

## SAGE

SAGE, the Semi Automatic Ground Environment, was an automated control system for collecting, tracking and intercepting enemy bomber aircraft used by NORAD from the late 1950s into the 1980s. In later versions, the system could automatically direct aircraft to an interception by sending commands directly to the aircraft's autopilot. By the time it was fully operational the Soviet bomber threat had been replaced by the Soviet missile threat, for which SAGE was entirely inadequate. Nevertheless, SAGE was tremendously important; it led to huge advances in online systems and interactive computing, real-time computing, and data communications using modems. It is generally considered to be one of the most advanced and successful large computer systems ever developed.



startech@thedailystar.net

## TECHSPOTLIGHT

### Experience Mobility 2006

# Nokia carves out route to woo in 1b new mobile users

NAFID IMRAN AHMED, back from Chongqing, China

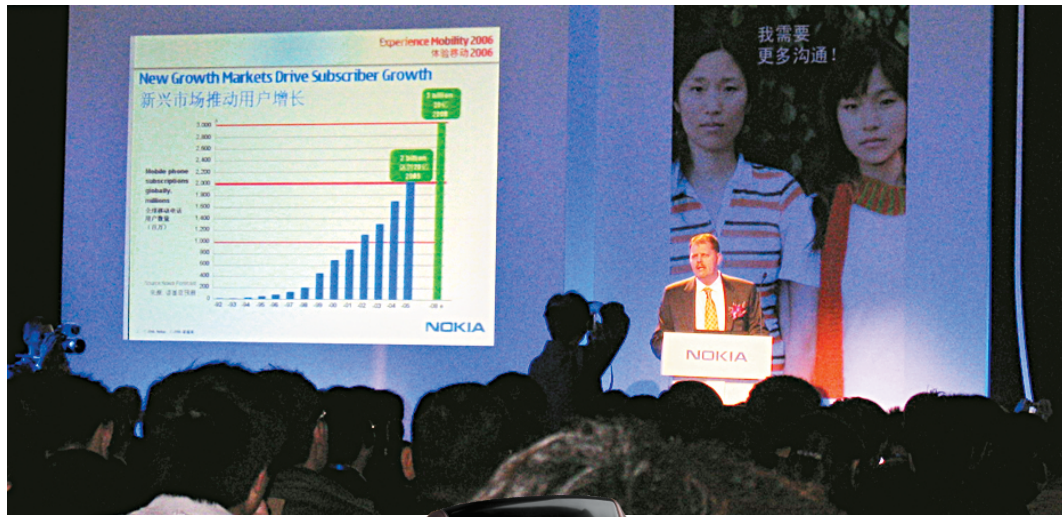
**S**OUTHWEST China's commercial capital, a busy port city at the meeting point of the Yangtze and Jialing rivers, Chongqing, experienced a global event in a traditional Chinese manner last week. Global leader in mobile communications, Nokia's Experience Mobility 2006 kicked off with the beat of traditional Chinese drums.

Considering any consumer growth market, the mobile phone market surely stands out. When the global mobile phone subscription crossed 2 billion in 2005, everyone thought it reached its peak. But the market only yawned back then. Nokia, the global mobile phone giant estimates that the next billion will come by the year 2008.

At the event in the city of fog, Chongqing, Nokia boosted its commitment to make mobile communications more affordable and accessible to a broader range of subscribers in the new growth markets such as China, India, Bangladesh, Indonesia and Africa. Understanding the low-income group consumers Nokia has targeted their innovations at basic entry level mobile phones capable of expressing day-to-day needs with user friendly utilities.

Keeping the consumer value proposition in mind, Nokia have launched three new models, which are easy to use, reliable and attractive at the same time and are capable of ensuring services such as voice and text, wide coverage and prepayment. Keeping in mind that affordable connectivity is the consumer value proposition, Nokia also wants to bring down the total cost of ownership of a phone to US\$5permonth.

At a media workshop for the Indian and Bangladeshi journalists held on the following day, Antonio Torres, director, business development and industry marketing of entry business unit



mobile phones of Nokia, said, "Nokia in collaboration with Grameen Foundation USA (GFUSA) is working on projects to bring affordable, accessible telecommunications to rural areas in Africa through micro finance, we may consider that type of mission in Bangladesh and India after evaluating the project outcome in Africa."

