

TECHFOCUS

BCS Computer City

# A tech mall on par with global bests

SYED TASHFIN CHOWDHURY

**B**CS Computer City, the local tech heaven for computer geeks, is keeping up its pace with the global information technology (IT) markets. City-dwellers are likely to get the latest computer gadgets such as flash disks, MP3 players, Notebooks, PDAs even cell phones, within a week of the products' launch in countries like USA, UK, Hong Kong and Singapore.

"Due to the rising demand of computer products and other technical items, we have to make at least two to three trips to these countries per month," said Shumon, manager of a shop at BCS Computer City. Shumon pointed out that the trend began only around six to seven years

back but now has paced up at an enormous rate.

"The demand was not very high in the early days. Plus most of our customers were not exposed to the latest technology and products, which has now become possible through the internet, newspapers and satellite televisions," he added.

Other shop owners also pointed out that sometimes they get to hear about a product while taking an order from a customer. "Most shops here allow customers to order a product and pay a significant amount as advance," said Shamsul Khan, a manager of another shop. The product is then bought from abroad and delivered to the customer within a given duration of ten to fifteen business days.

Over ten to twelve latest

computer products and accessories are introduced at the BCS Computer City every day.

Tech-freaks would love the latest Sony Cybershot available in most of the shops at Computer City. The first Sony Cybershot DSC-F828 was launched in 2003 and it is already known for its 7x zoom and 134 x 91 x 156 mm (5.3 x 3.6 x 6.1 in) dimensions. The camera also has a viewfinder of 235,000 pixels. Digital cameras of various other brands, webcams, PDAs, PDA-phones, Notebooks are also available at affordable prices

Creative MuVo TX FM is another hot product at Computer city. It is an ultra-light (32 grams without battery), high-performance and easy to use flash player that also plays and records FM Radio. It is in various categories from 128MB, 256MB, 512MB and 1GB of flash memory that can carry hours of skip free, high fidelity music. USB products such as Flash Disks, MP3 Players, 4 port and 7 port USB Hubs, USB Optical Mouse, Capture cards, PC-to-Phone cables and converters with various types of connecting cables are widely available throughout the market.

Another attraction of the BCS Computer City is Autodesk Limited, the local authorised distributor of Macintosh products. Apart from the iMac G5 and Mac Mini the latest PowerMac G5 and the new iPod U2 special edition is also selling like hot cakes. Along with the conventional



iPod, the hot favourite iPod Mini and the iPod Shuffle can also be found here, which comes in various capacities.

It needs to be noted that the iPod U2 special edition black and white product is engraved with autographs from U2 band members. Over 5,000 songs can be stored in it and has a maximum storage of over 20,000 photos.

Due to the rapid update in the huge collection of products that can be found, teenagers and young adults are regularly seen browsing the various shops of Computer City.

"I run over here and do some window shopping whenever I have leisure time," said Ridwan, a student and a resident of Mohammadpur. Ridwan also

pointed out that most products are affordable even though the 'latest arrivals' tend to have higher prices. "I bought an MP3 player at a price of Tk 3,500 from Computer City last year, which currently has a price of Tk 2,400," lamented Ridwan.

Students like Ridwan and the tech-savvy generation are the reason behind the overall popularity and thus the business of Computer City have skyrocketed over the last few years.

"The demand for products will increase further if import taxes and duties on computer products and accessories are further reduced," concluded a salesman of a store, under condition of anonymity.



A USB tool box, full of little useful gears

TECHNEWS

## Geeks meet at 'What the Hack' conference

AP, Netherlands

**T**HERE are hundreds of tents on the hot and soggy campground, but this isn't your ordinary summertime outing, considering that it includes workshops with such titles as "Politics of Psychedelic Research" or "Fun and Mayhem with RFID."

This is the three-day "What The Hack" convention, a self-styled computer-security conference dealing such issues as digital passports, biometrics and cryptography.

Borrowing heavily from Woodstock and the more professionalized Def Con conference that begins Friday in Las Vegas, the event held every four years in the Netherlands draws an international array of experts and

geeks. About 3,000 gathered Thursday for the opening.

