

Rural Communication

Serving the Nation

United Traders Ltd.

UNITED Traders Limited is an agency involved in communications system business since 1972. It became the exclusive agent for Motorola Communications Systems in Bangladesh. The agency is specialized in highly sophisticated, state-of-the-art technology. UTL caters to security systems of various organizations in Bangladesh.

The expertise of UTL extends to various fields of communications in the country. Much of their work deals with problematic areas. One of the most challenging job of their undertakings is a project which aims at establishing a communications system between the remotest regions of the Chittagong Hill Tracts and the rest of the country. This was accomplished through the set-up of a microwave system by UTL. In other remote areas, where wire line connections

are not feasible, VHF Multiaccess Rural Telephone system has made contact possible. The VHF communications network is useful to the Power sector, in ensuring a smooth and stable power distribution throughout far-flung rural areas.

As regards the Energy sector, UTL has supplied and installed microwave, VHF, and PABX systems. The maintenance service after the sale is also taken care of by UTL itself. The valuable material involved is kept up to the entire satisfaction of UTL's clients.

As area offices of a number of United Nations agencies avail themselves of communications systems maintained by UTL.

United Traders Ltd. operate a licensed electronic workshop equipped with the latest and sophisticated test equip-

ment. A group of highly-trained engineers (from both home and abroad) are at the service of customers. The engineers have years of experience to ensure the best possible help to valued customer installation and maintenance of their equipments.

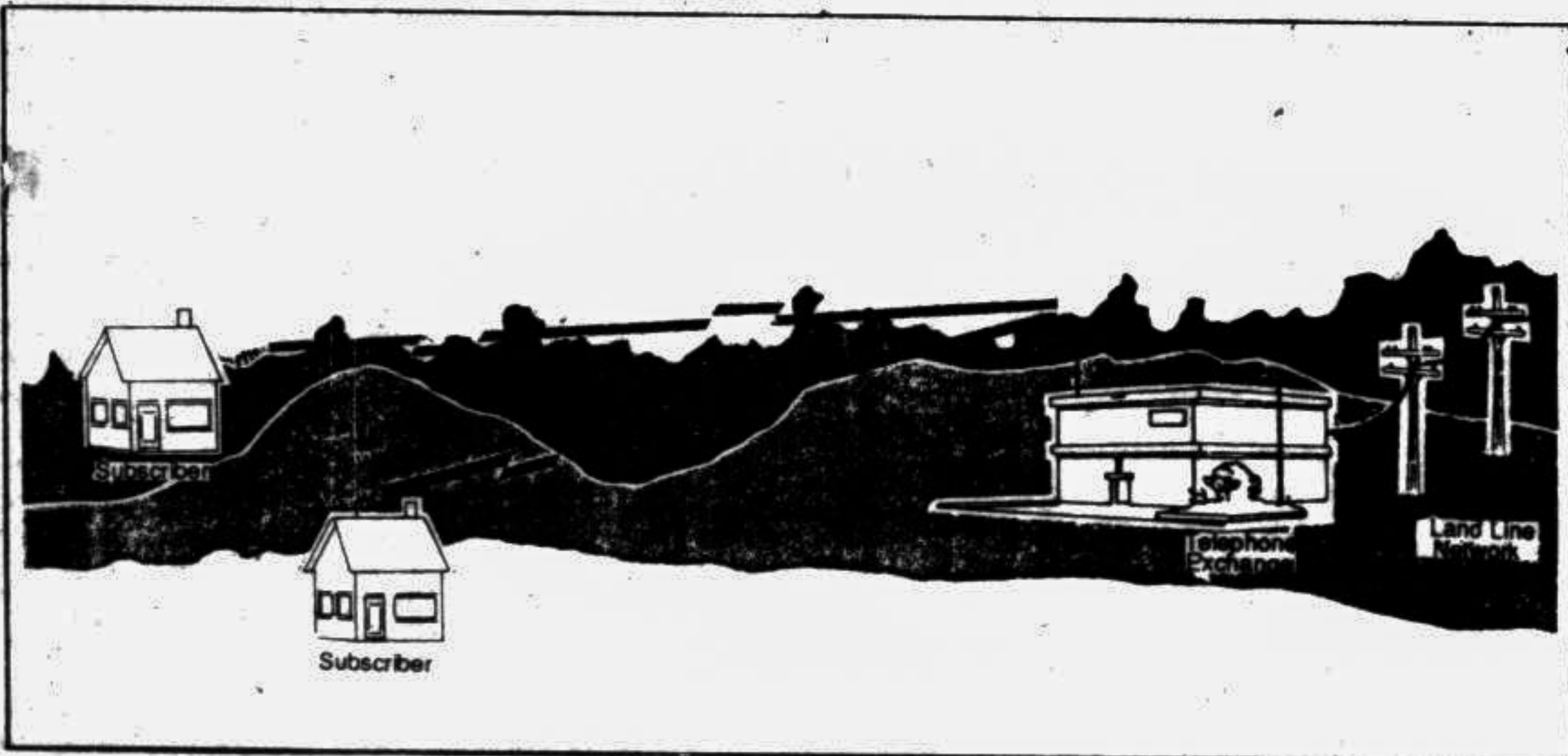
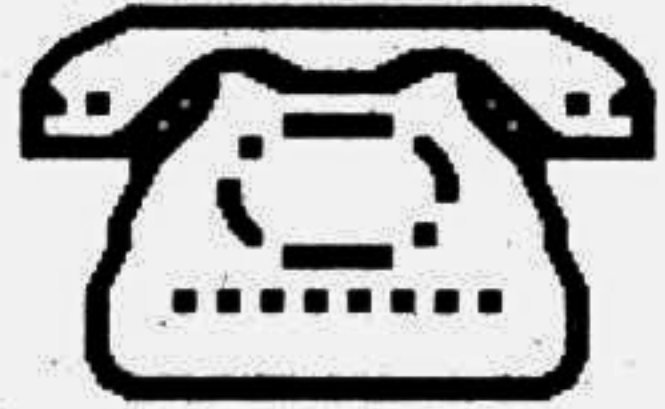
Apart from the above achievements, it is worth mentioning that UTL is a bona-fide enlisted supplier in DGDP, government, and autonomous organizations, with whom it has been doing excellent business since 1972. UTL is authorized to assemble PABX systems and telephone sets in Bangladesh by the government.

