



Telecom Fair 2007

Bringing providers, users closer

EDWARD APURBA SINGHA

NOWADAYS it's almost impossible to imagine a day without any means of telecommunication. Due to the technological evolution the era of fixed phones is on the brink of an end whereas cell phone's dominance is increasing day-by-day and have profound impact in our modern life.

Today the role of cell phone is not limited to voice communication only; many advanced features embedded with the latest mobile phones have drastically changed our present life style. The modern cell phone is not just one thing, its many. So, sometimes we are in a dilemma to choose the right gadget for right purpose due to inadequate information.

The '3rd Bangladesh International Telecom Fair-2007' created a unique opportunity for all the telecom companies, such as the manufacturers and operators (both fixed and mobile phones) to come under one roof to exhibit their products and services. This year the fair took place at the Bangladesh-China Friendship Conference Centre (BCFCC) from April 16-20.

The aim of this year's fair was to create a bridge between telecom companies and customers. As a result, people got the chance to gather information and at the same time clarify any unclear issues.

Telecom companies also enjoyed the opportunity to undertake their market analysis and take proper initiative to extend their customer base. This fair also created awareness about the present status of telecom industry and paved the way to attract foreign investors. Renowned telecom companies and service providers participated in the fair.

Two exhibitors CMPL and Excel Telecom Pvt. Ltd. came up with Nokia products. Visitors were very eager to know about the latest Nokia N-series cell phones. Flora Telecom displayed LG and SAGEM cell phones.

Sony Ericsson at the fair offered discount on cell phones. Relatively cheap sets incorporate features such as FM radio, polyphonic ring-tone, speaker



Enthusiastic visitors gather in front of Sony Ericsson's stall, top, (below, clockwise from right) crowd looking at the latest Nokia phones at the fair, a busy stall, telecom equipments at the Rosenberger stall, fixed phones on display and an interactive display at the i-mobile stall.



phone etc and these models are J230i and J210i. Expensive sets such as P990i come up with touch screen technology and auto focus camera.

Cell phone operator Teletalk offered several exciting facilities to attract customers. For instance, they extended the validity of their phone cards up to 2015.

Recently, Teletalk started offering EISD (Economy ISD) facilities for thirty countries. The EISD call rate for fixed phone is Tk. 7.50 and for mobile Tk. 18.00. Teletalk unveils Bangla SMS service for their customers recently. In addition, Teletalk also provides GPRS facilities

and subscribers can use their handset as a modem to connect to internet.

Electro Mart Limited showcased Konka cell phones at the telecom fair. The distinctive functionality of these cell phones is tri band facility (GSM 900/1800/1900 MHz), integrated MPEG4 player, voice recorder, T-flash card etc.

CBC marketing came up with different telecommunication equipments such as PABX system, regular phone set, audio/video door security system etc. This system is basically applicable for large and small apartments. Audio/video door security system includes a videophone to identify a visitor and at the same time this device also controls a door lock. After proper verification when a person instructs the phone set by pressing a button the visitor will be able to enter the apartment.

Rosenberger Asia Pacific (China) is a telecommunication equipment manufacturer and they exhibited different cabling technologies at the fair. These technologies include microwave and data communication devices.

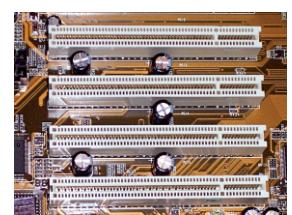
MAK Mobile Technology Institute demonstrated their different training programmes on mobile technology. These programs include advance diploma, short course on mobile servicing and others. Daffodil International Professional Training Institute also exhibited their several courses on mobile technology at the fair.

Electra Telecom BD Ltd. exhibited different models of Samsung cell phone. These models were SGH-X210, SGH-C140 and SGH-X510. Maple International displayed i-mobile sets at reasonable price. These models were i-mobile 601, i-mobile 502i, i-mobile 802 and many more.

The telecom fair was co-sponsored by Teletalk and SAGEM and media partners are Channel-i, Ittefaq and New Nation.

PCI

The Peripheral Component Interconnect, or PCI Standard specifies a computer bus for attaching peripheral devices to a computer motherboard. These devices can take in the form of an integrated circuit fitted onto the motherboard itself, called a planar device in the PCI specification or an expansion card that fits into a socket. Work on PCI began at Intel's Architecture Lab circa 1990. PCI 1.0, which was merely a component-level specification, was released on June 22, 1992. PCI 2.0, which was the first to establish standards for the connector and motherboard slot, was released on April 30, 1993. PCI 2.1 was released on June 1, 1995.



