## COMTEQ'93: Exhibition of Computer, Telecom & Office Equipment

"I enjoyed the exhibition and I have learned something about the computer world," commented a visitor on the concluding day of the three-day exposition of Computers, Telecommunication and Office Equipment (COMTEQ '93) on Sunday at Hotel Sheraton.

But the duration of the exhibition should have been at least one week to facilitate more visitors, the visitor, a student of Physics, told The Daily Star on Sunday.

Another visitor regretted the absence of scanner and colour separation equipment in the fair, while another opined that the number of participants was rather poor.

Some visitors felt that partic ipation of some foreign companies could have enriched the fair. Others, however, laid emphasis on the display of locally manufactured products like micro-voltage stabiliser and telephone equipment of the state-owned Telephone Shilpa

Sangstha (TSS). Some 17 firms, mostly importers and distributors, of computers, telecommunication and office equipment took part in the COMTEQ '93 to acquaint

the people with their products. Several thousand visitors visited the Sheraton Hotel Ball Room between November 12 and 14 to have a look at the lat est computerised products on

Information Minister Barris-

ter Nazmul Huda inaugurated the three-day exhibition. From old digital telephone sets to the more costly and highly sophisticated cellular phone, the obsolescent manual typewriter to the 120 MB laptop computer and also the synchronisation of musical compact disc with the computer

were on show. One company showed a boardcopier by which one can get a printout of the materials he writes on the white board. The copier is set beneath a board which can be used in a classroom or in a seminar Some of the participating companies got instant orders from the visitors.

Scientists say that computers, telecommunication and office equipment are the three islands of technology which are gradually merging. Computer giant IBM has entered into the telecommunication sector while America's leading telecom company ITT has diversified into computer technology.

Such integration is now imperative for the development of their businesses

As for Bangladesh, local scientists said the country is lagging behind in the computer technology despite the fact that a second generation computer came to this country nearly 30 years ago

"We are now just ahead of Bhutan in the region because of a lack of proper follow-up." one computer scientist said.

He emphasised the need for such exhibitions for the sake of technological development as well as socio-economic development.

The participants were very happy about the turn-out of visitors.

"I never expected such a big response from the visitors." Shafquat Haider, managing director of CIPROCO told The Daily Star.

He said that his company was specially exhibiting one computer programme !- the GIS - which is used for geographical works.

K Saadullah of Infotech Limited said that his company had organised such exhibitions in the past which were very helpful for business promotion

Showing an Aztech-brand computer, he said "it is very helpful for a recording house but its use is negligible in this

Musical CD can be used in this computer as well as a highfrequency loud speaker.

Moniruzzaman Quoreshi of Megacorp Ltd had expected more visitors in the exhibition.

Rezaul Matin Khan Chow dhury of Hutchison Bangla desh, which brought cellular phones to this country, said that the exhibition was helpful for them, both for projection and marketing.

. He said that although the price was still high because of new technology yet it would come down with the increase of The company people col-

lected names and addresses

from the interested visitors for

further contract to sell their

Profile of the participants

Ciproco Computers Limited 749. Satmasjid Road. Dhanmondi R/A.

Dhaka, Bangladesh

Products: ALR Computer Systems, USA, NEWTECH Computer Systems, Singapore, APPLE Computer Systems. SANYO. SALICRU POWERCOM UPS, TALLY, Financial and Accounting Package, SPSS Package. .Summagraphics Plotters. Digitizers & Scanners, Calcomp Plotters, Digitizers & Scanners Novell Networking Products. Autocad, Arc/Info. Geographic

Package. Services: Computer networking, hardware maintenance, software development, consultancy and bureau service, education and training.

Information Systems Package.

Erdas, Image Processing

Communication Systems Limited

39. New Elephant Road, Dhaka-Bangladesh.

Local agent of OKI Electric Industry Co Ltd Japan Trade Name: CSL Product and Services: PABX.

