

# Techgoondu

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MEDIA KIT 2022

# ABOUT US

Started in June 2008 by technology journalists in Singapore who share a common love for all things geeky and digital, Techgoondu includes segments on personal computing, enterprise IT and Internet culture.

## Key mission:

Provide an unbiased, independent and trusted source of news that impacts the digital lives of technology users.

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**Digital trade highlights need for good connectivity during pandemic, say experts**

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# ABOUT US

Published by Goondu Media Pte Ltd, a company registered in Singapore.

Since 2008, an authoritative source of trusted news, features and opinions on technology and digital developments in Singapore and Asia-Pacific.

## Businesses are being forced to digitally transform during coronavirus crisis

March 27th, 2020 | by Alfred Siew

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PHOTO: Kaushal Moradiya from Pexels

There are many things that could **come out** of this terrible coronavirus pandemic that has already killed **thousands of people** in a short few months.

One is surely a heightened awareness of the threats posed by such viruses, as places such as Singapore and Hong Kong were transformed after the 2013 SARS outbreak.

Another is the sweeping changes to normal life as we know it. Even when the world returns to a sort of normalcy – and it's too early to say when that could be – things won't be business as usual.

For many businesses, changes to some long-held practices are already taking place.

As face-to-face meetings are reduced and offices emptied with work-from-home arrangements, many have taken to digital processes that have stayed in the pipeline but never rolled out on today's scale.

Remote working is one such practice that has been forced on businesses now, with **a third of humanity** under lockdown, from India to the United States.

Even in Japan, where clocking in and out of an office has been an enduring practice, the government has **told employees** to work remotely instead of turning up in the office.

How has that experience been? For some, this would have been a simple exercise in firing up Zoom, Microsoft Teams, Skype for Business, Cisco Webex or any other such collaboration tool.

Everyone would log in, and as long as nobody accidentally turns on his or her camera while

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# CONTENT

Content segments include personal computing, mobile, enterprise IT, telecoms, media and Internet culture.

Techgoondu writes for the technology user, whether you are a consumer who's new to smartphones or a corporate IT head deploying cloud services and cybersecurity solutions

## Much to look forward to, much to worry, as 2020 arrives with new digital wave

December 31st, 2019 | by Alfred Siew

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ILLUSTRATION: Gerd Altmann from Pixabay

When 2010 rolled in a decade ago, Uber was still a year-old startup finding its feet with a ride hailing service in the United States. Its Southeast Asian rival, Grab, which would later replicate its model and **oust it** from the region, wasn't even born yet.

Ten years ago, the platform economy was just in conceptual form. Today, the on-demand services they offer have changed the entire fabric of urban life.

From getting a ride home to having food delivered at your doorstep, the idea of your entire life stored and transacted on a phone has taken root. Like it or not, this is part of everyday life.

Any look back at technology's impact in the past decade will have to begin with these so-called digital services and the disruption they have brought. In no other recent time has technology created such tremendous impact, on a scale so large.

It's no wonder it's said that we are in the **Fourth Industrial Revolution** today. Just like the steam engine, electricity and the computerisation before, digital technologies such as artificial intelligence (AI) now threaten to shake up industries, take away jobs and widen the rich-poor divide.

Even a seemingly harmless food delivery service that is meant to make life easy for busy folks has stirred up so many issues here.

Deliverymen zooming around on e-scooters have pushed Singaporeans to call on the government for a **ban on their use**. Technology has seldom been so **divisive**.

Indeed, it has not been seen in a **negative light** for a long time. In the 80s, it represented a "stick it to the man" rebelliousness – Steve Jobs famously **hacked telephone networks** for free calls. In the 90s and 2000s, it was expected to bring an unprecedented **era of openness**

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## Q&A



### Q&A: More affordable tools now for smaller companies to work remotely, says Lark

May 4th, 2020 | by Alfred Siew

Many small and medium companies that didn't have digital tools to work remotely now have more options during this pandemic, says...



