## Tech Fair

# Internet fair a crowd-puller

**SAAD BIN FAZLE HAMMADI**

THE internet service providers got an opportunity to give their extensive services exposure through the 'Internet fair 2004'.

Organised by the Internet Service Providers Association of Bangladesh (Ispab), over 65 stalls including three of foreign companies and 44 ISPs showcased their services and products.

Solution providers, publication houses and official sponsors filled the other stalls. The four-day internet fair that drew a huge crowd generated great enthusiasm came to an end on April 18.

Almost all the ISPs at the fair offered 10-20 percent discount on prepaid connections along with attractive gifts such as mugs, key rings, T-shirts and free internet cards. The broadband service providers tried to explain their services such as bandwidth shares, distance coverage, line of sight and non-line of sight wireless internet, ethernet and radio link. A free browsing section organised by Bdcom was crammed full of crowd during the fair hours.

SpeedCast, one of the leaders in internet broadcast based in Hong Kong, participated in the fair along with Eyebill of USA and Globetek Infosys of India.

SpeedCast Ltd. is a joint venture company established by TechSystem Limited and Asia Satellite Telecommunications Co. Ltd. (AsiaSat). It is currently serving a number of ISPs in Bangladesh.

Eyebill is a voice-over internet protocol (VoIP) billing system and Globetek Infosys is a solution provider with Linux-based software that has set up over 50 organisations in Bangladesh including Bangladesh



at the fair focusing on major impacts on VoIP, E-Commerce and ICT-based operations.

Alcatel, a leading solution provider, held a seminar on their local projects and DSL technology on

Online, Bijoy Online and Proshikha net.

'Akkhorbangla', a Bangla software developed by Bangladesh Online that converts Bangla words typed in English to Bangla characters was the crowd-puller at the fair.

A number of seminars were held

April 18. While making a presentation at the seminar, Christian Looten, country manager, Alcatel, Bangladesh said, "Alcatel has been given the project of SEA-ME-WE-4 submarine cable network along with Fujitsu on a turnkey basis. The cable will land in Cox's Bazar. Alcatel is

currently working with the BTTB and TMIB Aktel and holds 37 percent share of the global market."

On the same day, two VoIP billing software were also presented. Rezaul Hassan, CEO, Reve systems, a local company, introduced their VOIP software 'itelbilling', a real time, accurate billing and monitoring software. The software is compatible with Cisco products.

The other VoIP software was presented by Eyebill. The product

presentation was made by Emil Nikolov, CEO, Eyebill. "The software is a unique one-pin concept providing security with web billing solutions and supports real time billing with robust reporting engine. The system is Java- based. Its supported vendors are VocalTec, Cisco Systems, MERA and Telles groups," said Nikolov.

Post and Telecommunications Minister Aminul Haque chaired the closing ceremony, while Abdul Awal Mintoo, president of the Federation of Bangladesh Chambers of Commerce and Industries (FBCCI) and Enayetullah Khan, editor, Holiday and New Age, were present as special guests.

Akhtaruzzaman Monju, president, Ispab, Ershad Shafi Chowdhury, secretary general, Ispab, Azhar H Chowdhury, systems and software director, Grameen Cybernet, Mustafa Jabbar, CEO, Ananda Computers, and Sarwar Alam, chairman, Basis were among the guests present.

"Our ministry is committed to providing every support to the ICT sector. We have broken all kinds of telecommunications barriers and now it is up to you to make use of this opportunity," the minister said.

"The four-day fair drew over 30,000 people to the stalls," said the Ispab president. The fair was co-sponsored by GrameenPhone, Samsung's local distributor Electra Telecom, REACH, RC Cola and SpeedCast.

## Tech News

# HP to supply 4,600 PCs

HEWLETT Packard (HP) organised a press conference to explain their markets and strategies in locally and internationally on April 19 at Hotel Sheraton. TVT Chari, vice president, Personal Systems Group (PSG), South East Asia/Taiwan headed the press conference along with Yeo Chee Yong, country sales manager, PSG, Bangladesh, Brunei, Cambodia, Nepal, Bhutan, East Timor.

It was announced that HP had won a deal to supply more than 4,600 units of HP Compaq business desktop d220 PCs to the ministry of education. These PCs will be distributed to secondary and higher secondary schools, colleges and madrasahs to facilitate the education sector with the HP Compaq d220 performance based PC," said Chari.

HP has diversified their product segments in Enterprise Systems Group (ESG) 21 per cent Personal Systems Group (PSG) 29 per cent, Imaging and Printing Group (IPG) 30 per cent, HP Services (HPS) 17 per cent and HP Financial Services (HPFS) three per cent.

At the meeting, Chari said, they have introduced over 665 new products in financial year 2003. "Not a single technology merger has been successful except HP and Compaq because we are profitable and we have the market share" said, Chari.



TVT Chari *left*, and Yeo Chee Yong at the event.

pleased that the ministry of education has continued to partner with HP and Flora and chosen to equip the education sector with the HP Compaq d220 performance based PC," said Chari.

