

TECHFAIR

# BASIS SoftExpo 2007

## Gala software expo woos all

EDWARD APURBA SINGHA

IT'S hard to imagine our lives without computers and without software the computers are of no use. Various types of software serve different purposes. With such 100 per cent 'Deshi' software, the largest software exposition of the country kicked off on March 28 at the Bangladesh China Friendship Conference Centre.

Organised by Bangladesh Association for Software and Information and Services (Basis), the aim of 'SoftExpo 2007' is to create awareness among the general people and encourage them to use software for mission critical applications and businesses. Choosing the right software is a challenging issue and in this regard SoftExpo has been helping us to make that crucial decision. Tapan Chowdhury, adviser, Ministry of Science and ICT formally inaugurated the event.

The exhibition has been divided into several zones, namely Business Software, Multimedia & Animation, ISP & Data Communication, IT Education, High-End Hardware Solution, Outsourcing and SME (Small and Medium Enterprise) software zone with the participation of 130 IT companies.

Bringing prominent software companies under the same roof to exhibit their innovations has always been one of the main objectives of SoftExpo.

'Turning our People into Resource' is this year's theme of SoftExpo. At present it is possible to empower our people by giving them proper access to ICT and earn foreign currencies by exporting skilled manpower to foreign countries. Consequently, multinational companies can outsource their work to local companies. In both cases our economy will be benefited. SoftExpo can help us achieve these goals.

Rubaiyat Jamil, CEO, ICE Technologies & Services Ltd. told StarTech that at SoftExpo his company is exhibiting products and services such as the ICE lease multiplier, IFS ERP application, IFS CRM application, CBOSS convergent billing application etc. "In near future, when VOIP will become a common facility it will create a potential demand for VOIP billing software and we are waiting to grab this opportunity," he added.

Synesis IT, a comparatively new IT firm that provides technological solution and management consultation are exhibiting their Hospital Management Suite and Business Management Suite. Shahriar Shahid Tomal, manager, business development told



Visitors browse through the main exhibition area of SoftExpo 2007, top, (below from left), an employee of Visual Magic Corporation Limited (VMCL) demonstrates the Alphabet Talking Book for children while AIUB students exhibit their projects and the Currency Checker by VMCL.



StarTech that, they have already acquired gold partner status from Microsoft. He also mentioned that, they have also developed a portal RehabHousing.com that provides information to customers regarding apartment purchase.

Zanala Bangladesh is exhibiting their touch screen based information terminal 'Info Centre' at the fair. This device with a touch screen provides information on products and services. This device enables customers to serve themselves instead of waiting in line.

Visual Magic Corporation Limited is showcasing their E-scanner at the fair. The E-scanner is a proprietary device that uses to capture images from printed materials with Dot Pattern. E-scanner uses infrared emitting LED and an IR filter. The emitted infrared is reflected by background graphics printed with non-carbon CMYK ink, but absorbed by the carbon dots. IR filter lens only the reflected infrared ray to pass and thus a dot-only image is captured by the E-scanner. In addition, Visual Magic Corpora-

tion Limited also introduced technology to detect fake 500 Taka note and smart voting system. IBCS-PRIMAX Software (Bangladesh) Ltd. the first Oracle Corporation business partner in the country provides Oracle solution for different organisations and multinational companies. This fair they exhibiting Oracle Collaboration Suite, Discoverer Reporting Tools, DW, BI and EBS.

ERP solution provider CSL Software Resources Ltd. came up with several ERP software namely Kandaree for garments industries, Kormee for human resource management, Shoilee for real estate and Dheeraj for financial management solution. CSL commonly targets garments industries, pharmaceutical companies, MNC, government organisations and real estate companies.

JobStreet.com Bangladesh, a wing of JobStreet.com, one of Asia's leading online recruitment company are exhibiting some of their new features such as resume management system and my JobStreet services. JobStreet.com has an estab-



lished regional presence in Malaysia, Singapore, India, Philippines and Indonesia.