### Q&A: Don't forget security while working from home, says Pulse Secure

April 2nd, 2020 | by Alfred Siew

Businesses taking the first steps in this new style of work have to have robust measures in place, says Pulse Secure, a security access...



### Q&A: Hard to innovate if identity theft, fraud not dealt with, says PayPal

February 3rd, 2020 | by Alfred Siew

PayPal now uses AI to better analyse online transactions to allow real transactions to be carried out, while stopping fraudulent ones from going...



### More travellers seeking smart wallets for better exchange rates: YouTrip

December 6th, 2019 | by Alfred Siew

Travellers are increasingly looking to e-wallets to get more favourable exchange rates when shopping, dining and spending on other items, says...



### Q&A: AI can recognise pain, help doctors offer better treatment, says FXPai

October 4th, 2019 | by Grace Chng

AI can analyse facial expressions to determine the pain a patient is feeling and help adjust the medication required, said Lynn Wilcox, CTO of...



### Q&A: Courts looks to delivering experiences, trust, to fight retail crunch

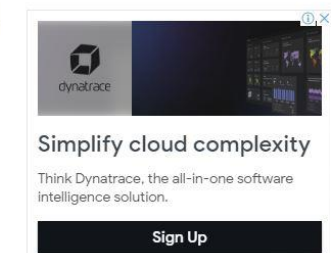
August 11th, 2019 | by Alfred Siew

Courts Singapore CEO, Ben Tan, said the company has had to change how it engaged customers but one thing has remained crucial - trust....

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Goondu reviews: Regular tests of gadgets and software, with special awards for deserving products



## Goondu review: Sennheiser IE 80 S BT deliver audio quality over Bluetooth

March 24th, 2020 | by Alfred Siew

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© Techgoondu  
The neckband-style Sennheiser IE 80 S BT Bluetooth earphones deliver great audio quality.  
PHOTO: Alfred Siew

Wireless and audiophile are usually two words that don't mix when it comes to hi-fi, but I'm here to say that the Sennheiser IE 80 S BT are a pair of earphones that will convince you otherwise.

The neckband-style Bluetooth earphones are a departure from the usual ear buds that are all the rage now, but they are a lot more comfortable to wear for hours.

Like the rest of the high-end Sennheiser range, such as the flagship IE 800 and IE 800 S earphones, the IE 80 S BT impress with their excellent sound as well.

Let's start with the audio, because that's rightly the star of these earphones. The IE 80 S BT – the Germans do need to make the names easier – make use of high-res codecs such as LHDC, aptX HD and AAC to deliver high bit-rate and "lossless" audio quality.

Just like how an MP3 track cuts out portions of a track to keep file sizes small, older wireless delivery codecs compress and cut off some parts of a track to keep things running smoothly, sans wires.

The lossless codecs used on the Sennheiser earphones don't lose detail in the same way. It's no surprise that they are becoming more common today, with audiophiles demanding the convenience of wire-free operation while enjoying the audio quality they are used to.