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This is the second time HP has won a deal with the Ministry of Education. Last year, HP sold 2,200 units of HP Compaq business desktop d220 PCs to the ministry.

"This is indeed a significant win for HP in Bangladesh and we are proud to be part of the government's project and to contribute to the success of information technology in the education sector. We are

Its revenue for this quarter has been 42 per cent in Europe, Middle East and Africa (EMEA), 36 per cent in the United States, 11 per cent in Asia Pacific, seven per cent in Canada and Latin America and four per cent in Japan.

HP products are compatible with all operating systems including, Microsoft Windows, Linux and UNIX. In competition with Dell and IBM, HP is still on top.

"More than 100 stock exchanges and large companies like Shell, MSNBC, Nestle, Dreamworks, NYSE, Amazon, Alcatel, Disney are all powered by HP" said Chari also mentioning that HP follows the strategy to provide high technology at low cost with best customer experience.
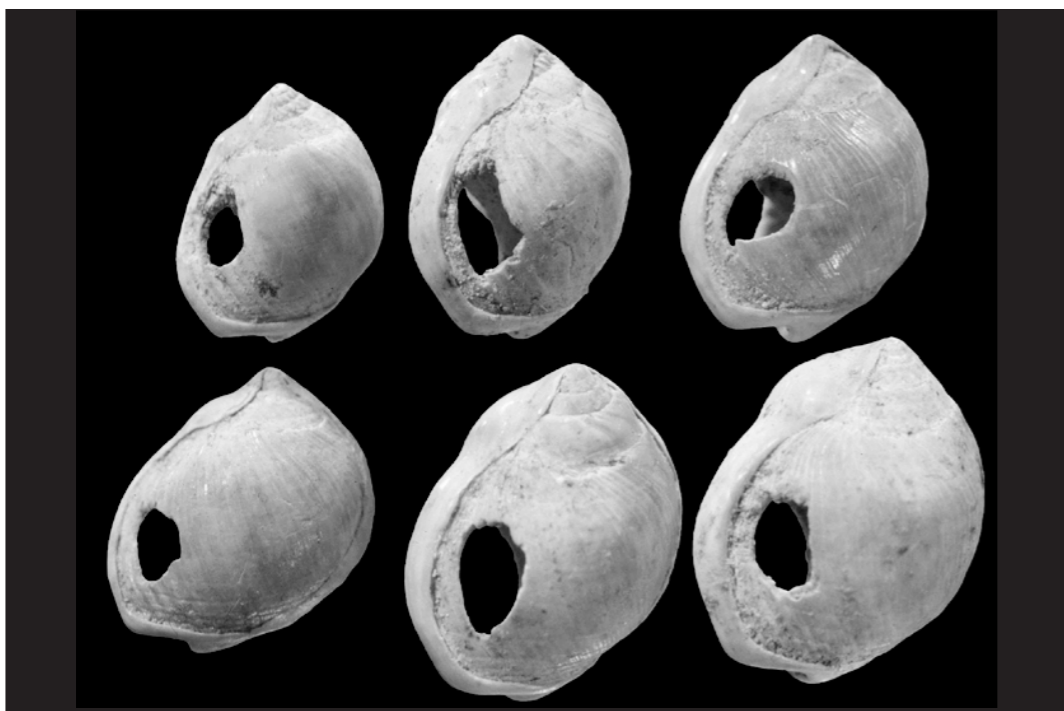
*Saad Bin Fazle Hammadi*

## Stone Age Jewelry



PHOTO: AFP

This image received April 15, courtesy of the journal "Science" shows perforated tick shell beads (Nassarius kraussianus) from the Middle Stone Age of Blombos Cave in South Africa that may be the oldest, well-dated examples of jewelry, that supports an early emergence of modern humanity. Approximately 75,000 years ago, people living near the shores of the southern tip of Africa bore holes into tick shells, strung them together and wore them as jewelry.

## Tech News

# Key2Learning to meet global educational challenges

**SYED TASHFIN CHOWDHURY**

"The brain is the ultimate use-it-or-lose-it machine and it is eager to learn new skills," from the book, 'Inside the Brain' by Ronald Kotulak.

