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* **VOLVO XC 40 RECHARGE:
SWEDISH HIGH
VOLTAGE GAME!**

**HOW BIG IS
IPL?**

REVIEWED:

MOTOROLA EDGE 30 ·
ASUS ZENBOOK ·
SPACE EDITION ·
LG TONE FREE ·
XIAOMI PAD 5 ·
ONEPLUS ·
NORD BUDS
& MORE...



Putting India on the global map!

**ANANYA
BIRLA**

FROM THE **EDITOR'S DESK**

The viral issue of the year!

Three years ago, when we had put together Influencex Awards for the first time, we were prepared, just not enough to be overwhelmed. Our site crashed when we witnessed voting on pandemic levels. That's when we realised the power of "Influencer marketing". It was the first award recognising them, and all the biggest names in the business - Bhuvan Bam, Prajakta Koli, Ashish Chanchlani, Gaurav Taneja, Mumbaier Nikhil, etc. who were few of the attendees. Since it was held in Mumbai, it also made it easy for everyone to come together, and it was one big success turned awards party. Then the real pandemic hit us, and we had to do virtual awards, which was fun but not as engaging. And now, in 2022, with Influencex 3.0, we want to step on the gas and raise the bar. In association with Kerala tourism, we took 100 + creators to Kovalam, a beautiful city in Kerala, over two-day excursions and the awards night. Despite scaling up bandwidth, the voting site still crashed; we registered 740,000 votes in 15 days. The venue- Leela by Raviz, where we hosted the event used to get frantic calls from the fans of these content creators checking out the awards and wanting to gatecrash and meet their idols.




From any imagination to host 100 people, leave aside the fact that they are the most prominent content creators, pseudo-celebrities in their fields coming from every part of the country, most with their plus one will be a challenge. My team had braced themselves with sleepless nights, and we knew that it was a live event where all 100 cameras were rolling simultaneously and capturing every moment. We would be ridiculed if our hospitality shook, but victory loves preparation. We shook the Instagram nation, and the night was epic, so much that we had to shut the party down. Our brief for dress code was to be casually dressed [beach wear], but everybody had dressed for the prom night, and it was nothing less than a met gala. Later I realised that these content creators valued this so much and wanted to dress up for the occasion since it is their recognition.

Thank god we had shifted the venue from the beach to the ballroom as weather reports predicted a cyclone. Instead, mayhem happened - digital devastation, which made the #influencex22 trend for 48 hours. Infact we have claimed # as our trophy for the awards, which itself is like owning the crown. With 100 top content creators who have been publicly voted, 40 categories of awards, 100+ cumulative following on the gram and over 97 lakh subscribers on youtube. It was a powerful gathering that could get anything trended, mocked, and hailed! The Power of influencers, the power of influencex! It would be challenging to get anyone to wake up and go to Kovalam for excursions after a night of celebrations with cocktails and the Aattam Kalasamithi & Chemmeen Band, which played their instruments, created a trance-like vibe taking the spirits high. But everyone was excited to share time and memories with their audience, some had not slept, and the whole group ventured out in Kovalam together to explore Kerala, god's own country. It's the #classof2022 we are talking about, but our eyes are already glued to make #classof2023 more epic!



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#influencex22

AWARDS

CLASS OF 2022

SUSTAINABLE MOBILITY PARTNER



TECH PARTNER



other than god's own country, Kerala, for the 3rd edition of InfluenceX. Kovalam is the perfect refreshing and rejuvenating getaway in southern India with its picturesque backdrops and scenic beaches. Kovalam is awesomely beautiful and a haven of serenity. It's a magnificent beach supported by sharply mounting headlands and enclosed by fertile coconut palms.

Placed snugly in the southern part of Kerala, Kovalam has created its presence lingered on the worldwide tourist map due to its clean and bizarre beaches lined with glittering sand and tall lighthouses. The history and

Over the last decade, we have seen social media proliferate in importance. More than 3.4 billion people actively use social media - nearly 40% of the world's population. And we at Exhibit Magazine have been embracing the best of technology and lifestyle for more than 16 years now.

Only a few have the karizma to entice and influence millions of people in today's world. Be it through imparting knowledge, entertaining or influencing in their respective domain. These content creators have access to a large audience and can share information to persuade others through their authenticity and reach.

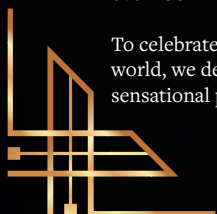
InfluenceX has been a proud rostrum of the Exhibit Magazine, bringing together the best of the digital world. The most significant influencer award of its kind, assembling talent from across the country all varying in their domains, be it fashion, lifestyle, tech, travel, social, fitness, and the list is endless. Spread amongst 40 unique categories and 400 + Nominations, the online voting process made way for over 80 + winners, challengers and editor's choice awards. The Exhibit InfluenceX Awards "Class of 2022" collectively reached over 100 million people.