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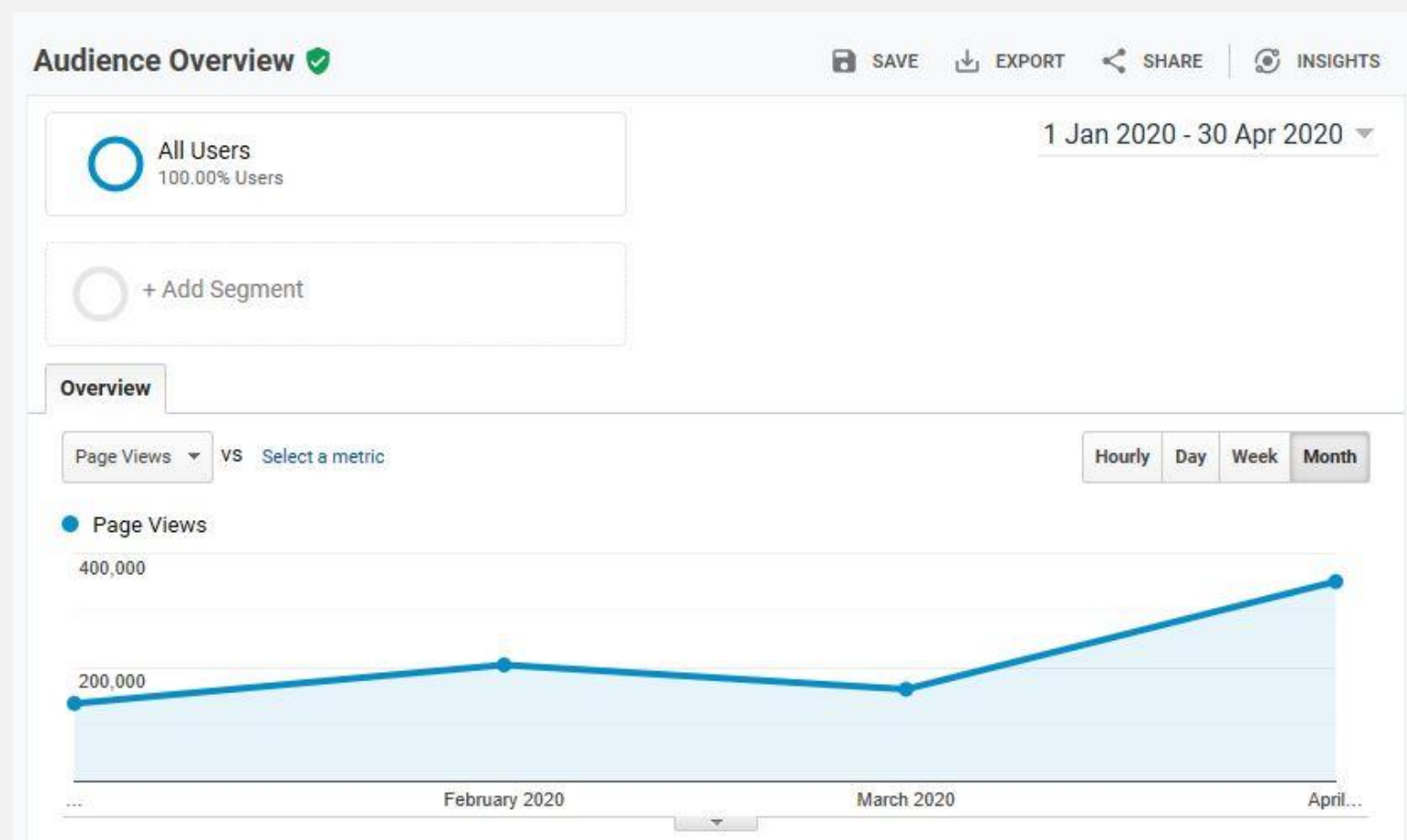
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- Between **160,000** and **350,000** page views a month (average 200,000)
- ~**30,000** users visiting Techgoondu site each month
- **>10,000** fans on Facebook page
- **>1,000** followers on Twitter