While demonstrating the network solutions for the new growth markets, Rauno Granath, director, new growth markets and networks of Nokia, elaborated the tools for lowering the total cost of ownership of a mobile phone in new growth markets. He introduced easy to use, reliable and affordable entry terminals, network solutions such as optimised radio coverage and capacity, cost effective site solutions, mobile

Nokia Mobile Phone Senior VP Soren Petersen presents the expansion plan at the event.



soft-switch architecture; business models and service enablers such as Nokia Connect eRefill, Prepaid Tracker, and Connect Market Expansion Toolkit that can reduce the cost at the operator's end.

Soren Petersen, senior vice president, entry business unit mobile phones of Nokia, divided the consumers into three categories -- mainstream users: whose priorities are voice calls, good display, practical features and aesthetics; tech novices: who want easy to use, durable and affordable phones; and finally advanced users: who want the latest models, rich features and innovative phones.

Based on the categories of users and in-depth consumer insight, Nokia prepared their products and solutions that resonates with consumers in the growth markets, having features such as icons, radio, graphic phonebook, speaking clock, prepaid tracker, audio messaging, flashlight etc. The three new models that Nokia unveiled at the event were Nokia 1112, Nokia 2610 and the Nokia 2310.

**Nokia 1112**  
Nokia 1112 has a user interface that makes use of icons that look great and large sized fonts that make navigating

the phone much easier. This phone will have a speaking clock and an alarm. The 1112 weighs just 80 grams and has up to 5 hours talk time and 15 hours standby time, comes in a range of colours. This phone will hopefully be on the market in the second quarter of 2006 in all regions except China.

#### Nokia 2610

This has a great design and cool features and would suit the business mind as it offers email support and WAP browser for mobile internet access, has MMS and Xpress Audio messaging which is great for recording and editing messages while on the move. Nokia 2610 has a rubber like finish, which improves grip.

Colour display is featured with a mirrored finish, and with features such as MP3 ring tones, voice recorder, expanded memory up to 300 entries, and hands free speaker it weighs 91 grams. The talk time is up to 3 hours with a standby time of about 12 days and will come in a range of colours.

#### Nokia 2310

If you love fashion, style and music then this 2310 is for you, with a compact design this will fit in any fashionable quarter. This phone has short cut keys that will get the FM radio going and which has sound visualisation graphics that move to the music, MP3 ring tones are featured as well.

SMS editor is great as well because this makes sure you do not delete messages by accident plus it has SMS speed dial. Nokia 2310 comes with prepaid tracker which is a network supported application and which will automatically update your prepaid account balance after each call or message. This mobile phone weighs 85 grams and has a talk time of up to 6 hours with standby time of up to 16 days.

## TECHFOCUS

### New Apple Intel-based Macs can now run Windows too



blanka caused a stir by devising a hack that manages to get Windows XP running on Apple's new hardware. It gained a lot of popularity and the two won the respectable bounty. Apple's more refined version of the same hack followed suit.

"Apple has no desire or plan to sell or support Windows, but many customers have expressed their interest to run Windows on Apple's superior hardware now that we use Intel processors," Philip Schiller, Apple's senior vice president of worldwide product marketing, said in a statement. "We think Boot Camp makes the Mac even more appealing to Windows users considering making the switch."

This is indeed good news for both present and potential Mac users. Now that users can use Windows in their Macs too if they really need it, it gives them more confidence about a potential switch from Windows to Macs. Apple's website itself now touts this new feature. Apple already got some rewards out of it. Its share rose

AHMED ASHIFUL HAQUE

**A**PPLÉ recently released a new software that lets users install and run Windows XP in their new Intel-based Macintosh computers. This comes after a few weeks of a popular hack, that let users do the same thing, only in a less refined manner.

Apple calls the technology "Boot Camp" and it's available for download as a public beta. As its name implies, Boot Camp is essentially a boot manager, and allows Mac owners to install Windows XP and choose whether to run OS X or Windows at when the computer starts. It also includes a selection of Windows drivers for common Mac hardware, along with a utility to let you burn a CD to run the installation and partitioning tools.

Boot Camp makes it easy to install Windows software on an Intel-based Mac, and Apple's website offers a step-by-step guide. It also lets users choose to use either Mac OS X operating system, or the Microsoft's Windows when they restart their computer. Users will still need their own copy of XP for this, but it looks like Apple's taken most of the pain



out of dual-booting.

The software can be downloaded from Apple's Web site at [www.apple.com/macosx/bootcamp](http://www.apple.com/macosx/bootcamp). A final version of the technology will be available as a feature in the upcoming Mac OS X version 10.5 "Leopard."

