



The Unbreakable

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Buying Walton Fridge From
Sonytron Electronics, Khansama, Dinajpur

WOW!

**TODAY
I AM
MILLIONAIRE**



Mr. Ranjit Chandra Roy, Father: Harimohan Roy
Kastor, Malikpur, Pirganj, Thakurgaon

Digital Campaign 2020
Season - 7

Mega Festival

Getting Million Lac Taka may vary depending on Sales

WALTON
Smart Fridge

With Confidence of Best Quality
12 Years Guarantee

Compressor

Conditions:

- Have to complete product registration through SMS after buying Walton Fridge, Washing Machine & Microwave Oven
- The campaign is conducted by fully computerized system only
- Digital campaign facilities will be valid in case of more than 3 registration of fridge from the same mobile number in a year
- In case of cash payment, customer will be paid through cheque after deduction of Source Tax at the rate determined by National Board of Revenue (NBR)
- The authority reserves the right to change the campaign anytime

This initiative is taken to ensure maximum customer facilities through research & development of products and digitalization

Return SMS may be delayed for the technical/network problems

With Confidence of Best Quality
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Hyundai making a clutchless manual gearbox

South Korean Brand Hyundai has developed a manual gearbox that does not have a clutch pedal.

Dubbed the Intelligent Manual Transmission, or iMT, it's essentially a regular six-speed manual gearbox with an automated clutch. The gearbox can sense when the user is about to change gear, and instruct its control unit to hydraulically manipulate the clutch. As a safety measure, the system will ignore commands such as shifting from sixth

gear to second at high speed.

Hyundai is currently offering the iMT only in India, as part of their 1.0 liter Venue subcompact SUV's powertrain.

It should be noted that the idea of a manual gearbox with an automated clutch is not new. Swedish car maker SAAB devolved a smiler system for their cars in the late 1990s, called the Sensonic system. It was abandoned due to negative public reception.



New cars this week



How do you make an exclusive version of hybrid hypercar that is already limited to 63 units? If you are Lamborghini, you saw off its roof and call it a Roadster. The Sian Roadster retains the 819 HP 6.5-liter V12 mild-hybrid system of its roofed counterpart and can reach 0-100 in 2.9 seconds. Unlike other electrified go really fast machines, the Sian's 48-volt hybrid system uses a supercapacitor instead of lithium-ion batteries, giving it a much more compact and powerful energy storage. Lamborghini will be making only 19 of these topless beauties and according to them, all the units have been already sold out.



Moving from ultra-rare unicorns to a car that might actually end up in your new car list, the Toyota Corolla Cross is a 5-seater crossover for your average family. The car is built on Toyota's New Global Architecture C sharing underpinnings with the new Corolla Sedan and C-HR. Power comes in two flavors, one is 1.8-liter 2ZR-FBE gasoline inline 4 making 140 HP and 129 lb-ft of torque. The other is the hybrid 1.8-liter 2ZR-FXE generating 98 HP and 105 lb-ft supplemented by a 600-volt electric motor providing an additional 72 HP and 120 lb-ft of torque. Looks-wise the car is as bland as most other crossovers in the segment, which is disappointing considering the new Corolla sedan looks quite good.

Z Flip 5G leaked: still looks like a vanity mirror

The 5G variant of the Z Flip was leaked earlier and now there's a video from Evan Blass which shows it is basically the same design as the one that went on sale in February. Likely it will have a faster processor. According to XDA-Developers, it will be a little taller and thicker and the power comes from Qualcomm's new Snapdragon 865 Plus chip. Cameras remain the same.

The original Z Flip had mediocre battery performance and there's no news on whether that will be improved. But the bigger question remains: why do you want to shell out for a pricey vanity mirror?



Instagram bans content on conversion therapy

Instagram last week has placed a worldwide ban on all forms of content that promotes conversion therapy. This widely discredited practise attempts to forcefully change an individual's sexual orientation. This is a move in line with their guidelines on hate speech.