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TECHNEWS

HP ties up with Trust Solutions

HEWLETT-PACKARD (HP), one of the world's largest information technology corporations, has tied up with Trust Solutions (a concern of Thakral group, Singapore) recently in an effort to strengthen its local presence by offering best quality products through nominated business partners.

Through this partnership, Trust Solutions Private Limited, one of the leading IT Companies in Bangladesh, will offer HP imaging and printing products, solutions and value added services to almost all its major corporate customers.

To mark this occasion a special programme was organised at a city hotel on April 15. More than 100 participants including business personnel, tech experts participated at the event.

While speaking at the occasion Ravi Lakshman, chief operating officer (COO) of Trust

Solutions expressed his commitment to provide utmost support for customers on behalf of his company. Shahzaman Mozumder, Bir Protik, chief executive officer (CEO) of Thakral Information Systems Pvt. Ltd. described the trend of IT development and demonstrated interesting and smart solutions that customers can avail in the near future.



HP and Trust Solutions officials pose at the partnership recognition event.

printers, scanners, large format printers, print servers, toners. HP has supplied over 525 million printers worldwide; among them are over 100 million laser jet printers.

HP's new printers include universal printer driver that enables user to switch to new model without upgrading the previous driver. In addition, HP also brings revolutionary changes in existing printing technology to ensure excellent printing output.

High-end printers from HP have built in print management system that helps system administrators to control the printing

tasks. Furthermore, with the help of a special pin code a person can print his/her confidential documents without mixing this job with others in a network printer. HP invests USD 4 billion per year in research and development (R&D) purpose.

Edward Apurba Singha

TECHNEWS

.org, .info domain fees to go up

AP, New York

WHOLESALE prices for internet addresses ending in '.org' and '.info' are going up 2.5 percent in mid-October, about the same time fees for '.com' and '.net' are increasing.

Public Interest Registry, which runs '.org,' announced the increase in a letter Wednesday to the Internet Corporation for Assigned Names and Numbers, the internet's key oversight agency. Afilias Ltd., which runs '.info,' disclosed its plans last week.

The per-name fee is what PIR and Afilias collect annually from registrars, the companies that sell domain names on their behalf. Such charges are generally incorporated in the prices companies, groups and

individuals pay to register names, and they apply to new registrations, transfers and renewals.

An increase of up to 10 percent a year was authorized under ICANN's latest contracts with PIR and Afilias, both dated Dec. 8. PIR and Afilias chose to



increase fees by 15 cents, or 2.5 percent, to USD 6.15.

The '.org' increase takes effect Oct. 18, and '.info' on Oct. 15.

Earlier this month, VeriSign Inc. announced it would increase the annual fee for '.com' by 7 percent to USD 6.42, and the '.net' fee by 10 percent to USD 3.85. VeriSign said the fee increases, coming Oct. 15, stem from a need to keep up with growing online use as well as threats from hackers.

PIR and Afilias did not cite a reason in their letters to ICANN.

The '.org' suffix is the world's fourth most popular domain name, and '.info' ranks No. 6, but both pale in registrations compared with '.com.' The '.info' suffix was one of seven ICANN approved in 2000 in the first major expansion of Internet addresses since the system was created in the 1980s.

TECHNEWS

Tiny display has 4 times better contrast

AP, Tokyo

WITH more people watching TV on their cell phones, Sharp Corp. is unveiling a tiny liquid crystal display that boasts four times better contrast than the best products commercially available today.

The Japanese electronics maker will begin shipping the 2.2-inch displays this fall, targeting nearly \$850 million in sales next year, company spokeswoman Miyuki Nakayama said.

Mobile phones that receive terrestrial digital TV broadcasts, which began last April in Japan, are increasingly popular, and such handsets are expected to reach a shipment of 10 million here. Global demand is also expected to grow as such broadcasts have started up in Europe and are rolling out in the United States, Nakayama said.

"The culture for watching TV

on cell phones is catching on," she said.