Development Research Network (D.Net) is displaying their digital publications at the fair. D.Net is a non-profit organisation and currently working to developing knowledge based community in the country. They have established telecentres in many districts; developed a research portal bdresearch.org and recently tied up with Microsoft for their 'CLICK' program.

Bangladesh Open Source Network (BdOSN) is another participant of SoftExpo 2007. BdOSN is a non-profit, voluntary organisation that promotes open source trend in Bangladesh. BdOSN inspires the world's Bangla language community to develop the biggest Bangla Website of the world, Bangla Wikipedia (http://bn.wikipedia.org) through its initiative popularly known as Bangla Wiki.

Apart from business and non profit organisations different universities including American International University-

Bangladesh (AIUB), North South University (NSU), Daffodil International University (DIU), East West University (EWU) and training institutes such as Daffodil Institute of IT (DIIT), Institute of Call center Technologies (ICCT), New Horizon CLC of Dhaka also participating at SoftExpo 2007.

BASIS SoftExpo 2007 also encompasses several seminars & roundtables, IT innovation search program 'Abiskarer Khoje' and Best IT User Award.

This year one of the leading telecom operators in the country, AKTEL is the main sponsor of the fair while Windows Vista and Business Promotion Council (BPC), Ministry of Commerce are co-sponsors and Channel-I, The Daily Star and Radio Today are the media partners and Dekko Airtel Ltd. is the official ISP of this event.

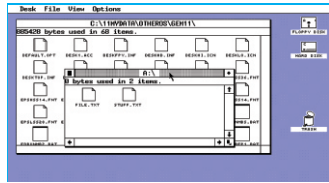
Since Bangladesh has been born as an independent country we are striving lot to secure our position as a progressive nation in the global context. But day-by-day we are facing stiff resistance from our competitors and nowadays it is not possible to ensure sustainable development without Information and Communication Technology (ICT). As a result, we urgently require more advance ICT skilled manpower and in the same time develop state-of-the-art ICT infrastructure to face the challenges of this hi-tech age.

As a developing country Bangladesh has certain limitations to shine in all segments of ICT. For instance, in the short run due to lack of infrastructure and expertise it is not possible to setup hardware manufacturing plants in Bangladesh. But it is possible to make substantial progress in software development utilising our young talents. So at this moment software development is the one of the main areas exhibit our strength and creativity.

At this moment Bangladesh needs an ICT driven economy. To do this we need to eliminate our internal disturbances and conquer all limitations that hinder our endeavor to become a tech update nation. Moreover, we have huge human resource and we can easily turn them into assets by taking proper incentives.

## Graphical Environment Manager

GEM (Graphical Environment Manager) was a windowing system created by Digital Research, Inc. (DRI) for use with the CP/M operating system on the Intel 8088 and Motorola 68000 microprocessors. Later versions ran over DOS as well. GEM is known primarily as the graphical user interface (GUI) for the Atari ST series of computers, and was also supplied with a series of IBM PC-compatible computers from Amstrad. It was the core for a small number of DOS programs, the most notable being Ventura Publisher.



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TECHNEWS

## 'Wow' it's finally here!

Vista, Office 2007 announce their entry into Dhaka



Nabil Chebbi, director, Windows Client Business Group Lead, South East Asia, Microsoft, speaks at the Vista and Office 2007 launch.

NAFID IMRAN AHMED

AT last it's here! The much hyped latest Operating System (OS) of Microsoft Corporation is finally in Dhaka. Microsoft Bangladesh launched its latest OS and Microsoft Office 2007 at a gala evening on March 29 at a local hotel.

'Wow' is the expression that

Microsoft Bangladesh. "We were planning to launch Vista in January this year. But because of the political situation during that period we had to delay the launch," said Mahmud.