Parent company Facebook is banning conversion therapy content which is banned in one form or another in at least 19 US states. It remains legal in many US states as well as Europe while being practiced elsewhere. There is no science backing this with studies linking depression and suicide among many young people who have been subjected to this treatment without consent.

EDITOR'S NOTE

'Slapping and stabbing their way to stardom'

If you watch TikTok videos generated from Asia, that seems to be a recurring theme. Young people concoct elaborate sub-1-minute videos where they change partners, slap each other and walk away in slow motion. The more you confuse, the more people seem to watch. TikTok thrives on providing short bursts of fame to people starved of attention. But could that be the reason they also fall? We look into that while figuring out if Alexa and her buddies are going to take over our jobs including making aforementioned videos. But I'm a car guy and you really need to look into the spectacular build by Machinam of Uttara, Dhaka of the 2005 Toyota Hilux. Head to our site for the full build photos.

- Ehsanur Raza Ronny, Editor

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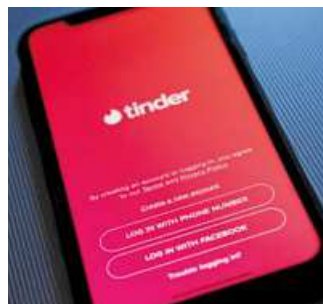
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TechBits



Apple released their first iOS 14 public beta

Instagram swaps out 'Activity' tab for 'Shop' in new test



Tinder experimenting with video chat in select markets

Amazon adds 'hands-free' feature to its Alexa mobile app



WhatsApp Business adds QR codes and catalog sharing tools



Setting up your workplace at home

AREFIN CHOWDHURY

If there is one thing this pandemic has taught us, it is that we can work efficiently from the comfort of our homes. And this might be the new normal for some jobs even after the pandemic ends. Here are some setups that you can use at your place and watch your productivity soar.

ORGANIZING YOUR WORKSPACE

The initial step is to decide on the furniture. This is vital to ensuring a comfortable setup. A spacious table and an office chair with comfortable back support is needed. However, if it is too cozy, then you might end up falling asleep once in a while during work hours. Some people prefer a leg rest beneath the table, and it is wise getting a table with one if you are used to it. Also, some tables come with wireless charging docks for your phones and ear buds.

REDUCING CLUTTER

Next up, you need to untangle yourself from the trouble of cables. An adapter

could be a good solution for freeing up some space in your multi plug or power strip. Yet, there might be more cables than you expect. So cutting out a cable box from old shoe boxes can be a good way to organize the cables' entry points.

GETTING THE BASIC GADGETS

Now for the ergonomics of input devices. Working on a laptop keyboard can be frustrating for some people, hence you may want to get a mechanical keyboard if your job demands a lot of writing. And it is always a good idea to get a wireless mouse as it provides further flexibility. However, people who are into gaming might need heavy duty mice which usually come with a wire. If you are working on a desktop, consider getting yourself a wide monitor as it gives you more details and allows for more functionality.

ADDING POWER TO YOUR ARSENAL

You might consider getting a pair of

headphones with a loud and clear microphone. Otherwise, people might not be able to properly hear you in meetings. Webcams are not necessary if you have a powerful front camera in your phone, but you should get a table mount for your phone or tablet. But if you do not prefer switching between your phone and your laptop, then you may consider purchasing a webcam. You can add a table lamp to this list as there are a lot of LED lamps available in the market. These can help you quietly work in your own corner at night. With new laptops killing more and more ports, you might be in need of a USB adapter which offers a wide range of port selections.

It is not easy to get these things during the quarantine. However, popular gadget and tech platforms like Ryans and Star Tech are offering home deliveries. You can also get some of these gadgets on e-commerce platforms like Daraz and Evaly.