As communications emerges as a vital constituent of a modern nation's infrastructure, the role of UTL becomes more and more essential. Such agencies provide Bangladesh with much-needed electronic skill and machinery.

Their contribution to this country's smooth transition into the next century is extremely important.

Multi-Access Rural Telephone System

MOTOROLA



Stay in Touch

By S. Bari

SOMETIMES a crucial question needs your attention. Your office needs to know immediately what your reaction will be. You are not at work but out at a client's place. The caller from Chittagong wants an answer right now, or you stand to lose a lucrative contract. The solution: a pager. This device will alert you with urgent beeps whenever a caller is trying to trace you.

Communication is essential to business. For the first time in Bangladesh a paging system is being marketed, by a leading

communications company, Bangladesh Telecom (private) Limited. This innovation is of special interest to businessmen on the move. The palm-sized pager operates on a single AA battery. The number of the caller appears on an LCD display. The called person can then proceed to the nearest phone to return the call.

Bangladesh Telecom's pager contains the latest in communication technology, and can page a person within a 30-mile radius. Though the short-term plan will cover the Greater Dhaka area, the company's

next step will be to extend the network to Chittagong. This would be meeting an urgent need in the trade and business sector of the country. A handy "out of range indicator" lets the owner know when he is outside the designated area, of when he re-enters the range.

The attractive easy-to-carry package is sure to become the modern Bangladeshi businessman's indispensable companion. For the moment when that particular caller needs to get in touch, the pager is a welcome innovation on the gadget scene in Dhaka.



More of the future: Videophone in Germany.

Beyond Human Range

(From Page Eight) frequency. A satisfactory balance is impossible in practice due to the wide range of frequencies involved and the very appreciable changes of line impedance which take place during the setting up of a connection via the public exchange. A practicable scheme has been used on internal private telephone installations by the adoption of a four-wire circuit. This principle cannot be applied to telephones which have to work over the public system where four wires from the subscriber's telephone are inadmissible on economic

grounds. Moreover, even the four-wire circuit will howl unless the acoustic coupling at both ends introduces a power loss greater than the total gain of the circuit. This imposes a strict limitation on the loudspeaker volume, or alternatively it is necessary to provide a hand micro-telephone at one end of the circuit to minimize the acoustic coupling.

In a telephone system, loss of speech energy during transmission can be readily made up by the introduction of amplifiers at appropriate points. Amplifiers, however,

not only increase the level of the speech but also that of any extraneous noises present on the line. It is important, therefore, that the noise level shall be kept low particularly at points in the system where the speech level is low.

