TECHFOCUS

Adobe steps into the domestic market

SYED TASHFIN CHOWDHURY

ADOBE Systems Pte Limited, developers of the world famous Adobe Photoshop and many other digital imaging, illustrations and multimedia application software, have recently approved Aloha iShoppe as their authorized master reseller and support provider for the entire range of Adobe products in Bangladesh.

Adobe is the latest global software giant to enter Bangladesh with their authentic and creative range of digital imaging, illustration, web and video application software, after other reputed ones such as Microsoft, Computer Associates, Borland and Symantec.

Aloha iShoppe received the approval as the Master Reseller of Adobe Products on May 13. "We hope to provide quality and authentic Adobe products to the computer literate community of the nation at an attractive price and with future provisions for software upgrade," said Nasser.

Mohammad Abu Naser, Chief Executive Officer (CEO) of Aloha iShoppe.

Currently, the products will be priced in three different categories. The lowest category of pricing would be for the academic institutions, informed Naser. The other two categories are the corporate customers and Government departments.

"The software prices for these categories are negotiable

A range of latest Adobe products that will be available at the local markets.

and the total price of each would be comparatively low depending on the number of users using the software," said Nasser.

So far, International School of Dhaka (ISD) and American School are two of the proud buyers of some Adobe products and Nasser is hopeful that other schools will also follow their path.

"Adobe has developed a number of different software that blossoms creativity and nurtures talent and skills which is extremely required for school-going students," he said.

The best selling packages in the past two weeks have been Adobe Creative Suite, Photoshop and Standard Professional.

Nasser explained that Bangladeshi users are yet to be acquainted with a long line of other Adobe products and Aloha is dedicated in growing and supporting that awareness.

"We are currently trying to negotiate prices with a number of corporate and government departments about some Adobe products," said the CEO.

Nasser also pointed out that they are also in discussion with the Adobe South East Asia office in Singapore, about lowering the price of Adobe products to facilitate the academic, corporate and government buyers of Bangladesh.

"Hopefully, we will receive guidelines from the Singapore office about Pirated Adobe software issues very soon," said the CEO, when asked about the already saturated market with pirated Adobe software.

The official was hopeful that users will surely be interested in buying authentic versions of

Adobe products as attractive life-long offers and provisions accompany each product.

The CEO also informed StarTech that Adobe will organise seminars, training sessions, discussion sessions and other events in the future and therefore, contribute in various ways, to aid the Information and Communication Technology (ICT) revolution in Bangladesh.

Founded in 2004, Aloha iShoppe is one of the leading providers of Information Technology solutions. Equipped with experienced IT professionals the company offers a full line of office solution, publishing solution, education, Digital Audio-Video solution and Cross platform networking solution.

Founded in 1982, Adobe today is one of the world's largest software companies, generating annual revenues exceeding US$1 billion. Approximately 3,500 employees across the world share Adobe's commitment to helping people communicate better. Headquartered in San Jose, California, Adobe is traded on the Nasdaq National Market under the symbol ADBE.

TECHNEWS

Local university ventures toward students welfare

RIDWAN A KABIR

'WITM (web-interfaced teaching method)' has now opened avenues for the first time in Bangladesh, to use IT-oriented teaching methodologies to procure its educational goals for school children.

And the country's first ever IT based private university -- The University of Information Technology and Sciences (UITS) -- has included WITM in its recent endeavours in internationally acclaimed methods of teaching.

The UITS net-server, concerned with the WITM programme, has launched this revenue generating IT approach, in its efforts to be a part of the student-scholarship programme.

"WITM will allow ensuring IT integration for both students and teachers," said Arif Rana, coordinator of the programme, himself a senior lecturer in the school of computer science and engineering (SCSE).

"Use of information technology opens students' opportunities to international exposure via internet resources and parallel benefits," said Dr Hafizur Rahman, dean, (SCSE), adding that sharing knowledge plays a major role.

Under the WITM programme, the university is currently deploying all course-materials on the web, another first in the country. "This will allow dual benefits, first, letting a student in on course materials on the web and also ensuring that all students are prompted to freely use the net in process of accessing online documents," the WITM coordinator continued.

The UITS net-server which offers commercial web-hosting for individuals or organizations, is working towards accessing students to work with the web-team under WITM, giving them an opportunity to use the knowledge they gained in web development and techniques building customer oriented sites for individuals and institutions.