THE BOSSMAN

BY E. RAZA RONNY



4-LANE DHAKA-BHANGA
EXPRESS HIGHWAY
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COUNTRY'S NO. 1 STEEL EXPERT

BSRM
building a safer nation



Unbreakable: 2005 Toyota Hilux resto rebuild

AHBAR MILKY

Where the Europeans had the Paris-Dakar rally, the Americans had the Baja 1000 on the tougher terrains of Mexico. Which is why the cars, or trucks in this case, that participated in the Baja 1000 looked nothing like their factory counterparts. They were lifted, 800 hp, fiberglass shelled tube on frame trophy trucks built to circumvent 1000 miles through the terrain of scenic yet perilous Baja-Californian Peninsula. Enter Ivan “Iron Man” Stewart and the red, orange and yellow liveried Toyota SR5. Soon, TRD became synonymous with Baja 1000. Around late 90’s, another Toyota Hilux, albeit shadowed by the hero car, became synonymous with Back To The Future. That black custom 4x4 with yellow fog lamps went on to kick start an entire generation’s infatuation with it. Toyota did start cashing in on the hype, but subtly, until recently with the introduction of the TRD pro models, which North America seems to love and already has developed a cult following. To be fair, we petrolheads are all obsessed with trucks to an extent (and no that does not mean we’re compensating



for something else). Anyone who says otherwise is fighting the closet door. Mine started with a copy of Super Pickups on PS2 from Eastern Plaza. “Check out that 4x4!” says my boss (all the time) as he looks at pictures of Marty McFly’s Hilux. While the Hilux has grown part of its reliability legend from the relation with extremist groups in the Middle East, the real love for many comes from watching BTTF on long cold nights curled up in a blanket. Check out this 4x4 indeed. The red TRD pro-esque 2005 Hilux came to be an adventitious decision by Fahmid Ishtiaque Ahmed, as he wanted to fish for something unique in a sea of

numerous Defender and Patrol builds. With the help of a contact in the embassy auctions, a 2.7L 3RZ Hilux with a fairly low mileage was sourced and Samiur Rahman Tushar, a young veteran in the deshī petrolhead community, drove the noble Hilux straight to his restoration facility, Machinam. A considerable amount of hours wrenching and some TLC and an overnight parts from Japan scene later, the transformation took shape



into what you’re seeing in the pictures. The cabin was transformed into a 4 seater configuration, made out of Axio seats in the front and front seats from a Mark II in the rear. The dashboard was given the

leather treatment, along with a Momo steering wheel. Doors and windows were given automation from a Hilux Surf. The mean demeanor of its front fascia is alleviated by an ARB inspired custom made front bumper, in conjunction to TRD headlamps and a custom grille. The bed houses an ARB design rollbar. The meatier Zestino mud terrain tyres and the 16” 4x4 style wheels were sourced by Platinum Wheels. The cherry on top(literally) yellow fog Lamps and an LED bar mounted on the ARB design bumper and roll bar. “It drives well and is quite quick although the skittish rear due to an empty bed is typical of pickup trucks,” Tushar said and added, “Best place to be is in the rear seats, big, bolstered and recline able.” This sweet 4x4 indeed greater than the sum of its parts. It’s not black (well, except for the rear doors, a nice touch), but it is very functional indeed. No silly multiple touchscreens and no ridiculous powered tailgate like many new trucks offer. This is functional with style much like our beloved black truck from the movies. I am sure Marty McFly would be proud.



Will Alexa take my job away?

An in-depth look into the increasing use of conversational AI in interactive services

NOSHIN SAIYARA


Siri & Alexa are our regular examples of conversational AI, mostly used for checking the temperature or playing music by its users with some occasional assistance to Google questions the user is too busy to type. The artificial intelligence industry, however, has not stopped at making voice assistants for your amusement. The conversational AI industry is predicted to reach a value of \$15 billion by 2024 according to a recent study by P&S Intelligence. The AI solutions’ services

are not limited to mere chatbots anymore and are expanding to all sorts of different services that involve communication and administrative assistance, call centre jobs and many more.