After an enthralling mime performance and a laser show, Nabil Chebbi, director, Windows Client Business Group Lead, South East Asia officially introduced

introduction while exploring, window transparency and flip 3D scrolling, different features of the sidebar.

Chebbi also demonstrated some of the latest security features that have been incorporated in Vista such as the parental control, reliability and performance monitor, event viewer and restoring previous version of a file after modifying it.

Showcasing some of the latest entertainment related features; Chebbi demonstrated some of the new features of the Windows Photo Gallery and the simple ways to edit photos.

Chebbi also demonstrated some main features of the Word, Excel, Outlook and Power Point of Office 2007.

While mentioning different versions of Vista, Chebbi said, "Along with other versions, we shall also introduce 'Vista Starter' for the Bangladesh market, which is going to be the most affordable Windows."

Microsoft wrapped up development of Windows Vista six months ago, but the company's marketing machine is just kicking into high gear.

With more than five years having elapsed since Windows XP was released, Microsoft is pulling out all the stops for Vista, which goes on sale to consumers.



A screen shot of Windows Vista

we use when we experience something amazing, exciting and exhilarating. Microsoft designed the much anticipated launching of Vista and Office in such a way that 'Wow' is the word that came out of everyone's mouth, when they experienced the latest features that Vista has to offer.

The event started with the introductory speech from Firoz Mahmud, country manager of

Vista and Office 2007.

During his presentation, Chebbi pointed out some of the main features of Vista. "Clear, confident and connected are the words that describes Vista," Chebbi said.

He then presented the audience with improved features of Vista such as the instant search function, view slider that shows document

TECHNEWS

## Asus EAX1650XT and GTI Racing in single package

STARTECH DESK

GLOBAL Brand Pvt.Ltd., the one of the leading IT solutions providers of the country recently introduced the Asus EAX1650XT graphics card series, which has been bundled with GTI Racing, one of the hottest racing games in the market, says a press release.

The ASUS graphics cards offer a 26 per cent performance enhancement from competing solutions that settled with the reference design, providing smooth video not only for GTI Racing, but other popular games as well.

Powered by ATI's Radeon X1650XT GPU, the EAX1650XT series includes two models: the EAX1650XT CF/2DHT/256M CrossFire Edition and EAX1650XT/2DHT/256M.

**Performance hike with 256MB DDR3 memory**

The EAX1650XT series, with onboard 256MB DDR3 mem-

ory, provides a 26% performance hike when compared with cards based on the GeForce7600GT GPU in the same segment. The graphics cards offer industry-leading performance to run video resource-hungry applications, in

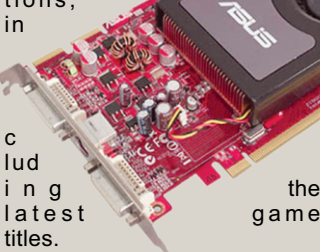
cluding the latest titles.

**Splendid Video Intelligence Technology** With Splendid Video Intelligence Technology, found exclusively in ASUS solutions, images processed by ASUS graphics cards are enhanced and fine tuned to deliver the most vibrant visual representations in conditions most

favorable to human eyes. Splendid dynamically adjusts color, brightness, sharpness and contrast to deliver video quality comparable to those on the very best TVs.

Some other special features are -- 256 MB DD2 Video Memory, 574MHz Engine Clock, 1.35GHz DDR3 Memory Clock, Max. resolution 2048 X 1536 pixels, Diversified displays connectivity (HDTV Output, DVI Output, VGA Output, Dual DVI Output, Dual VGA Output)

The price of this PCI Express Graphics Card is Taka 16,000/-.



### METAL ASIA 2007

A engineer demonstrates 3D scanning parts used for reverse engineering and inspection of design parts at the Metal Asia 2007 exhibition in Singapore on March 28. The four-day event features the latest technology advancements on precision engineering innovations for industry to rapid prototyping technology that facilitates pre-surgical planning in separating conjoined twins.

PHOTO: AFP