"These students are directly applying what they learn at UITS," said Rana, claiming

how a student working with WITM becomes an expert in web building within a short time.

Expertise is not the only benefit that a student gets from WITM. "They will have direct access to any individual organization's environmental culture, helping them build within themselves the expectations of a corporate world when they are job-hunting after graduation" Rana continued.
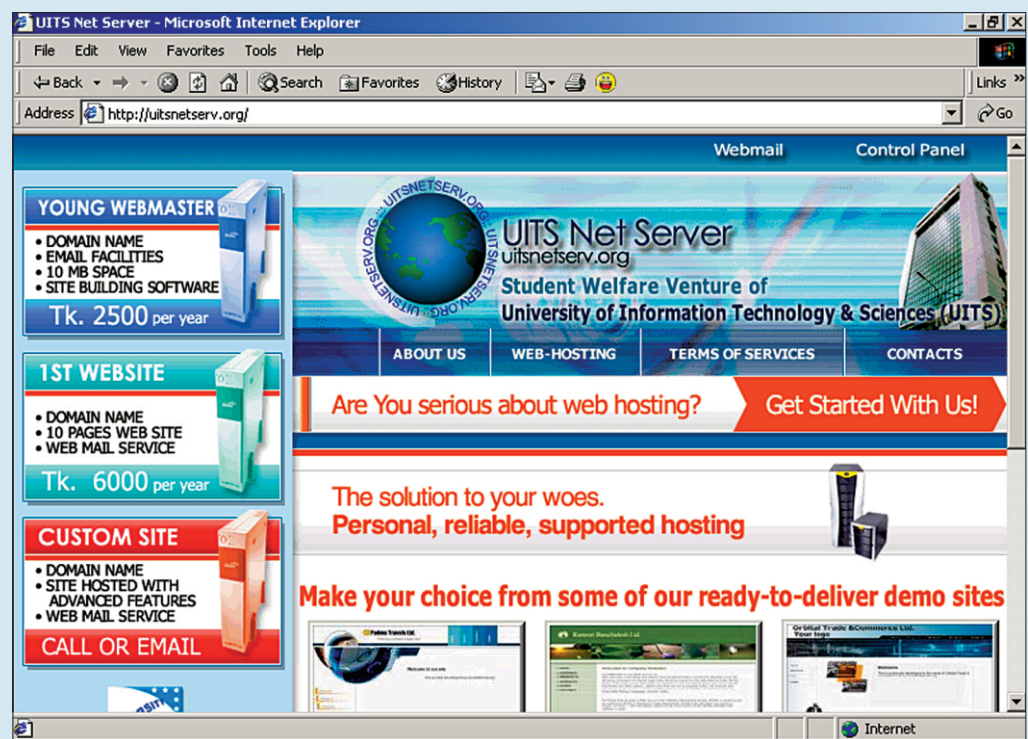
He also stated how the WITM web-team members are required to meet with the customer companies two hours a week, to ensure service

available on the WITM venture, the 'Young Webmaster' package claims superior attention. "This package is solely designed for school students," said Rana. While the package, which includes domain registration, email facilities, and a 10-MB space, are available at a price of Tk.2,500 a year.

The package will consist of a web-building software and necessary technical training to make optimal use of the software in learning to create a personal web-page.

"This will help create a more IT-oriented and cyber-

updates.

This is expected to be a catalyst filling up current gap between students and industries, allowing prospective internship or careers in these companies", he added.

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"We will continue to train our students to become trainers, and this will permit a better student-company exposure," said S G Ahmed Shuvro, UITS' net-server marketing manager.

Of the several packages

conscious student body," he said. On advertisement prospects, WITM members currently endeavour meeting school authorities in person.

"We will also offer the schools with a free technical workshop for their students once their students register under the package," said Shuvro.

Professional procurement for UITS net-server is both local and international. "We have Answer Logistics (USA) working from their end towards getting foreign corporate clients, while we have two university executives working

locally in approaching the local companies, non-governmental organisations (NGO), and individuals," said the marketing manager. Present clients of the net-server are Bangladesh Roller-skating Federation, Hayat Fashions Ltd., Index IT Ltd., Business Enabled Technologies Ltd., and others including several NGOs. Besides offering a 100MB space for the professional package, all professional script support to develop the sites use MySQL, Java, PHP, Pearl, Pythone, etc., making any corporate experience an even

richer one for the price they pay.