These AIs are being designed to perform all sorts of customer-related tasks in a more time-efficient manner and eliminating the probability of human error. The chatbots will deal with your queries about credit card blocks while being aware of your emotional standing from your tonality, choice of words, and frequency of the voice. Although the question remains whether AI services can fully mimic human emotions like empathy and such, many are still concerned about how AI will threaten day-to-day jobs. Call centre jobs to face the biggest threat since their services are mostly regarding synthesizing information for

the customers’ benefit, something an AI can replace with greater accuracy due to its higher analytical ability. Call centre agents have to rely on their own speed to pull up necessary data to aid in their clients’ concern, whereas an AI can do the same thing in a shorter period. They are designed to be connected to a wide array of networks and the development of their listening ability will allow them to communicate information from their wide network effectively. Especially in times like this, when organisations worldwide are looking to cut their human resources, AI-based call centred jobs could take the centre stage for industries that need them. Response. ai, a Florida based AI-powered call centre service is an example of how AI could be the future of call centres. If history teaches us anything, it’s that jobs will be replaced or enhanced with disruptive technologies of one form or other. But conversational AI is not here to cut jobs only. It is projected to enhance the quality of existing jobs and give birth to newer ones. For example, chatbot implementation providers believe that a conversational AI should always be paired with a human supervisor. AI-powered


chats can become too routinized and as a result, it will not be able to respond to queries by clients and customers who come up with new problems. The program will then have to redirect the client’s queries to the supervisor, which essentially will make these services more competent. Despite the promise of complementing human jobs, it is undeniable that certain jobs are going to become obsolete or fully replaced. Executive assistants, office secretaries, and receptionists who are solely responsible for providing accessible information or scheduling management will find it harder to survive in the market. However, industry leaders like Rhonda Scharf, believe conversational AIs can co-exist with a human overseeing the jobs as long as administrative assistants learn to adapt and update their services. One of these updates can be learning the algorithmic features so that they can manage the AI, monitor the AI, and train the AI with new knowledge. Conversational AI exists to mimic human behaviour and expressions, so it is crucial that they work in human existence so that they can learn more ways to communicate with human interaction.



MITSUBISHI MOTORS

Why lightweight vehicles are better

Traditionally, cars were built around an iron or steel frame. Though it made the cars durable, the frame's weight took a significant toll on the car's power, handling, and fuel efficiency. Advancement in metallurgy and adoption of unibody construction, however, allowed automakers to significantly reduce this weight penalty without compromising the car's structural strength. For example, the **Mitsubishi Xpander's** Reinforced Impact Safety Evolution (RISE) body allows it to be just as strong as its heavier counterparts while having a curb weight of only 1,240 kg. With the lighter weight granting the car better handling and a greater fuel economy.



NOW YOU KNOW



The rise and fall of TikTok

ISRAR HASAN

Samira and her friends had not seen each other in almost a month and a half. A few days after, Samira saw a short 30-second video sent to her by her cousin mimicking and lip-syncing an iconic Indian film scene. It was not Vine or Musical.ly, it was TikTok.

"I heard of TikTok before, and it did not seem appealing in the beginning. However, when I saw this snippet of an iconic film scene of my cousin lip-syncing Shashi Kapoor's iconic, "Mera Paas Ma Hain" scene, I thought of sending one to my friend, Afra and since then, we all started to lap up videos online and started to make group TikTok videos which turned out to be fun, a little cringy, and a lot more entertaining than expected", remarked Samira when asked about her interest in TikTok.

Samira's story is one of the thousands clustered in the mosaic of videos, comic snippets, dance routines, and other wide ranges of content that have led to the sudden interest in TikTok amidst the raging pandemic. TikTok seems to have found its niche during the quarantine period with a large segment of the population, both teenagers and elders alike, who have been relegated to the confines of their own houses with not much area of movement from the radius of their location.

Statistics-wise, the Chinese app has surpassed 2 billion downloads and has set a record for app installs in a single quarter across all platforms, according to the app analytics firm, Sensor Tower. With 315

million new installs since January, this is reportedly the most downloads for any app in any quarter.

