

  
**THE TIMES OF INDIA**

## Free PC with net ...not just yet!

TIMES NEWS NETWORK

**Bangalore:** Imagine a farmer or a low income individual in India getting a PC with Internet for free. Though this will continue to remain a figment of one's imagination for the time being, Asiatotal.net, a Hong-Kong based company is taking the first few steps to make this a reality.

No, the PC is not available for sale. The concept definitely has a long way to go before it becomes a reality in India. However, on Friday, Asiatotal chose Bangalore to announce its successes in the Brazilian market, where it will, in reality, distribute close to one million PCs for free in the next 12 months. The PCs are being called iT.

Here's how it will work.

A company called Biostar in Taiwan will design, develop and manufacture these units. Asiatotal being the project manager, patent holder, facilitator and marketeer of iT will come to a country and look for sponsors. Besides a normal keyboard, there are 14 "hot keys" which will have to be taken up by sponsors. There are 10 generic keys and four special keys. For instance, touch any one special key and it would take you directly to the sponsor's

site. The sponsor's logo could also be present on the hot key. After getting sufficient sponsors, who sign

K Suresh Prasad



Asiatotal.Net president and CEO  
Judy Chen in Bangalore on Friday

up with Asiatotal to be associated for a certain term, the task of identifying those in need of these PCs would begin.

The criteria for owning an iT:

They should have a telephone connection, should not own a PC and have a minimum income level (which will be determined by Asiatotal and the sponsors).

"The project has taken six years of planning, design and finding sponsors. We hope to find partners in India for this venture," said Ms Judy S Chen, president and CEO of Asiatotal.net.