INTERCOM, KEY PHONE AND

FAX Activity: Assembling/progressive manufacturer of telecom equipment. installation, servicing and main-

Computer and Office **Automation Systems Ltd** 

House No 11, Road No 18, Gulshan 1 Dhaka-1212, Bangladesh Trade Name: Formox Computer

Products/Services: Printer. peripheral and accessories

Eastern Typewriter Company Promoters of office Machines in Bangladesh.

89, Motijheel C/A, Dhaka-1000,

Bangladesh.

By Asiuzzaman

Product: Olympia electronic type writer, computer; Godrej electric bi-lengual typewriter Activity: 'Importer, trading

and indenting Sole Agent in Bangladesh Olympia

**Fecto Yamagen Electronics** 

(A project of Sena Kalyan Sangstha) 195, Motifheel C/A, Sena Kalvan Bhaban. Dhaka, Bangladesh,

Trade Name: Citizen

Phone: 23004, Sylhet: 16. Surma Mansion. Phone: 2053. Trade Name: TOSHIBA

Products/Activities: Sole Distributor of TOSHIBA plain paper copier, personal computer (note book) & facsimile machines

Megacorp Limited ABC House(5th floor) 8, Kemal Typewriter. Ataturk Avenue.

Banani C/A. Dhaka. Bangladesh Trade Name: Samsung Products PABX & FAX

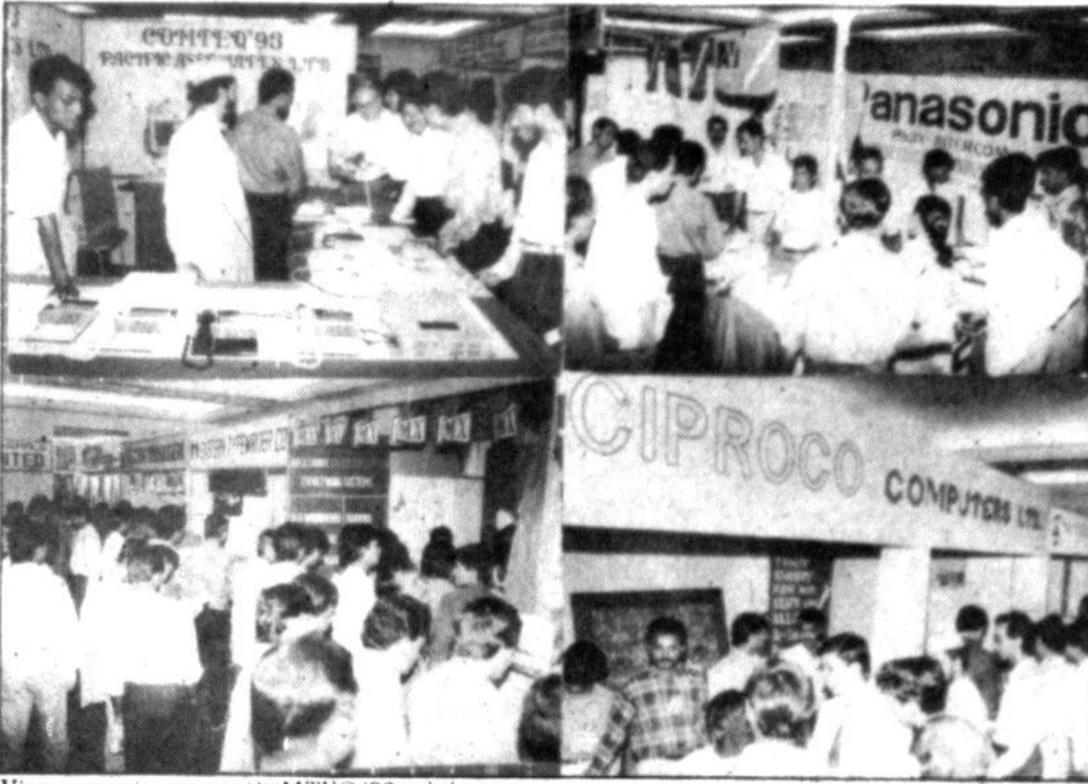
Bangladesh. Products: Telephone Equip-

ments, Card Phone. Activity: Manufacturer.