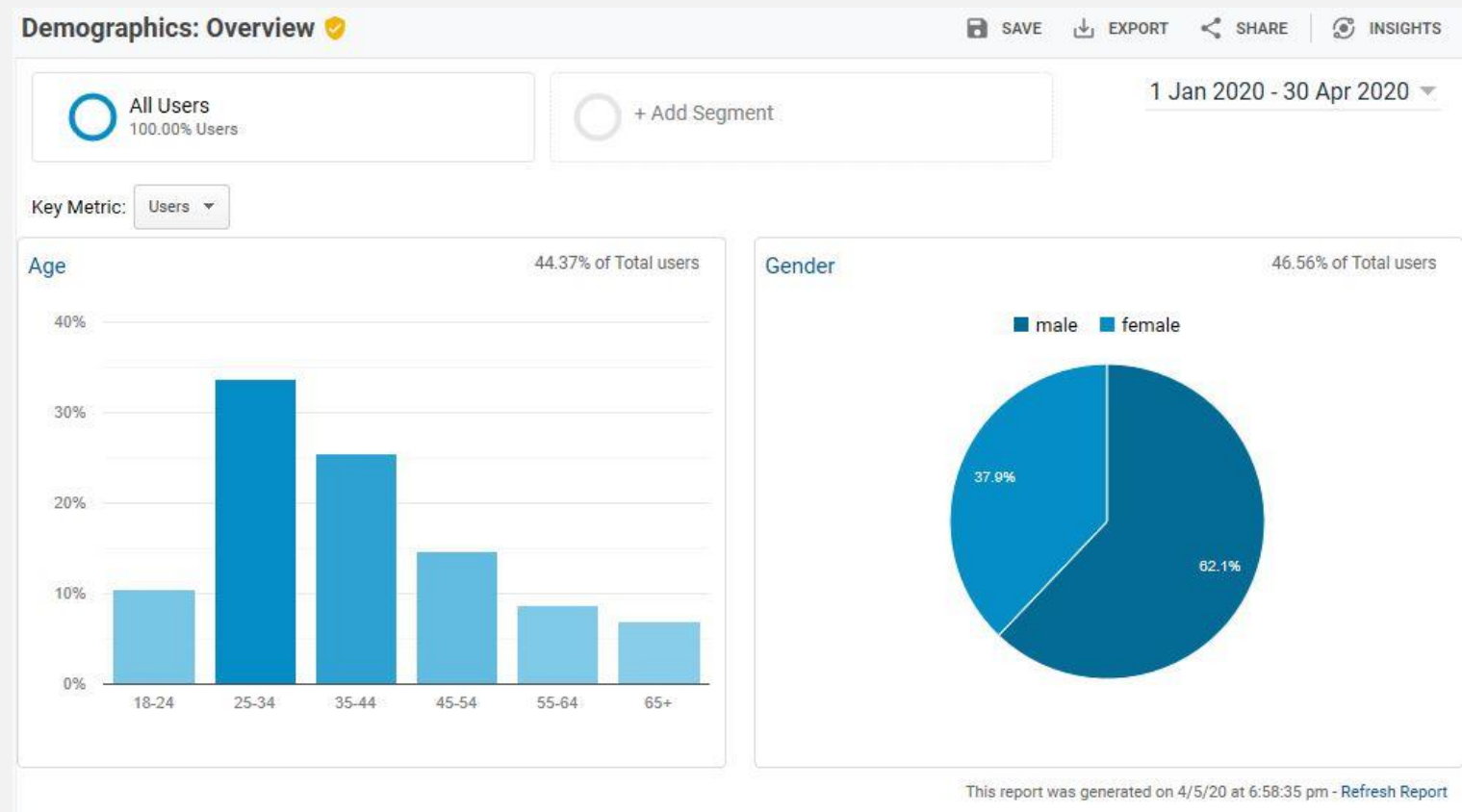
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Demographics	Country	Users	% Users
Language	1.  Singapore	38,721	 61.68%
Country	2.  Malaysia	5,988	 9.54%
City	3.  United States	5,073	 8.08%
System	4.  India	1,810	 2.88%
Browser	5.  United Kingdom	886	 1.41%
Operating System	6.  Hong Kong	650	 1.04%
Service Provider	7.  Japan	608	 0.97%
Mobile	8.  Australia	594	 0.95%
Operating System	9.  Philippines	520	 0.83%
Service Provider	10.  China	462	 0.74%
Screen Resolution	<a href="#">view full report</a>		



