-subsidy India" device features a Conexant processor running Android 2.2 and a resisti display resolution. It offers Wi-Fi, 256 MB RAM, 2GB flash memory, microph instantly made headlines around the world for its price and mission. In the fut greater volumes is Rs.1,750. At 50 per cent subsidy, the tablet currently costs l institution.

Driving the Aakash project is Suneet Singh Tuli, Chief Executive Officer of Dat
He explained his roadmap for use of the tablets in higher education institution
an interaction over telephone and e-mail. The educational component is based
institutions equipped with high-bandwidth wireless networks now. More are e
educational material is expected to strengthen the NME-ICT platform.

What is the roll out plan for the Aakash tablet?

We will provide 100,000 tablets under the National Mission on Education thr
Technologies. I understand that the first 100,000 will be given to all the state
do field trials. Then one crore units will be made available at a 50 per cent sub
(college/university) students across the country. Based on the success of that p
he would like to extend it to all students from classes 9 to 12 next year.

We are ramping up production for the commercial release of the tablet also. H
from the government. There is demand for the device from a number of inter
opportunity for India. We are trying to have a production capacity of about 30
are establishing multiple manufacturing facilities to meet the exploding dema

What kind of performance testing was done on the Aakash to see th
NME-ICT programme?

The biggest role of the programme was in testing. Over the last eight months,
weekly basis. As we went into the production stage, the analysis was done by I
Usually, they do testing on a small number of units, but we took 1,500 units a
tablet to all kinds of different tests and they did a marvellous job.

Why did you not opt for a market release of the product and then m
students?

We have two sets of products. The first set is for open markets, and the second
because of delivery timelines, we set the commercial launch time frame to end
version first.

Could you tell us something about the processor that will run the su

It is a Conexant processor. It may sound low powered at 366 Mhz, but we have
the device, which accelerates the rendering of web pages 10x to 30x. It provide

DataWind has received the 18 US and several international patents on a specia
platform. It gives the power of a monster-server in the palm of your hand by o
server to help enhance the user experience. With our other products, the med
speed benefits.

What kind of tablets will you be making for commercial (non-subsi

processor specifications?

We will have tablets both at the higher and lower end, in the Rs.3,000 to Rs. 5 screen tablet, in the higher price point. In late November, Datawind will launc Aakash, with a maximum retail price of Rs.2,999. It will have a GPRS module.

What are the factors that helped drive down pricing of the Aakash t

If you look at the forecast for tablet computer sale in India, it is of the order of Also, considering the many players, the market share could be about 10 per ce government said it needed 10 million units. This is a programme to raise the s education, build skills and so on. A result of this is the driving down of prices. The whole world said this cannot be done. But when we announced it, the who by Indians, in India. But it will benefit not just India.

DataWind, at its cost intends to provide GPRS modules and SIMs in both the addition to unlimited internet at Rs.99/month. Over 800 million Indians (as networks. DataWind's technology provides a very fast and useable experience

Will you be manufacturing the Aakash tablet abroad and shipping t

We currently don't have plans to make it abroad and import into India. We are produce enough to meet local demand and for export markets.

What applications marketplace will it have access to?

Aakash will come pre-installed with the Get-Jar app store, instead of Google M its business model forces the developers to provide all apps for free, and only upgrades. We also expect that students will start developing applications for it

Keywords: [Aakash tablet](#), [Android](#)

Printable version | May 19, 2014 10:09:09 PM | http://www.thehindu.com/fe palm/article2539906.ece

© The Hindu