The International Dialing System was introduced only recently. This has brought us closer to rest of the world, regarding both business deals and personnel connections with dear ones abroad. The tele-communication with in the districts and upazilas in the country is smooth to a great extent.

Inter-com System of the Future

(From Page Eight) thousand guests could be labor-intensive and time-consuming; with the Hicom 300's built-invoice mail system, however, the Friendship Hotel has no trouble seeing to it that every question gets answered.

Keeping up with traffic

Considering the size of the establishment and the importance of premium service to the hotel's patrons, it almost goes without saying that the Friendship Hotel wanted a convenient, user-friendly system for its staff as well as its guests; since increased efficiency translates into better service. Thanks to two features in particular, the Hicom has made the task of keeping up with communications traffic both easier and quicker for the Friendship staff.

Often it is a seemingly simple idea that leads to the biggest improvement in a complex system. Programming the attendant consoles to

handle different assignments was one such idea. Of the 8 attendant consoles installed, 5 are programmed for local calls, 2 for long distance, and one is programmed for information calls from hotel guests. Now, instead of each operator needing to sort the calls before routing them further, Hicom automatically routes any call to the appropriate attendant console, significantly reducing log-jam. And since the number of consoles devoted to each type of call corresponds roughly to the proportions of call types received, a much greater number of callers reach the desired station on the first try.

This result is further enhanced by the fact that the attendant consoles, with their clearly marked keyboards and specially designed desks, facilitate faster and more routine management of the phone lines.

A further feature that has made life easier for the hotel staff is Hicom's automatic call

charge accounting function. The Hicom automatically calculates and stores charges for all calls attributable to a given guest, including charges for use of the DID feature. Charges are assigned using the call data in the Hicom 300 (via SMDR interface) and the five-digit telephone number: The first two digits indicate the building in which the call took place, the third represents the corridor, and digits four and five show the room number. It also bears mentioning that the automatic call charge accounting feature can be extended to calculate charges for the guest's use of other communications functions, such as fax transmissions. Although the Friendship Hotel does not currently have a need for this last application, it may well be of use in the future, as the business traveler's need for access to such equipment continues to grow.

Spreading the word

The Beijing Friendship Ho-

tel's Hicom 300 has resulted in top-notch communications to everyone at the hotel complex since March of last year; in fact, the hotel is so pleased with the system that it has since installed an additional 1000 extensions. Which will bring the total number to 4000. But the attraction to the Siemens Hicom 300 does not stop at the edge of the hotel grounds. Since completion of the project in March 1990, representatives of other businesses in China interested in Hicom have been arriving almost weekly at the hotel to get a good look at the system. Of course, the Beijing Friendship Hotel's Hicom is not the only one in operation in China.

Other noteworthy companies which have installed Hicom 300 systems include The China Daily (China's most important English-language newspaper), The People's Daily, the Bank of China, as well as several oil companies

and refineries. Indeed, such great Chinese interest in the Hicom 300 has made China Hicom's most promising market. To meet the demand Siemens has entered manufacturing partnerships with two companies in Shanghai and Beijing. In fact, many of the installed systems have been delivered by these partners, who are assuming responsibility for the distribution and service to their own customers. And if the already burgeoning Chinese interest in the Hicom continues to spread, it appears they will have a lot to do.

Gunter Krause
Siemens AG,
Private Communication
Systems,
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WELCOME TO PAGER WORLD

What is a Pager?

In short Pager is a modern communication System, in Bengali we call it SANDHANI.

How a Pager looks?

Nothing extraordinary. A black module electronic device, little bigger than a match box.

How a Pager works?

Each Pager Subscriber gets a Pager device. You can keep it anywhere — in your hand, in your Pocket but most conveniently it can be fastened with your waist belt. There is a four digit subscriber number. Thus a Pager Subscriber wherever he/she may be — at Home, Office, Restaurant, Road or even in a Pub/he/she is always in contact.

How?

Nothing Complicated. Any body from a digital telephone set can send his/her number to the Pager Subscriber's device in only 15 seconds. And from Analog phone maximum 60 seconds through prescribed operator.

What is the covering range of a Pager.

At the moment the facilities from the Pager device is Dhaka centred with a minimum diameter of 45 kilometre from the Zero Point of the city.

What is the utility of Pager system?

For a busy modern Person living in a sprawling and clumsy city like Dhaka the utility of the Pager is enormous — it keeps the Person in contact with the communication network.

How much a Pager cost.

In comparison with a static Telephone set the cost of the Pager is almost nothing — less than half.

For further details

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