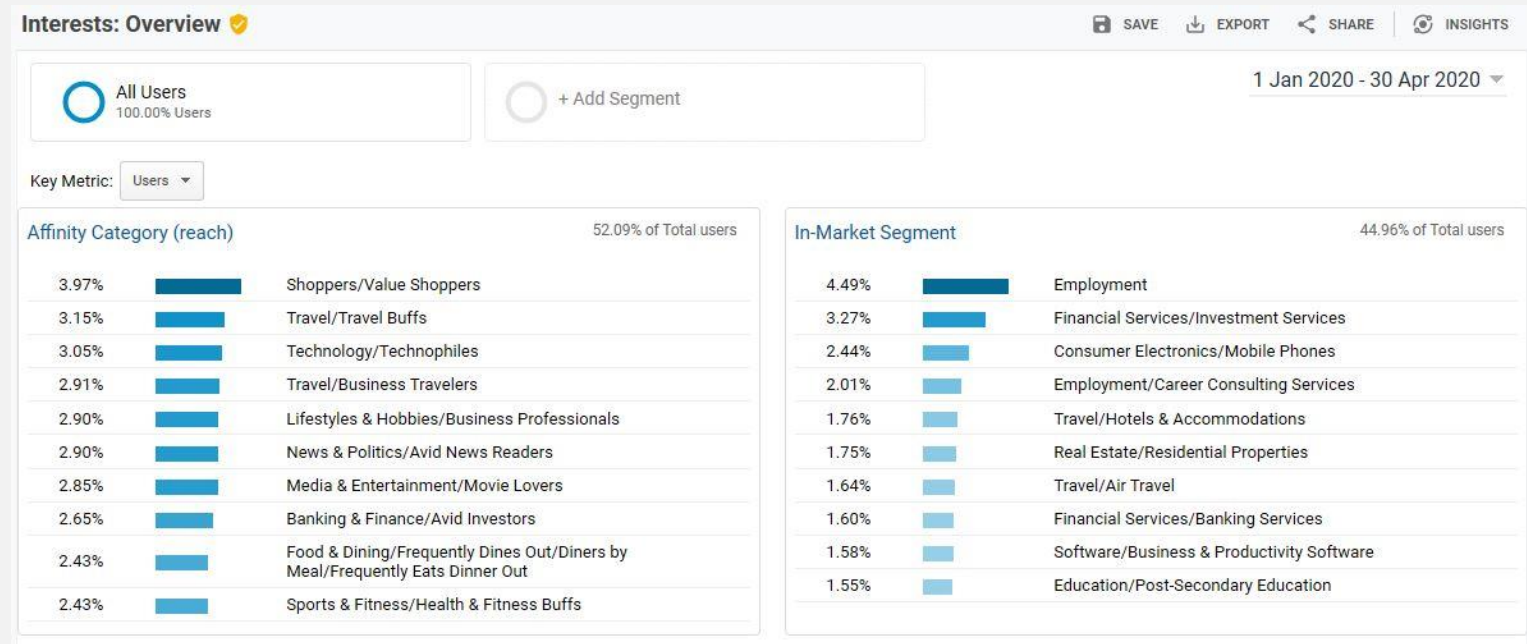
# AUDIENCE & REACH

- Audience comprises consumers, PMEBS, key business decision makers and other thought leaders in business and government
- *Main demographic:* **25-34** and **35-44** professionals who are confident of using technology



# AUDIENCE & REACH

- Readership cuts across a broad audience range
- Includes tech-savvy consumers and B2B professionals from the IT, telecoms, fintech industries and beyond



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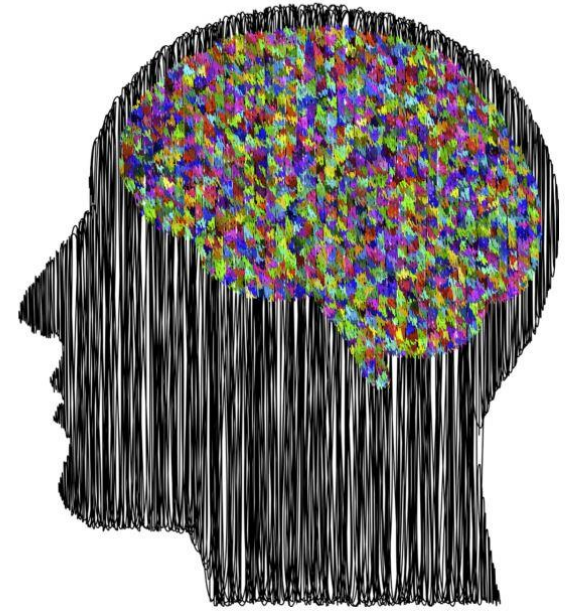
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## AI is already making a difference

May 23rd, 2019 | by Techgoondu

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When people speak about artificial intelligence (AI), much of the conversation is still conducted in future tense. The technology, however, is already making inroads in various industries in Asia-Pacific, despite still constantly evolving all the time.