The National Typewriter Co Ltd 89, Mottjheel C/A, Dhaka, Bangladesh.

Trade Name: National Products: Office Machines and Equipments.

Universal Traders Limited 29. Tovenbee Circular Road



Visitors at the recent COMTEQ '93 exhibition

Products: Color and black & white television

**Hutchison Bangladesh** Telecom Ltd House No 11. Road No 2. Gulshan.

Dhaka-1212, Bangladesh Products: Mobile Cellular Telephone Trade Name: Hutchison

Activity: Marketing.

Infotech Limited 41/1. Kazi Nazrul Islam

Dhaka-1215, Bangladesh Trade Name: Aztech and Abler

Products/Services: Computer: Aztech brand computer of Singapore having exclusive distributorship in Bangladesh. (Aztech Systems Private Ltd) UPS: Abler brand UPS of Singapore. Magnetic Tape! Graham magnetic tape of USA FAX guard Abler branch. sound galaxy NX pro card multimedia upgrade kit.

Other Products: Voltage stabilizer, printer monitor, data switch, hard disk drive, mother board, key board, PSU, Aztech. mouse, diskettes, ribbons and all other computer related peripherals.

International Office Machines Limited

Head Office: 58, Purana Paltan.

Showroom & Service Centre: North South Road (Topkhana), 2nd Floor, Dhaka. Branch Offices: Chittagong: 6/32, Zilla Parishad Super Market Phone: 203705, 228606.

Bogra, 201-202 Saptapodi

Market Phone: 5531, Khulna:

24/25. Khan-A-Sabur Road.

Micro Electronics Limited Head Office: 59/C. Darus Salam.

Mirpur Road, Bangladesh. Sales Centre: 3/3 C. Purana Paltan, Dhaka-1000

Product/Services: Automatic Voltage stabiliser. UPS, Static Inverter, Emergency Power supply, Automatic Battery Changer, Road Traffic Light System, Railway Traffic Light System, Automatic Water level controller, Micro call system, Remote control Fan Regulator. Remote Control Bell, Remote Control Switch. Digital Clock. World Clock, Electric moving Motifheel C/A. Dhaka. Bangladesh

Products: Canon NP Copiers. CANON Facsimile Transceiver. ZEISS Medical, Opto-Medical, Laboratory Equipments, Analytical Instruments, ZEISS Surveying & Photogrammetic Equipment, COMEG Laparascopy. Hysteroscopy. Arthroscopy, ASCOM Mailmaster Franking Machine, PC Brand Computer, Neolt Map Copier, HEINE Ophthalmic and Diagnostic Instruments. Meiko Paper Shredding Machine. AMMONIA Printing Machine (German, Italian), VAX Vacuum Cleaner.

# About the Organiser of the COMTEQ '93

Management Services (CEMS), a private firm, organised the COMTEQ '93.

"CEMS is the first organisation of its kind in the country which has the expertise to organise and kind of seminar and exhibition in a short notice." Mehrun Islam, chief executive of the CEMS said

She said that when they realised the country was making commendable progress in industrialisation, the organisation like CEMS will be needed to help marketing of industrial products.

The organisation is dedicated in organising exhibition, trade show conference and seminars and in assisting the entrepreneurs in developing mar-

Starting late last year, the CEMS organised the first exposition of construction materials in February. Twenty eight national and multi-national companies participated in that three-day exhibition.

"We are encouraged by the initial success," Mehrun said adding that "we have plan to expand our field of operation."

companies, she said some companies withdrew their name at the last moment, otherwise the number of participants could have crossed 35.

### By Staff Correspondent Conference and Exhibition keting strategy.

We take pride in announcing that ours is the first ventures of its kind in the private sector," she added.

Regarding the participant

#### **International News**

### Computerized Shopping Carts

AMSTERDAM, Nov 16: A supermarket chain is trying to speed up its checkout lines by giving customers shopping carts equipped with bar code readers, reports AP.