The main reason behind this massive growth in popularity is due to the manner in which people of all ages and occupations use this application to connect with others. The app offers a vicarious approach to engaging with the outside world, especially with friends, family, and loved one through engaging and funny content bridging the gaps of distancing prolonged by the pandemic.

Eking out the social life

It is not an uncommon trend to not open social media and come across an untrammelled string of viral short-form videos. TikTok has breathed in a completely new possibility of whiling away one's time other than having meetings on Zoom or chilling with Netflix. While both of the latter activities are primarily connected to work and solitary leisure hours, TikTok acts as a portal of unlimited creative pursuits through dancing, lip-syncing, and memes.

One of the most conspicuous TikTok videos in circulation has been the viral and beguiling "Don't Rush Challenge" where everyone throws a makeup brush to one another and then changing themselves into a stylish version of themselves. Videos like these usually just under a minute showcase the restructuring of real life into bite-sized content punctuated with an outburst of energy and thrilling music in the background. While online hangouts can

become tiresome for a while, this helps many to be in touch with the outside world through dressing up well, planning a plan with friends, and then finally putting it into action.

With the passage of time, the endless scrolling of TikTok videos has also paved the way for TikTok influencers to burst onto the scene with many constantly sharing their videos, as a testament to the brewing creativity that is allowed to be showcased through the app.

TikTok's parent company, ByteDance, based in China, in recent years, has invested heavily and made major advances in artificial intelligence. What further contributed to TikTok's emergence of outreach was its merger with another social media platform, Musical.ly making TikTok a worldwide phenomenon. TikTok itself comprises of a social network that has nothing to do with one's social network. TikTok is a hub of creativity allowing the user to tune into any soundtrack of choice and make malleable content as one pleases. Perhaps, this has contributed to the rise of this app particularly during this time given its length of content and aptitude to convert reality into the content of one's choice.

TikTok was already popular before coronavirus albeit having been banned in a couple of countries due to the nature of content some of its users used it for but the lockdown has supercharged it making it the easiest and funniest way to reconnect with friends and loved ones.

Sustaining the rise

As much as we are currently facing a pandemic, we are also prone to a tsunami of misinformation. TikTok recently had an enhanced in-app reporting feature embedded into its system. TikTok users can now report content that appears to be intentionally and maliciously deceptive within the app helping to stem out the flow of misinformation in one of the most-used apps right now.

TikTok is primarily an indoor platform and has been a mediator of knowledge exchange and source of positivity during such troubled times. Countless handwashing videos saturated with dances and catchy music have been made to alert all the viewers on the importance of health and hygiene, which are instrumental in combating the pandemic, which until this point has not seen a ray of light when it comes to a cure.

TikTok has also opened up pathways for both creators and fans alike to donate to their favourite charities with sticker options of the charities showing up. This is mainly allowed in the US, UK, France, Germany, and Italy.

Being a platform for unhindered free play and far detached from the conspicuous outside world, TikTok remains an app that is outward-facing allowing the users the opportunity to have contact with the world outside in a fun and jovial manner. It is maybe the flexibility of content making and the scope of the breadth of outreach that has contributed to the rise and rise of this app.



How unauthorized weight-loss products fool you: A guide to survival

REHENUMA RAYSA

The weight loss industry is constantly expanding its border and ascending to its peak. Unfortunately for decades, society has considered body size, shape or weight to often judge and measure one's worth.

It is 2020 and still, we are dealing with this issue where instead of eradicating these misguided beliefs youngsters are falling victim to the trend of fitting into the restricting body standards set by various advertisements appearing in magazines, online or television.

These young minds are being forced to compare themselves with models having different body types or even different lifestyles altogether who are claiming to be benefitted by such products which apparently have helped them in magically

reducing their weight within a week.

They are promoting different kinds of harmful products including various sorts of teas, diet pills and medicinal supplements infused with pernicious ingredients to give people false hope.

Advertisements are making profits out of people's insecurities where the associates are considering themselves to be in charge of determining what shape or size is perfect for people without having any prior knowledge whatsoever regarding this aspect.