From agriculture to healthcare, in multinational companies and small and medium businesses, AI is making a difference every day by helping to analyse data, deliver intelligence and at times, autonomously acting on the information available.

In Australia, oyster farmers are looking to AI digest environmental data to better predict what the best time is to harvest, so as to avoid bad weather and identify problems with the water condition.

In healthcare, Singapore's service providers are looking to deeper data analysis to gain greater clinical insights and improve patient care. Diseases can be identified before they become chronic.

Even when searching for property in the city-state, users have been tapping on the capabilities of AI. Popular website Propertyguru, for example, now uses AI to learn more about a home buyer's preferences so that it can match them to a home that fits.

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## Going on the cloud? Think SD-WAN

September 16th, 2019 | by Techgoondu

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PHOTO: Silver Peak

The move to the cloud is a big part of any transformation effort today, as enterprises seek to deliver applications and services more quickly and responsively.

However, what's often not said is the failure to reap the full benefits of this monumental move, because of legacy network models that are hampering the effort.

More than 80 per cent of enterprise workloads will run in the cloud by 2020, with more than 40 per cent running on **public cloud platforms**, according to a study by LogicMonitor.

Unfortunately, going on the cloud is just one part of the equation. Getting the best out of it requires a rethinking of the router-centric network design from the past.

This worked well when data centers were at the centre of everything that an enterprise did. However, with apps running from the cloud, forcing the data to travel back to a central location before reaching users is counter-intuitive and unproductive.

Instead of data moving directly to SaaS (software as a service) and IaaS (infrastructure as a service) from branch sites, it is moved from each branch office to a data centre, which impairs performance.

In real-world terms, this results in slower responses from apps, especially when users and apps are running on multiple different clouds, say, from Amazon, Microsoft or Google.

Doesn't that go against the idea of gaining agility, scalability and efficiency with a cloud migration? That, unfortunately, is what's facing many enterprises today.

The answer comes in the form of SD-WAN. No, not just the variety that has been sold as a cheaper alternative to the good old MPLS (Multiprotocol Label Switching) networking technology.

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## Shoot a winning photo with your smartphone at Techgoondu workshop

June 9th, 2019 | by Techgoondu

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PHOTO: Wilson Wong

Ever wondered what it takes to capture the right moment with the right technique to win over judges at a photography contest? And to do that with your smartphone as well?

Come to the **Techgoondu x Huawei Capturing the Moment 2019** workshop happening on **June 14, 2019** to learn the tips and tricks of getting the perfect shot for the best chance at winning.

Understand what experts look for in a photo and learn how to develop a keen eye for detail amid a busy urban landscape such as Singapore.

It's not all talk, of course. Like a similar mobile photography workshop we conducted **last year**, this new Techgoondu Reader Experience will have you visiting Orchard Road to capture some incredible moments.

Learning from our guides, you can then pick your best shots to enter the **Huawei Next-Image mobile photography awards**. The grand prize for the international contest is US\$20,000 and a trip to Paris, where the awards will be held later this year.

**Thank you everyone for your support! We have signed up more than 20 readers so far for the small workshop. If you wish to join our future events planned next month, please share with us your details at [contact@techgoondu.com](mailto:contact@techgoondu.com).**

**What:** Techgoondu Capturing the Moment 2019 workshop

**When:** June 14, 2019, 6:30pm – 9:30pm

**Where:** 10 Square, 181 Orchard Road, Orchard Central #10-01, Singapore 238896

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## Working from home doesn't mean you lose your creativity

March 12th, 2020 | by Alfred Siew

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PHOTO: Fauxels from Pexels

I just had my third teleconference today, at the end of a typical work day that started in the morning with a call and ended with one. The difference with many of my friends is that I took the calls at home.