Unlike better-known and better-funded industry meetings, "What the Hack" had to fight for its right to exist. The mayor of the southern Dutch town of Boxtel, who oversees the village of Liempde where the convention is held, initially tried to stop the event from pitching its hundreds of tents outside his town a reluctance stemming from the lingering public image of hackers as asocial, anarchistic and vaguely menacing.

The mayor withdrew his objections after meetings with organisers.

Some of the scheduled lectures and workshops might reinforce the convention's shady reputation, such as the talk about mayhem



Unidentified participants of What The Hack use their laptops while they lay in hammocks at a camping ground in Liempde, the Netherlands on July 28.

with RFID, which stands for radio frequency identification tags.

But other seminars appeared wholesome enough, such as the workshop on how to make homes more energy efficient or how activists can lobby governments more effectively.

Even the local police officers assigned to monitor "What the Hack" are being included in the event. Officers are holding daily workshops to educate the public about how they go about securing events like these. Such cooperation with authorities would have raised eyebrows in previous years.

Befitting the age of terrorism, the conference is taking up such security issues as biometrics and new passport technology.

PHOTOTECH



## DISCOVERY'S NOSE

US space shuttle Discovery's nose landing gear door as photographed by the crew on the International Space Station is shown on July 28, as it did a pitch maneuver for tile inspection before docking. The crew of Discovery on July 28 moved onto the International Space Station after carrying out new damage checks on the shuttle as Nasa ordered a new suspension of flights over safety concerns. The US space agency decided to halt the program again after Discovery's return because of debris that fell off during its launch on July 26. Just before Discovery docked with the International Space Station (ISS), Discovery's commander Eileen Collins put the shuttle through an intricate flip so the astronauts on the ISS could take pictures of the shuttle's belly to check for damage. NASA again expressed confidence that there was no risk to the crew.

PHOTO: AFP

## John von Neumann (1903-1957)

John von Neumann was a Hungarian-American-German-Jewish mathematician who made important contributions in quantum physics, functional analysis, set theory, computer science, economics and many other mathematical fields. Neumann gave his name to the von Neumann architecture used in most non-parallel-processing computers, because of his publication of the concept, though many feel that this naming ignores the contribution of J. Presper Eckert and John William Mauchly who worked on the concept during their work on ENIAC. Virtually every commercially available home computer, microcomputer and supercomputer is a von Neumann machine. He created the field of cellular automata without computers, constructing the first examples of self-replicating automata with pencil and graph paper.



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TECHPORTAL

## Art expo online

RIDWAN A KABIR

**P**ROMISING to keep the city dwellers updated on current and upcoming fairs and art-exhibitions, exhibitionbd.com claims to be the first of its kind to administer such an intention of pulling forth all such articulated news in front of the general population, hence creating a unique sense of attention towards such criteria.

Although the site carries a lot of focus on exposing the happening fine arts scenario of the city, at the same time it also lists all fair related information, thus broadening its viewpoint.

"Eventually we are looking at presenting an exhibitory focus through the site, but we will still consider keeping the fair related information linked inside the site," said Sujit Kumar Saha, proprietor of the site, while emphasising on how there is a subtle sense of similarity between fairs and exhibitions.

"Fairs will range from

educational, technological, home-appliances and many other categories and a wide range of versatility goes for fine-art exhibitions as well," Saha added. The fact that both fairs and exhibitions require the exhibitor to make a display of his or her objective, let it be a computer monitor, or, for that matter, a colorful masterpiece on canvas, which has initiated Saha to combine the two schemes together under the roof of one single site.

To administer the purpose of the site, Saha has to keep a constant and keen eye on newspapers and magazines, and yet sometimes reach out for the organising companies. "It is easy to find out what is going on through various art institutions," said Saha, gasping on the fact that the reciprocal is sometimes true when it is about fairs. "Mostly the bigger names are arranging such fairs and to get through to them to collect information on fairs is a tough

job," Saha claimed.