The self-scan system is being undertaken in one of 600 Albert Heijn stores.

TNO, the national research institute, developed the portable scanner that allows shoppers to record the prices of groceries as they put them in the cart.

The system speeds up a process which some customers find tiring," Mirjam Iterson of TNO said last Wednesday.

Iterson said the scanners have three buttons. One records and totals grocery prices, a second subtracts the amount if an item is put back on the shelf and the third transfers the data into the store computer at the cashier's booth.

To guard against mistakes and theft, shoppers are selected. randomly to go to a standard

eheckout counter where a cashier totals the prices.

"To use the scanners, the customer has to have a special card," Iterson said. "If a customer makes too many mistakes, he has to give the card

## Computerized Newspaper

WASHINGTON, Nov 16: The Washington Post is planning to produce a computerized version of the newspaper that would be available to anyone in the Washington area with a personal computer and phone modem, reports AP.

An article in Friday's Post said the news service is scheduled to come on line next summer and initially would include all the news and information in the daily, as well as classified ads, music and sound effects. Subscribers could communi-

cate with editors an reporters through electronic mail, the article said.

Eventually, Post executives want to expand the service to allow subscribers to order goods and services, search newspaper archives and view videotape

The Post noted that several other major media companies, such as Times Mirror Co., Cox Enterprises Inc., Dow Jones and Co. and Knight-Ridder Inc., are also moving toward electronic delivery of their services. The experiments envision a time when news is transmitted instantly over the so-called information highway.

"Right now the superhighway is a dirt road and tolls we are using are like a Model T." the article quoted Donald K Brazeal, named publisher and editor of Digital Ink Co., a new subsidiary that will develop the computerized newspaper.

He expressed optimism about the computerized daily, however, noting that about 150,000 households in the Washington area have the necessary computer equipment to receive it.

# Informatics is Correlated to Changing Management Style

by Col (retd) M Azizur Rahman

The main features of computers are: speed, memory and accuracy. With these computers can perform innumerable types of tasks. Number and types of uses of computers depends on human needs and ingenuity.

Computers are being used on a massive scale for space military and production technology; and strategic-planning.

Humans took millions of years to reach the agricultural age which started only about ten thousand years ago. With better use of tools, machines and engines - that is to say technology, by aiding his muscle power, man entered the in dustrial age only two hundred years ago and produced innumerable goods and services, management of which in due course became unmanageable by the unaided human brain. Human brain needed some aid and the computer came into use in the mid 1940s to help manage goods and services required to meet the current standards of civilization.

Since then, growth curves of better and greater number of goods and services and hence human civilization attained a rather faster rate of change. After steady growth of about thirty or forty years, with the advent of microcomputers around 1980, the information age or the information revolution has started. Suddenly, we have entered the next century which many of us are unable to perceive. The informatics revolution's fast changing scenario is already breaking down national barriers and the centuryold social and political systems.

IT Related to Emerging Technologies Information Technology (IT) or informatics embraces the use of computers, telecommunications and office systems technologies for the collection, processing, storage, packaging and disseminations of Information. Also, the IT is becoming the gateway to knowledge management systems technology which will replace paper culture, i.e., traditional educational and learning systems. Entertaining systems technology is also con-

verging to IT. All are concerned with the human brain. Data are observable facts or assumptions. Information is data put into a meaningful context of an individual. Knowledge is relevant information combined with judgement of an individual, i.e., it is a personal concept. Now fourth generation languages are being used for information processing. Expert systems and artificial intelligence (Al) are coming up for knowledge processing. With personal workstations

(PCs), distributed processing and communication networking facilities, geographically dispersed information systems. with common data bases are becoming common. Al and knowledge processing are about to come out of the laboratory and enter the management arena. Management styles are undergoing radical changes due to the onslaught of IT. The Computer's superb abil-

ity to collect, store and manipulate data gave rise to traditional EDP practices. Efforts to turn those data into meaningful and broadly accessible information systems have been less successful, because the relevant context is likely to change from person to person and from time to time. To comprehend the impact of IT we should focus on the capabilities and limitations

of computers which are: · Speed extremely fast; millions/billions of calculations per

 Very large amount of data can be stored on the main or back-up memory of the com-

· Retrieval of data extremely

Probability of error is al-

most negligible The same machine can be used for performing a large varicty of tasks.