As the owner of a small business, I have been working primarily from home for more than 11 years, since I left my job as a technology correspondent at The Straits Times in 2008.

Techgoondu has a service office in Suntec City, which offers options for hot desking, but as I've always explained to friends, I concentrate better when I'm alone. Plus, the broadband is faster at home.

When I say I work from home, I actually mean I work not from an office. I also work at cafes, in hotel rooms when I travel and at my parents' place when I have to attend to the kids in the day. Most importantly, I have more control over my time, while being just as productive.

I say that with many caveats, of course. First, you have to have discipline, something alien to me usually but which I had learnt much from a previous job built around deadlines and story counts.

You need to have clearly set goals for each day, week, month, quarter and year so you don't lose your way.

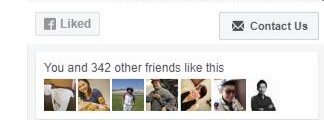
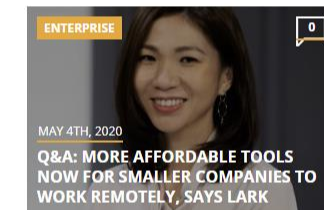
Sure, you can take a break or even spend time at a Starbucks for a cuppa but you cannot lose sight of what you want to achieve, be it to complete an article or send over a business proposal.

Now, the coronavirus crisis is forcing many to work from home in recent weeks. Predictably, some are beginning to dread it, as seen in an article in The New York Times two days ago.

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ILLUSTRATION: Gordon Johnson from Pixabay

As the coronavirus pandemic has spread across nearly every country, major tech companies have also stepped up to support governments, healthcare authorities and their customers better manage the Covid-19 health crisis.

Some are offering free services, others have announced initiatives and developed applications that hasten contact tracing, predict the spread of the disease and quickly identify coronavirus patients.

### Cloud services heavily tapped

For better or worse, there has never been a better time to showcase cloud services than the current pandemic period.

With people **sheltering in their homes** and avoiding contact with other people, working remotely is the new order of the day. What serves remote work better than cloud services?

Governments and healthcare authorities are tapping the cloud to **continue to operate** as well as track the spread of the disease, monitor outbreaks and develop vaccines.

Alibaba Cloud is offering its cloud-based AI-powered computing platform available for free to global research institutions to accelerate viral gene-sequencing, protein-screening and other research in treating or preventing the virus.

In particular, the Chinese company is providing its computational and AI platforms including machine learning tools to monitor CT scans and other medical records to help healthcare authorities quickly identify patients.

Dr Derek Wang, general manager of Singapore for Alibaba Cloud, said that these tools were used during the initial outbreak of the coronavirus in China.

The insights gathered there had helped the healthcare authorities to predict future trends. Currently, it is sharing its know-how gleaned from its China experience with other healthcare authorities, he said in a recent interview with Techgoondu.

He added that medical professionals and researchers can access Alibaba Cloud's research arm DAMO Academy in a free trial to aid in disease control and diagnosis.

Dr Wang said Alibaba's AI algorithm helped shorten processing of Covid-19 cases to around 10 seconds per case. Its tools also more accurately predicted potential outbreak trends.

Separately, Google Cloud has also been part of wider industry efforts to provide services and tools to track the spread of the virus and keep business and home learning operational.

Not to be left out, Huawei unveiled a plan last week where it is providing free AI and cloud services to governments and healthcare authorities around the world.


This, it said, would aid in areas like viral genome detection, antiviral drug in screening, and AI-assisted CT patient screening service.

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Advertorial (single)	USD 1,500

<sup>1</sup> Includes complimentary tile/box ads (300 x 300) during campaign period

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