Saha is also completing his Masters in Graphics Designing from the University of Developing Alternatives (UODA). He also runs a media based company, named 'DamuMedia'.

Though currently the site does not exhibit any commercial aspects through advertisements of the fairs and exhibitions, the site administrator has not completely extinguished such possibilities in recent future.

For the art-conscious non-resident Bangladeshis the site plans to open a forum in the future, which will contain news and information on exhibitions.

Currently Saha is working on collecting names of art based academic institutions and universities around the nation and getting them listed on the site, while he also mentioned that in recent times, the site will contain lists of art-oriented jobs in the city.

TECHNEWS

## Bdjobs turns five

SAAD HAMMADI

**B**DJOBS.com, the most popular job portal of the nation, celebrated its fifth anniversary on July 28 at the Spectra Convention Centre.

In the year 2000, seven graduates from IBA, Dhaka University came up with the idea for Bdjobs, a service that was very much new in Bangladesh at that time and initiated a breakthrough for online job hunt.

The intermediary between employers and job seekers, when started had only three employees and two computers to operate the site. Today, having 25 active employees, the organisation has become the largest job portal in Bangladesh.

Mahmudur Rahman, advisor, Ministry of Energy and Mineral

Resources and executive chairman, Board of Investment (BoI), was present as the chief guest at the occasion and expressed his gratitude to bdjobs for their initiatives and creating opportunities for this large population. He also mentioned that the success of bdjobs would inspire many young entrepreneurs to start venture in the field of information technology.

The company at present finds over 10,000 visitors per day at their portal that had made career to over 20,000 job seekers in the last five years. Over 1500 organisational clients are enlisted to bdjobs and recruit their employees from its portal.

Looking at the success of bdjobs, AKM Fahim Mashroor, CEO of the portal, believes there

will soon be a situation where no qualified candidate has to remain unemployed.

"We believe that people working for the company are its most valuable asset. This is why we believe in investing more on our human resources", said Mashroor.

Not only renowned for its portal service but in recent times bdjobs has also been doing well in arranging workshops on different fields for professionals.

Aftabul Islam, president, American Chamber of Commerce in Bangladesh and Sarwar Alam, president, Bangladesh Association for Software and Information Services (Basis) were also present as special guests on the occasion.

PART IV

DataCentre of the future

# Cost-effective scaling

Current infrastructure

Pay-as-you-grow and as demand dictates

Reallocation of resources

Dynamically deploy additional resources as demand dictates.

**T**HE combination of simplifying operations and improving utilisation allows organizations to take advantage of a third opportunity cost-effective scaling. By using industry-standard building blocks (server and storage hardware) and standards-based, integrated systems management tools, organisations can pay as they grow and as demand dictates. The ability to add capacity whenever needed ensures a productive, scalable and compatible environment, without having to over-invest in technology just in case it is needed some day. Organisations can add servers and storage to meet the predicted demands and requirements of their business. These same organisations can then dynamically deploy or re-provision the resources in

**Example**  
Imagine a flower wholesaler in the months before Mother's Day. It is the busiest time of the year, and parts of their IT system will need to scale during this time. Their order and production volumes will dramatically increase, as will the needs of their procurement, order entry and billing systems. Rather than purchasing systems to have on-hand just to meet these spikes, the datacenter of the future will enable a dynamic reallocation of resources to support these needs. Computing cycles can be borrowed from other devices supporting less mission critical systems, such as e-mail or file/print during this time, and then be allocated back for normal demand. Dynamically deploy additional resources as demand dictates.

their server/storage infrastructure to meet peaks in demand via a common pool. To cost-effectively scale to pay-as-you-grow and allocate existing resources how and when needed provides tremendous benefits. IT budgets and resources can be managed to provide the optimum amount of computing horsepower and capacity for current needs, while capacity can be added quickly and seamlessly when needed for planned and prolonged requirements. New technologies for the datacenter of the future will allow dynamic utilisation of existing resources based on policies and procedures that dictate how to handle seasonal or unplanned demands. This brings significant flexibility and control to the IT infrastructure and the ability to more efficiently meet the needs of the organisation.

To be continued...