

# exHIBIT

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## THE EVOLUTION of RAP

BOMBAY,  
BAARISH &  
BOLLYWOOD

## HOW BIG IS INDIAN MUSIC INDUSTRY?

### EXHIBITCLASSIC EDITIONPLAYLIST

#### EXCLUSIVE:

DRIVING FROM USA ➡  
TO MEXICO IN A JEEP  
WRANGLER RUBICON

MCLAREN 720S SPIDER: ➡  
A CONVERTIBLE  
COBWEB OF SPEED

#### REVIEWED:

XIAOMI SMART TV 5A ·  
ASUS TUF DASH 15 ·  
MSI VECTOR GP76 ·  
ACER ASPIRE 5 ·  
ONEPLUS 10R ·  
POCO F4 ·

# FROM THE EDITOR'S DESK

Last month was one of the most adventurous months of my life when I went on a road trip from Los Angeles to Mexico; yes, you read it right, MEXICO!

I was a little hesitant when I picked up this location, but they said, "if the partner is up to the mark then you don't have to worry" for the uncharted territory ahead, Jeep Wrangler Rubicon gave me company and gobbled over 1000+ km in a three-day trip... This was not the end of my road-tripping. Immediately after the US, I went to UAE and was welcomed by the McLaren 720S Spider for another three days. On both the trips, I only had one issue: the Tech, Wrangler has a relatively smaller infotainment console with a smaller display, so watching navigation is a little troublesome, especially when you are driving in foreign locations at high speeds where every turn is essential. McLaren 720S Spider, with all its power and performance figures, did not have Apple CarPlay and Android Auto, that's an option you have to buy separately, and the car I drove, unfortunately, did not have it. Driving around Dubai with my smartphone in one hand was a nightmare since built-in navigation is always outdated as the city changes so fast. Finally, I had to buy a smartphone holder and mount my smartphone to make my life easier. Just like uber drivers do, in my case, it was the McLaren.

This year, rain gods are showering more love than anticipated. Monsoons and music are a match made in heaven. The temperatures are soothing, and people spend valuable time consuming their favourite tunes stuck in long traffic hours or enjoying the serene backdrop of rain. In this edition, we celebrate music. Have you ever wondered how big is the Indian music industry? Read along as we explain what different music genres mean and how music affects your brain and mental health. Music and rains have existed since times unknown. Music may be beyond language, while some languages weirdly sound like music. Did you know that music doubles as therapy? Wondering where to head this monsoon, read our top picks for a spectacular monsoon destination right here in India.




The evolution of rap music, an ancient musical art form, is just as fascinating as rap song lyrics. Music is heard in nature and manufactured marvels. We list the most awesome-sounding car exhausts and expensive audio systems that cater to the richest of the world. We also have premium sound systems in cars, costing as much as regular cars! Adhering to the theme, we also mention some classic monsoon playlists. And, if you thought music was all, get ready to feel puny as we dive into the vastness of space. James Webb Space Telescope is our new pair of eyes exploring space as we've never seen before. From the vastness to the nothingness of Nothing, a new tech company with new products seems promising. My team tests Acer Aspire 5, Asus Tuf Dash 15 and MSI's gaming laptops alongside the popular Nord 2T, Poco F4, a successor to the fan-favourite F1 and OnePlus 10R. Did I mention the wearable purifier, a crazy innovation from LG?

The world also lost Leonardo Del Vecchio, the man behind almost every popular sunglasses brand. A tribute to the businessman with shady ideas. From Bombay, Baarish and Bollywood to the merger of two Japanese giants, Sony and Honda, to make electric vehicles, this monsoon enjoy a diverse musical edition and happy monsoon to one and all.

Enjoy the Monsoon!



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## PAGANI ZONDA CINQUE

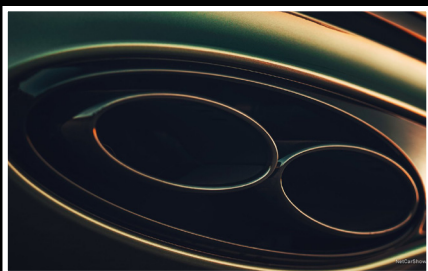
Built more than a decade ago and still illegal for road use in the US without a periodic "Show and Display" title, the Zonda Cinque delivers an almost F1-like sound as it accelerates.

Powered by a Mercedes-AMG sourced massive 7.3-liter V8 that will belt out a whopping 678 horsepower and 575 pound-feet of torque, the Pagani Zonda roars all the way through, like a cat that never learned to purr.

A contender for the top 5 in our list, but it doesn't quite make the number one spot.

## BENTLEY CONTINENTAL GT V8

Sorry, can you speak up? Any Bentley's focus is on luxury; it would be uncouth for one to come across as brash and boisterous. But for a car with red badges, quad exhaust tips, and a 3.3-second 0-60 sprint, it's too quiet. Perhaps that's by design and part of the Bentley experience, but on the basis of great sound alone, it's not enough.



