

HindustanTimes.com



Better than ever before

- **www.hindustantimes.com** has gone through a makeover that took months of research, investment, and design
- It will stand apart with its eyeball-grabbing, click-inducing content. Among the givens: fast searches, quicker updates

Arriving in the 21st century

Chaitanya Kalbag

I EXPERIENCED my epiphany about consumer media a couple of years ago on a Tokyo subway.

When I lived in Japan in the mid-1990s, commuters would be bent earnestly over their little pulp paperbacks or Manga comics. Now, just over a decade later, everyone's fingers are flying over buttons on little machines that are no longer talking devices but multimedia tools. Terms like i-mode, FeliCa, Edy, and bitWallet are bandied about by young Generation Y users with extra-sensory perception who can perform multiple tasks while peering at tiny screens in their palms. Those mobile devices

move seamlessly from internet browsing to shopping to payment tools to key cards to home management features. The average consumer in Japan is now using multiple media, and is "always on"; is always hungry for information, entertainment, and the probable thrill of being the first to hear the day's big news.

Some months later I was in Seoul, where "wired" is a passé concept for the world's most connected country. Digital multimedia broadcasting had just been launched on snazzy handsets, broadband connections were ramping up to dizzying speeds, and South Korea's 48 million people had their synapses crackling in unison.

Asia is already at the forefront of

many of these revolutionary changes. Another quiet revolution is taking shape in India, where we are in our second dotcom frenzy in a decade: Sometime last week, while most of you slept, *www.hindustantimes.com* took its first step across a technology threshold — and arrived in the 21st century.

In step with HT Media Ltd's goal of growing to be the best and biggest media company in India, and in keeping with flagship newspaper the *Hindustan Times*'s thrust towards the very best journalism, the website went through a makeover that took months of research, investment, and design.

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The *Hindustan Times* had already begun to look like a web-savvy newspaper six years last week for an FSA conference. More than 900 scientists gathered in Monday for another five to seven years, said mission director Henri Lau. It has proved so reliable that it will now carry far — and its 10 data-collecting instruments, the largest satellite to be sent into space so — The eight tonne, 10-metre-long module — cern about climate change. ever more pertinent amid heightened concern about climate change. years, but its mission is turning out to be

streaming video, and interactivity.

Interactivity? Now that is a word that will run like a spine through the website.

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