To celebrate the best of the online world, we decided to invite these sensational personalities to none



culture of this place are rooted in the countryside that captivates a large number of tourists to sightsee and revel in its mystical charm. The staggering blue waters of the Arabian Sea, lush greenery, and the rocky headlands made this beautiful paradise the perfect destination to host the InfluenceX "Class of 2022".

All this, of course, wouldn't have been possible without the immense support that Kerala Tourism had given us. And in the clean green state of Kerala, our sustainable mobility partner Lexus had all the charms, adding the bells and whistles thanking DigiTek as our tech partner. It started a couple of months ago. We asked people to choose their favourites and shortlisted influencers across social media platforms. Our voting lines opened for two weeks, and the response had our servers crashing with multiple simultaneous visits, weirdly a good problem. We received over 7.5 lakh visitors registering to vote for their favourite influencers.





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Once the voting commenced, it was the results, and our InfluenceX Award winners and challengers emerged. With our partners Digitek, Kerala Tourism, Lexus and the core Exhibit team, Kovalam was lit up for the next couple of days. Hundreds of cameras capture the event as it unfolds through the perspective of our guests, batches of influencers making reels at scenic destinations across the length and breadth of Kovalam, music by the Aattam band, hospitality at the finest properties, gorgeous people dressed to kill and a wonderful host Siddharth Kannan made the evening a perfect blend of right spirits. Here's our batch of winners and challengers for the **#ClassOf22** honoured at **#InfluencexAwards22!**



A MERIDIAN-TUNED UNIQUE TWS

● REVIEWED

LG Tone Free

Words by: Pratik Ghone

We are not new to the world of TWS with ANC (Active Noise Cancellation) but there comes a product every now and then, adding some value to become special. The USP (unique selling point) of the LG TONE Free has to be LG's borrowed tech from its purifiers to cleanse these TWS inside their case with UV-nano technology. Yes, these earbuds promise bacteria cleansing LG's UV nano, a patented sanitising technology which destroys bacteria on the earbud head when they are placed inside the case. In a world where sanitising our hands is normal, why should TWS be any exception?

LG also sells and equips these with medical-grade hypoallergenic ear gels, another healthy name for silicon that cleans via UV rays. The technology is neatly packed in a clean round case with an essential multi-colour LED notification light, a switch to toggle an amazing feature and a USB Type-C charging port at the rear. The case and earbuds are fairly lightweight and easy to carry around as your ear companions.

● LG TONE FREE APP

LG has a TONE Free app both on Playstore and Appstore for Androids and Apple devices. Usually, these additional apps bring out additional features of the earbuds, but in LG's case, this app is more or less mandatory if you truly wish to listen to Meridian tuned audio and improve the earbud's audio quality overall. The app neatly showcases the battery percentage on each earbud and also allows you to tune the earbuds based on two custom settings.

The ANC controls allow high or low levels of noise cancellation along with two transparency modes and the option to turn off ANC when not required. There's also a neat animated manual available at all levels with general information on the software and the ability to auto-install OTA (over the air) updates for the app and earbuds. The app also allows to edit three levels of tap settings on either earbud, allowing customisations as per user choices. Last and the most important settings are ready equalisations by Meridian. There are seven preset equalizers to choose from including, immersive, natural, bass-boost, treble-boost, 3D sound stage, etc. Why are these important you ask?

● AUDIO QUALITY - TREBLE HAPPY!

LG TONE Free earbuds are tuned by Meridian and without their equalizers, they sound treble-heavy. Bass is tight and never boomy but lacks the punch required in most hip-hop numbers. Bass-boost setting on the app aids the bass but compromises on the other frequencies. The trebles on these earbuds are rich and shine in every track while the vocals are audible despite different equalized settings. For audiophiles, there are quite a few frequencies to equalize in two custom settings. None of which matched the finesse of Meridian-tuned presets. Out of all the presets, immersive and natural were the most balanced presets that suit almost all genres of music. ANC is average and nothing extraordinary like most other TWS in a similar price range. The sound stage is head biased but not too small, nor too widespread. What really shines on these earbuds are the treble in each track. It's bright and prominent, a unique take on clarity

but compromises on the lower frequencies to sound thumping on certain tracks. LG claims 6 hours battery life with ANC turned on and 21 hours of total playback with the charge case. Battery life depends on the volume and we managed 4+ hours each time.

One unique cable inside the box, apart from USB Type-C to Type-A cable, is a Type-C to 3.5mm headphone jack. There is a toggle on the case, which allows the case to connect as a medium to turn any analogue 3.5mm headphone port into wireless connectivity via the case. The real champ of this package is thereby the case of the LG TONE Free. It not only cleanses the earbuds, but also adds battery life and added functionality to turn any analogue source into seamless wireless connections.