Lack of business ethics is making them implement such wrong notion and embed unrealistic expectation among customers by promising them instant result regarding accelerating their

weight loss knowing fully well that these products will not function as promised and will bless them with damaging side effects in the long term.

The side effects of consuming such products might not be immediately obvious; however, eventually will become apparent where one can even develop an eating disorder along with numerous other chronic diseases.

One needs to understand that if obesity or overweight is creating hindrance in the functioning and the professionals are suggesting one to lose weight, then definitely one should pay attention to the body's needs.

If one learns about any particular option which one is willing to try, then verifying

it from a professional healthcare provider instead of blindly believing or following certain advertisements just because they are great at boasting would be the best option.

Though people's minds are changing gradually, it can convey the message of hope for the adolescents who already have so much on their plates; be it their career, future plans or deciding what contribution they can make to the society.

They do not need another unnecessary pressure from their surroundings that weakens their confidence to conquer the world. One should not starve oneself or constantly feel guilty while enjoying one's favourite food to get some applause from people who have kept their hands tied intentionally!

Rediscovering books in lockdown

ISRAR HASAN

Ever since the commencement of the nationwide lockdown in March and the work from home guidelines put in place, Yasmin Alam says that she has more time on her side to read some books.

"I do not have to wake up, get dressed, and commute from Uttara to Banani every day under the sweltering heat and am generally tired of binging Netflix in my free time", Yasmin said.

Aside from the books long gathering dust in the bookshelves, many of us have been using Google books, Kindle, and iBooks apps perhaps more than ever before as we harken back to reading yesteryear classics for feel-good moments and (il)legally download pirated new ones to expand the horizons of knowledge.

The raging pandemic has put a painful bind on publishers and readers alike hindering physical and social mobility. This has resulted in the book lovers'

paradise known as Nilkhet being shut down meaning bibliophiles cannot have the chance to get hold of their beloved hardcover books.

However, just like everything else, technology has synthesized our previous lives in an easy manner through any medium of communication, be it through the phone, the tablet, or the PC itself. Online book deliveries are still possible, ensuring an unhindered form of communication is still kept in contact between publishers, sellers, and readers.

Globally, the publishing industry has been almost decimated by the pandemic, with publishers unable to print new books. In spring, printing titles dropped to almost an abysmal zero. Despite some pushbacks, reading sessions and book festivals such as Hay Festival were shifted online to cater to the bookworms scattered throughout the world.

Some of us need a steady stream of

smooth calming voices when relaxing or doing regular office work that is not too much strain on the body or mind. In such cases, audiobooks come in handy with readers having their favourite books being recited to them like a gentle lullaby.

Mahbub, a freelancer, who ekes out a living during the pandemic by putting his creative energies in drawing and writing, says that when the work pressure is low, he loves lying down and listen to audio recitations of snippets of poetry and at times, chapters from his favourite childhood novels, particularly Harry Potter. None other than the charming Stephen Fry voices the Harry Potter audiobooks. Who would not want to have the crisp and panache voice of this man flowing through your eardrums?

While, audiobooks in Bangladesh can be acquired through either Amazon or other platforms such as iBooks, the

world-renowned platform for audible books, Storytel, has seen a 38 per cent growth in its subscription rate with 45 per cent increase in its streaming revenue.

Even in hardships such as the current times, people seek solace keeping online bookstores afloat in a time of great economic downturns. The pandemic has brought down sales figures of many Indonesian publishers – both major and independent ones. That being said, it is still not uncommon for books to be not be ordered online. There is a gradual increase in online sales stemming from people cooped up inside at home during the large-scale social restriction period.

In such times, while we seek out new meaning through words and stories, let us try to read as much as we can while in the same vein, support our local publishers and the employees in the online book stores.



us on f /Sandalina

ঐতিহ্যের আর এক নাম আধুনিকতা
ঠিক যেমন রূপচর্চায় আভিজাত্য মানেই

স্যান্ডালিনা
সোপ

রূপচর্চায় আভিজাত্য...

KOHINOOR
CHEMICAL