"The money we get from customer relations of WITM are for the sole purpose of supporting students' scholarship programmes," Rana said, specifying how the actual experience for a student in making a professional site by a critical deadline teaches him or her a certain degree of professionalism in addition with the academic learning requirements.
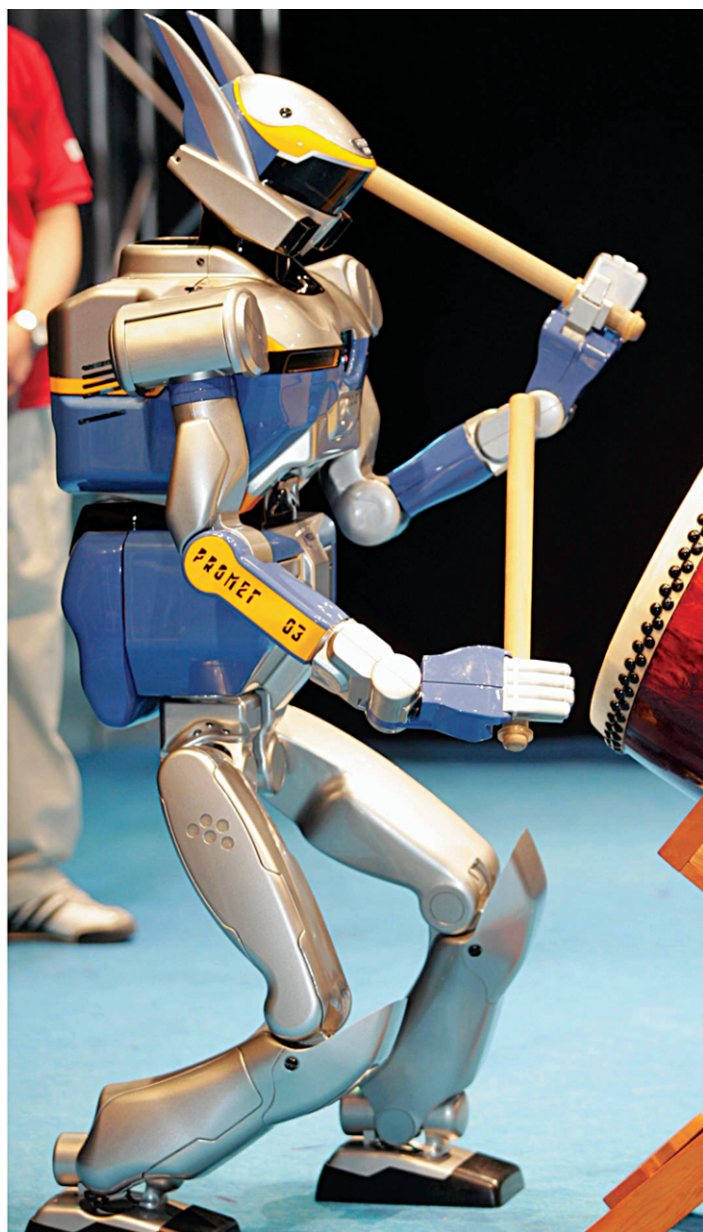
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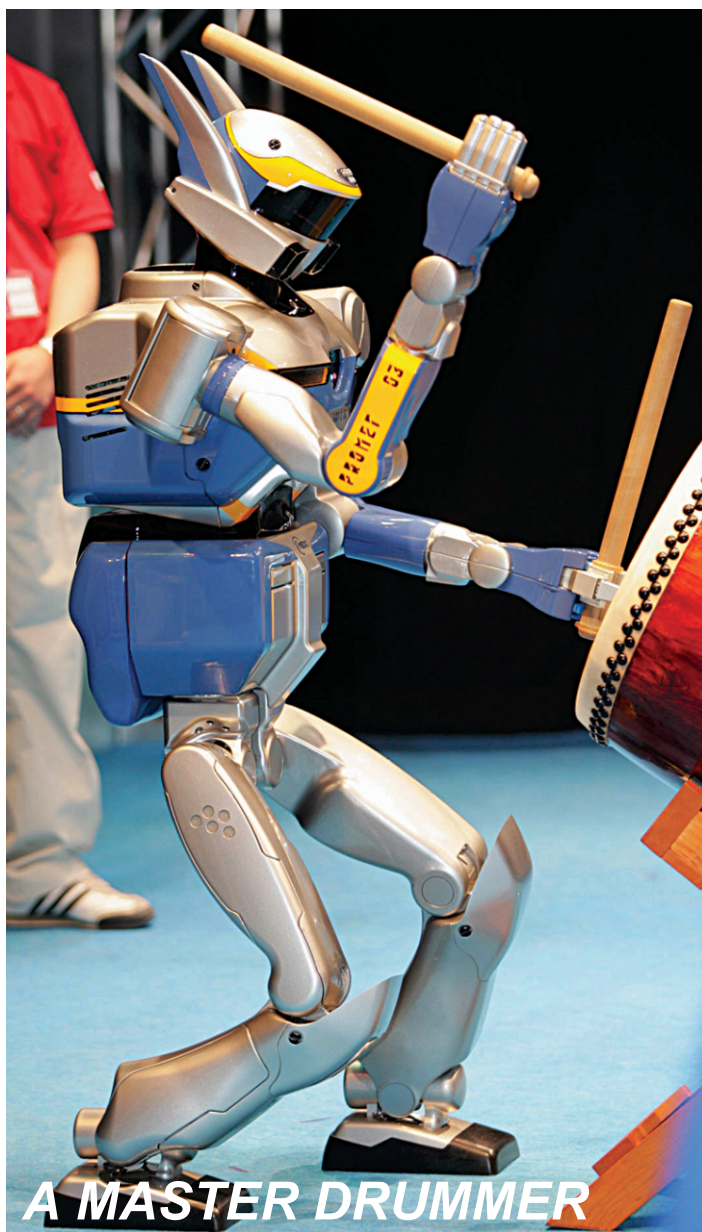
A MASTER DRUMMER