The KEY2Learning education system, based on this theory, has flourished all over the world in countries like Australia, USA, England, New Zealand, Singapore, Mexico and many more. The education system was officially launched on April 18, at a press conference at the National Press Club.
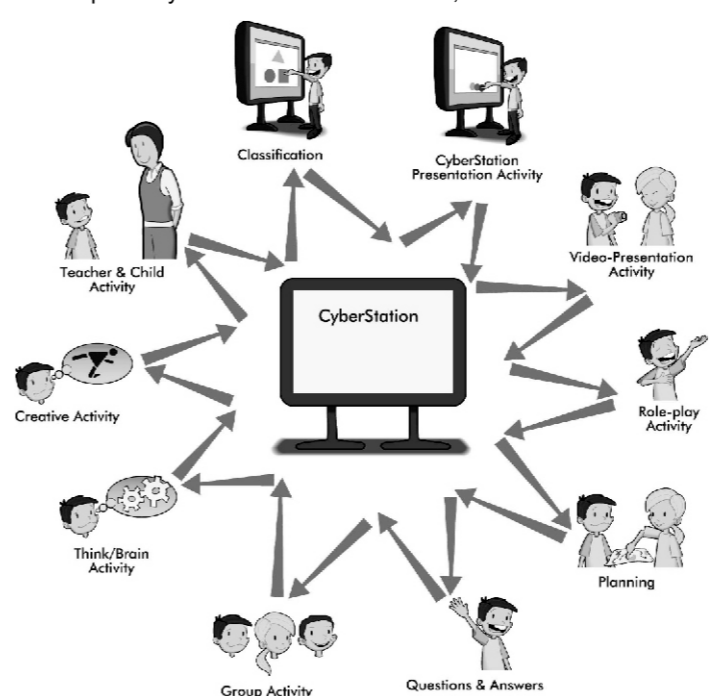
The Key2Learning concept is built on an advanced interactive system of education, which assists teachers in engaging students from ages three to 15 with exciting and interactive programs.

Such programs extensively use music, role-play, situational exposure, graphics, demonstrations and illustrations.

This brilliant interactive

education system has been developed by international



education expert Dr Johann DeBeer, who holds a Doctorate

Degree in Linguistics, a PhD in educational philosophy and a Masters Degree in Clinical Psychology.

"The problem with the current education system is that we are still using the same tools, procedures and examples used by our ancestors in our current teaching methods," said Mamun Abdullah, managing director, KEY2Learning Bangladesh.

"Such trends bore children and it has been proved through research, that even if they try, they cannot concentrate on lessons for more than three minutes," he explained.

To make learning interesting, creative, and entertaining, the KEY2Learning concept has been extremely effective with children from the age group of 3-15 years.

The system uses Computer Instructional Learning (CIL) or Information Environment as opposed to the prevalent procedure of Computer Aided Learning (CAL).

"A child's notion of the lesson is reinforced through CAL, but it has been proven that through CIL, the same individual's learning skills would be reinforced as a whole," said Abdullah.

The system uses a specially developed Cyber Display Station and CD-ROM technology, designed to enrich the educational experience for any child through a stimulating classroom environment. The education system has four programs available which are KEY2English, KEY2Development, KEY2Music and the KEY2Indicator. All the programs are more or less facilitated with advanced application of English language, focus, attention, communication skills, self-esteem and self-expression, creativity, visual and auditory perception, creative and logical thinking, constant interaction and other such details.

## Tech News

# Seagate strengthens its presence in Bangladesh

**STAR TECH DESK**

IN a strategic move to further strengthen its presence in the South Asian Association for Regional Cooperation (Saarc) countries, worldwide leader in storage devices, Seagate Technology announced it has named Ingram Micro as an authorised distributor in Bangladesh on April 13, 2004, says a press release. In addition to forming a strategic alliance to facilitate regional business growth, this move is designed to expand and



strengthen Seagate's position in the channel market in Bangladesh by leveraging the company's leadership in storage devices with the Asia division of Ingram Micro, one of the leading IT wholesale provider in the world.

With Seagate adding the Bangladesh market to its extensive channel presence in Australia, New Zealand, Singapore, Malaysia, Vietnam and Saarc countries, as well as its existing relationship with Ingram Micro in the Americas and Europe, the two companies now have an expanded global

distribution relationship that extends to a number of key markets around the world.

"The Bangladesh IT market continues to see significant growth in the need for data storage," said Sharad Srivastava, Seagate country manager for Saarc countries. "Complementing Seagate's regional channel success as a widely recognised leader, Ingram Micro's strong presence in the enterprise and personal storage markets provides opportunities to expand Seagate's market presence and allow the Company's products to be available to a wider range of users. In addition to its impressive dealer network in Saarc countries and solid IT infrastructure, Ingram is also very well supported by experienced sales, marketing and technical staff here."

"Combining Seagate's storage technology leadership with our distribution network expertise creates a powerful team, uniquely capable of meeting the needs of regional computer users," said KN Sahney, managing director of Ingram Micro Components Asia. "This appointment gives us the opportunity to offer Seagate's leading edge storage devices to our customers in Bangladesh. Customers will benefit from wider product choices and can enjoy more value-added services from Ingram Micro, the leading IT wholesale provider in the world. We look forward to continued success as one of Seagate's global strategic partners."

## Photo Tech



PHOTO: AFP

Patrick Hackbarth of the firm "Festo" adds finishing touches to their Tron X robot at a stand at the Hanover Fair on April 18. With 5,040 exhibitors from 61 countries and stand bookings totalling 151,500 m2, the Hanover trade fair is the largest trade show of industrial technology worldwide. The fair opened on April 19 and will run till April 25.