Diligence: The element of fatigue is not there. The millionth calculation or operation will be performed with the same accuracy and speed as the first calculation.

. Capability, to handle very fast changing data and also to analyze slow changes. · Real time operational ca-

pabilities. The major Limitations of computers are:

· Need for quantification for processing · Need for comprehensive

specifications. · Need for controlled envi-

I vidor teoptet Trained staff. Obsolescence due to rapid changes in technology.

The provision of canned data by a centralized group serving a large constituency does not deliver meaningful information. That is why now with more powerful, cheaper and smaller personal computers and with user-friendly languages, the decision support system (DSS) and end user computing, over the traditional large central management information system (MIS) praetices, are becom ing a necessity.

The author is the former Executive Director of Bangladesh Computer Council. (Concluded)

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Message Display, Token Display. Emergency Lights. Transformer. Activity: Manufacturing

**Pacific Associates Limited** 41/B, Chamelibag. Shantinagar. GPO Box No: 4017, Dhaka,

Bangladesh. Trade Name: Kanda Products:

Telecommunication Systems **Projukti International** Limited

29. Dilkhusha C/A, Dhaka-

1000. Bangladesh. Products: Computer, FAX, PABX & Time Recorder

Ralex Communication and Satellite Systems Head Office: Road No 4, House No 27. Dhanmondi, Dhaka,

Product Services: Dish

Antenna, TVRO Equipments,

Equipment.

SMATV Systems, Video Uplink Systems, Microwave Telephone Systems. Activity: Manufacture of Dish Antenna, Installation of Video Uplink Systems, Microwave Telephone System, Cable Network Operation in the Name and Style of PALEX SUPER STATION TV Network system in Ogar Nawab Dewari, Becharam Dewary, Mitford, Narinda, Zafrabad, Rayerbazar, Elephant Rd, Mogbazar, Noyatola, Shehjahanpur, Khilgaon, Lalmatia, Mohammedpur, Shyamoli. Senpara, Sawrapara, Raja Bazar, Monipuri Para. Franchise of

Sunrise Electronic Industries 28/A. Kakrail, VIP Road (3rd floor). Dhaka, Bangladesh.

Trade Name: Panasonic

PABX, Intercom & Fax

Tongi, Gazipur, Dhaka,

Cable Network Operation.

Activity: Agent/manufacturer Panasonic. Telephone Shilpa Shangstha Limited

Products: Panasonic Digital

#### Softwar Export: From Page 5

The Trend

Information Technology i.e. the converged technology of telecommunication and computing has enter ' . new era. The industry is going through an exciting period. Many nations have already started to work on national and international fibre optic, based digital highways to offer integrated business, entertainment and educational services through the television in every drawing room. Big multinatic...us are pumping in billions of dollars in this sector. Systems behind these services will be come

more complex which will require

more sophisticated software.

This technological revolution brought in radical changes in computer hardware and software platforms. More and more users are migrating from vendor specific proprietary architecture to open systems architecture. Traditional centralised information systems are being replaced by client server architecture based systems. Rapidly changing business environments are demanding shorter and shorter system development time. Traditional 3GL system development tools are being replaced by state-of-the-art 4GL tools and relational data base management systems. Down sizing and open system are changing IT spending patterns.

Popularity of down sizing and open systems are changing World wide IT spending pattern.

Now what is the relevance of this market trend to Bangladesh's attempt to enter into this growing market and what Bangladesh should do to make it a success! These issues will be addressed in the second and final part of this article which will be published in the next issue.

The author is the MD of IBCS-PRIMAX Software (BD) LTD.

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