## LAMBORGHINI AVENTADOR SVJ

The iconic car manufacturer has never built a prim and proper model but the Aventador is as close as Lamborghini gets to creating a subdued vehicle. Powered by a vociferous 6.5-liter V-12, the Lambo sounds like a bee on steroids which is somehow underwhelming considering the car manufacturer's reputation and the Aventador's dashing exterior looks.

It could use a little more character and a hint of the exotic, rebellious nature Lamborghini is famous for.







## MERCEDES BENZ

### Burmester

The next duo completely redefines the word “prestige” and takes us back to past times. It is one of the most complicated models from the house of Patek Philippe and an automotive ghost. In the world of watches and automobiles, some examples need the help of prominent ownership to reach the heights of notoriety. However, the next two candidates stand out at the peak.

The Patek Philippe Grand Complications exemplifies the world of Haute Horlogerie. If you ever were to have the opportunity to attend a social event with this watch on your wrist, you would feel how the Grand Complications 5207P-001 makes the air in your immediate vicinity crackle. For its automotive counterpart, Bugatti sends an impossibly beguiling vehicle to the starting line: the Bugatti Atlantic 57SC. For a staggering \$40 million, you can purchase one of the two cars still in existence – assuming their renowned owners like Ralph Lauren would ever put this noble car up for sale.

But the Patek Philippe and the Bugatti have much more in common than their enormously high asking price. The curved lines, the decorative elements on the platinum case of the Grand Complications, and the fine brown leather are also found in slight variations on the Atlantic 57SC. These two masterpieces of engineering art seem like an ode to beauty and a reminder to observe good style in today’s technology-driven world.

## AUDI

### BO

Audi cars and Bang & Olufsen sound systems have a love affair for quite a long time. The Audi cars come with Bang & Olufsen high-end sound systems cranking big watts. The B&O’s Acoustic Lens technology is something that causes the music to be dispersed in a manner ensuring every occupant gets the full experience.

B&O is a Denmark based high-end consumer electronics company. Founded in 1925 by Peter Bang and Svend Olufsen. It specialises in audio products, m televisions and telephones. B&O is also associated with BMW, Aston Martin, AMG, and Bentley as well.

## JLR

### Meridian

Meridian Audio is a British high-performance, high-fidelity audio and video component manufacturer that is associated with Jaguar Land Rover. It was founded in 1977 by Bob Stuart and Allen Boothroyd under the name Boothroyd-Stuart. Meridian created the lossless compression format Meridian Lossless Packing and the Master Quality Authenticated (MQA) audio codec as well.

Meridian’s sound-processing technology blends stereo signal into the centre and surrounds channels is a unique system. It comes with small speakers dotted around the vehicle. Besides Jaguar Land Rover, McLaren too uses Meridian sound systems.

## BMW

### Harman Kardon

BMW and Harman Kardon has a quite long association. Harman Kardon is a division of US-based Harman International Industries, a subsidiary of Samsung Electronics. It manufactures home and car audio systems.

The Harman Kardon was originally founded in 1953 by Sidney Harman and Bernard Kardon. Besides the Harman Kardon, BMW now also works with Bowers & Wilkins for its in-car audio systems. Some of the BMW models now come with B&W audio systems.

Bowers & Wilkins audio systems are featured predominantly in Volvo’s current range, as well as in Maserati and Jaguar cars.



# PREMIUM AUDIO SYSTEMS IN CARS

Words by: Aparajit Shastri



Considering the amount of time we spent in our cars though — almost 11 hours a week, according to a study commissioned before the quarantine — it may be time to rethink your car audio system. Whether we're listening to music while stuck in traffic, or turning up a playlist for a road trip, the best car audio systems can deliver a concert-like experience in the safety and comfort of your car cabin. Like a pair of luxe audiophile headphones, the best car audio systems these days can create an immersive cocoon of sound, whether you're behind the wheel or seated in the backseat. They call the sound system the "emotional engine" of a car too, and for good reason: a good car audio system shouldn't just play music, it should also enhance the songs you're listening to, pulling out all the tiny details and arrangements that contribute to a track's feeling. These days, a number of top car manufacturers are putting the same thought into their audio systems as they do the overall car design, partnering with big audio brands to

create surprisingly powerful sonic experiences within a vehicle, whether it's a six-figure sports car, or a family SUV. Here are some of the best car sound systems we reviewed this year. When it comes to music, automakers across the world have been playing a key role in bringing high-end music system to people through their in-car entertainment system. Especially the luxury cars come with absolutely high-class music systems that are not only impressive in terms of audio experience but comes with top-notch technology as well. Specific luxury auto manufacturers offer their cars with a specific audio system onboard. These specific audio system providers are associated with specific luxury car brands. Here are some of the luxury car makers in India with their in-cabin high-end audio systems. Mercedes-Benz has a long association with Burmester. The audio system provider makes tailored sound systems for the Mercedes cars. It doesn't rely on watts for output but aims for a 3D or 4D sound experience. Burmester is also associated with Porsche and Bugatti as well.



# LEXUS LC 500h

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