The concept isn't new. Ever since Apple switched to Intel processors, users have been trying to run Windows in their Macs. Recently, a thirteen-thousand-dollar prize was announced for anyone who can make Windows run on any Intel based Macs. Two hackers calling themselves *narf* and

7% in the early markets. With rumours of new 13-inch laptops coming around June, Apple will certainly sell a lot more Macs and gain more market share.

Apple may be trying to break down some of the barriers between Windows and Mac systems, but it's very protective about its Mac OS - keeping its proprietary Mac OS software secured within its own computers. Earlier this year, Apple even sent legal notices to force Web sites to remove links to information on how to hack Mac OS X software so that it runs on non-Apple machines.

## TECHNEWS

### Japan-Bangladesh IT Exposition on April 13-15

STARTECH DESK

**A**N IT exposition will be held at the Dhaka Sheraton Hotel from April 13 to 15 organised by the Japan Bangladesh group. Forty renowned IT and telecommunication companies of Japan will participate

in the exposition. Salim Prodhon, chairman of Japan-Bangladesh Group, made the announcement at a press conference held at the National Press Club in Dhaka last week. "The primary objective of the fair is to aid Bangladeshi youths at keeping pace with the present trend of

information technology and pave their way towards the IT super highway," he said. He hoped that the IT Expo would help Bangladesh get rid of unemployment and take the country to its desired peak of development in the IT sector.

"The highest Technological

invention of Japan will be coordinated and exhibited in Dhaka through the exposition", he added.

Among other firms, Fujitsu Corporation, Nihon System Design Corporation, Nagai-suka Tele-industry Corp, FES Corp, Xing Corp, Casio Calculator Co Ltd (NEC), Net Intechologies Co Ltd,

Marco Technology, Kanamic Network, Techno Science Co Ltd, Itochu Techno Science Co Ltd, Gaya Solution Co Ltd, NTT Data, Sensapp Co Ltd and Nippon Comsis Co Ltd. will participate in the fair.

## PHOTO TECH

### DEAD STAR

This artist's concept obtained from Nasa on April 6, depicts a type of dead star called a pulsar and the surrounding disk of rubble discovered by NASA's Spitzer Space Telescope. The pulsar, called 4U 0142+61, was once a massive star until about 100,000 years ago when it blew up in a supernova explosion and scattered dusty debris into space. Planets may form from material spewed from the explosive death of a star, US astronomers said.

PHOTO: AFP

## TECHNEWS

### NSU ICT Drive First CICT training course held

SHAMMA M RAGHIB

**T**HE Department of Computer Science and Engineering of the North South University (NSU), in cooperation with the university's board of directors, recently founded the Center for Information & Communication Technology (CICT) hoping to bring together local engineering, education, research and industry. Its first intensive 3-day training session was held on March 16-18.

The training session offered two types of courses: one on 'Mobile Telephony Technology, Business, Management and Operation' and another on the Oracle database. The local telecommunication industry has been gaining a lot of momentum recently with the introduction of new operators like TeleBarta, Jubok Phone and Warid Telecom. It was not surprising that the courses filled up within matter of days.

The first day of the session introduced the participants to workshop objectives, and there were discussions on current

and future generations of networking solutions. Instructor Dr. Khalid Mahmud reviewed in details the networking equipments of PSTN and PSDN as well as Wireless Local Loop (WLL), Voice over Internet Protocol (VOIP), Internet telephony and next generation networks.

On the next day, Dr. Miftahur Rahman, the Director of CICT, briefed the participants about optical fiber. Mahmud Hossain, CTO of Tele Barta Ltd was the guest instructor who guided the trainees on the Bangladesh landline and mobile telephony market trends. Later Dr. M Abdul Awal made his presentation on spectrum management. The class also discussed the cost, pricing and value added services among the country's leading mobile operators. Then the group gained some practical knowledge about PSTN operation from the NSU laboratory.

On day three, the instructors moved on to more recent and on-going topics in the country. All the trainees agreed that with the initiation of Submarine

cable, the business and ICT industry would prosper. They discussed how the Bangladeshi Government and the local entrepreneurs could make the best use of the submarine cable: with faster data transfers, technology transfers, which is crucial for ICT growth, and more efficient research and development. The instructors stressed on the need for technology transfer and researches since these were vital for a country surrounded by techno-giants like Japan, China and India.

Later, the class was divided into five groups. Each given their own practical research topic like: BTB and BTRC restructuring, fair competition among operators, innovative marketing ideas, manufacturing mobile and other equipments, and technology transfer and its importance. The groups presented their topics and were then judged upon their presentation, practicality, and teamwork.