The new display from Osaka-based Sharp for cell phones, digital cameras and other mobile gadgets has a contrast of 2,000:1, far better than the

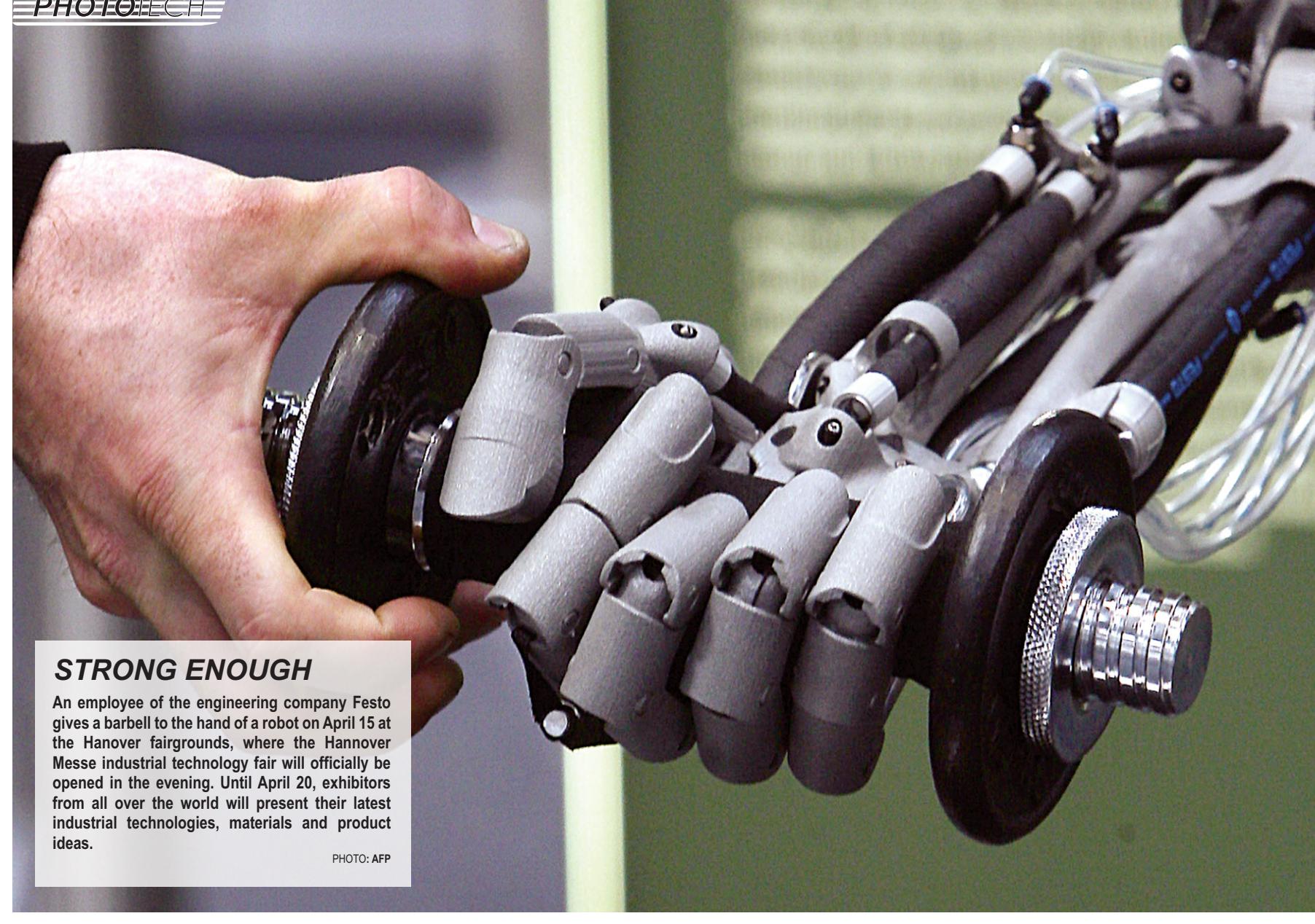
500-to-1 ratio today, allowing for

more colorful and clearer images, according to Sharp.



The new LCD features the industry's highest contrast ratio of 2,000:1, a wide viewing angle of 176 degrees and a high-speed response time of 8 milliseconds.

PHOTOTECH



STRONG ENOUGH

An employee of the engineering company Festo gives a barbell to the hand of a robot on April 15 at the Hanover fairgrounds, where the Hannover Messe industrial technology fair will officially be opened in the evening. Until April 20, exhibitors from all over the world will present their latest industrial technologies, materials and product ideas.

PHOTO: AFP