A combo picture shows a humanoid robot HRP-2, 1.54m in height and weighing 58kg, performing a traditional Japanese drum, motions captured from a master drummer, at the 2005 World Expo Aichi in Nagakute near Nagoya, central Japan on June 9.

PHOTO: AFP

TECHNEWS

Locals find their platform designer in town

SAAD HAMMADI

IF consumers are their concern and technology is their product, solution is what they call innovation because that is what Intel has been practicing with each of their product launch. Journeyed up from a mere memory manufacturer in 1968, Intel had made their ground with microprocessors that had established their premium brand that is Pentium which now has come up to Pentium 4 and still continuing its' innovation. This is what Intel had to share at Intel Channel Conference (ICC) 2005 that took place at hotel Sheraton on June 8.

ICC is about training the channel partners with Intel's products and their salient features that may benefit the customers. Basically it is about developing the channel partners' idea on the product and marketing techniques that may allow customers to realise the high points of a product.

Humayun Akhlaq, sales manager, for Afghanistan, Bangladesh and Pakistan, Intel Corporation, was present at the occasion and met with the local channel partners.

"When we launch a product we ensure that the channel customers do not fall short of

products in any of the countries where we operate. We have our technical engineers going and visiting customer shops and showing their capability on the quality integration factor", said Akhlaq.

Intel has been working on some of their initiatives with the government of the country

government, consumer and education segment.

"There is no human interaction in the customs department of Pakistan anymore as far as the customs and duty system is concerned. End to end documentation process has been computerised and the importers can just

Humayun Akhlaq *(left)*, accompanied by Zia Manzur, local sales manager for Intel at the press conference.

recently on criterions such as e-governance, e-business, healthcare, digital cities, broadband and wireless technology deployment and education.

Programmes have been targeted on how to accelerate PC adoption in the industrial,

process the documents over the internet", informed Akhlaq.

When StarTech caught up with Humayun Akhlaq to find out about the next brand for Pentium, he mentioned 'Pentium D' that includes dual core processor with hyper

threading that enable multiple software as many as four software threads to run in parallel. This would soon be available in the country within this year.

As their mission statement suggests Intel being the preeminent building block supplier in the digital economy, they now identify themselves more as platform designers than a component manufacturer.

On asking about platform designing in depth he informed, "It's a very customer centric issue. One of the philosophies is that, before we launch a new product or a new technology, first we research from our customers on what they want to see in a microprocessor or in a PC. Getting back to our factory, we take their feedback to our (Research and Development) R&D department and try to visualise their demand and that is how we move forward to a platformisation by comprising, microprocessors, chipsets, wireless module, improved battery life and so many other elements to look over. It's an integration of a set of components that offer the best influenced customer experience."