VERDICT

★ / 5 ★★★★★

LG TONE Free is a feature rich pair of earbuds with richer trebles and a versatile compact round case. This is a good pair of earbuds for someone not keen on bass, listens to a lot of string instruments, vocals and chimes. The quality of the TWS is decent and same could be said about the audio quality. At similar prices, there are better sounding earbuds but none as versatile. **ex**

M SPORT PACKAGE AS STANDARD

The X4 is offered in twin-turbo combos of a 4-cylinder 252 bhp and 350 Nm petrol x30i engine, and our review (absolute) unit is provided in 6-cylinder 262 bhp and 620 Nm diesel x30d engine. BMW has got rid of other xDrive offerings. We test the better of the two - x30d, and its various drive modes include Eco, Eco Pro, Comfort, Comfort what-not, Sport and Sport Plus, with individual configurations for all settings. Truth be told, our dials were usually red with the Sport plus mode activated for most of our drive. What was surprising was the sheer opulent drive in comfort modes. The diesel engine is engineer-aged like a fine wine and feels refined, and the gearbox is smooth, mated to sophisticated NVH levels on a chassis developed for the X7!

Despite the larger shoes with 20-inch wheels, the adaptive suspension, brilliant chassis with minimal to no body roll, refined diesel engine and class-leading NVH levels give the BMW X4 a duality. It can be calm in comfort modes, and when you are in the mood for some paddle shifting fun, this bimmer can surprise you. A 0-100kmph sprint is achievable in 5.8s! This car is quick, considering the size and volume. To put it in perspective, this midsize mammoth is almost as fast as the newly launched BMW i4, and that is an all-electric sedan! Different modes aside, this car can perform a wheel spin on ECO mode if demanded. SPORT plus modes aggrandise the power, steering feel, suspension feedback and overall responsiveness of the BMW X4. BMW M sport package amplifies this car's appeal by many folds. In an era dominated by midsize SUVs, this brilliant SUV Coupe does not just stand out with its design but also its mean twin-turbo M spec power.

The BMW X4 does feel like an SUV in all its elements. Still, it drives like a sedan thanks to an enthusiastic engine coupled with a smooth 8-speed Steptronic transmission, sharp steering inputs and M sport black magic on the limited shadow edition. Interiors, too, are sumptuous and accommodating despite the M sport seats with ample lumbar support. The adaptive suspension has made a world of difference to the overall drive quality of the updated BMW X4. There is almost no body roll despite the sheer size of this SUV, and high-speed stability has to be one of the best ammunition in its arsenal, coupled with solid but progressive braking.

THE SPORTY SUV STYLED AS A COUPE

We drove spiritedly all day long in a limited Shadow edition BMW X4 x30d, and not many will be available in India. The black treatment on the exterior and interior with subtle M Sport badges makes the BMW X4 a handsome car. Newer details make the X4 look sharp and modern, ready to age with poise. Limited editions not just age with grace but sometimes appreciate with time. This beautiful monstrosity is a worthy set of wheels in your garage if you are tired of the ordinary looking SUVs on our roads. Not only is it sporty in its drive appeal, but also composed in a way. BMW X4 has matured into a stunning midsize SUV Coupe update from BMW. 🏆



BMW X4 SHADOW EDITION SPECS

LENGTH
4751 mm

WIDTH
2138 mm

HEIGHT
1621 mm

WHEEL BASE
2864 mm

DISPLACEMENT
2993 cc

MAX POWER
261.49bhp@4000rpm

MAX TORQUE
620Nm@2000-2500rpm

NO. OF CYLINDER
6

TURBO CHARGER
Twin

TRANSMISSIONTYPE
Automatic

GEAR BOX
8-speed

DRIVE TYPE
4WD

PRICE
₹71.90 LAKH ONWARDS
(EX-SHOWROOM)



WATERPROOF TECH GADGETS

BETTER SAFE THAN SORRY!

Words by: Ritwick Jaiswal

It's summertime and for most people, this season represents trips to lakes, beaches, pools, or even running through sprinklers- after all, we don't judge. You wouldn't want your beautiful day ruined by a drink spill or your clumsy hands. I'm well aware of how bad things get when gadgets and water meet. Growing up, I always heard one thing constantly- don't let the devices near water. This was true for a long time until companies started making tech gadgets that could last even in a thunderstorm.

The durability of most tech gadgets is measured on the IP (Ingress Protection) scale, which indicates its resistance to water and dust. Most high-end smartphones and watches come with an IP67 or IP68 rating, but what does that mean?

The International Electrotechnical Commission sets the IP ratings, which tell you the level of protection a device offers against solids and liquids. The first number ranges from one to six and tells you the device's level of protection against solid particles (dust, dirt, etc.). The second number goes from one to eight and tells you how much water a device can handle. The rubber seals that protect the high-rated IP phones from damage usually get eroded with time when met with coffee, champagne, or soft drinks, and this is why all gadgets must be handled with care despite their IP ratings to last long.

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