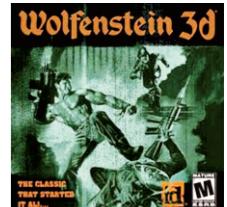




## Wolfenstein 3D

Wolfenstein 3D (originally Wolfenstein 3-D, commonly abbreviated to Wolf 3D) is a video game that is generally regarded as having popularised the first person shooter genre on the PC. It was created by id Software and published by Apogee Software on May 5, 1992 for DOS. The game was inspired by the 1980s Muse Software computer games Castle Wolfenstein and Beyond Castle Wolfenstein. It has been ported to a wide variety of systems, including 3DO, Super NES, Game



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# Intel plans it big for Bangladesh

NAFID IMRAN AHMED

**W**HAT does Intel think about the Bangladesh market? To know about Intel's insight into our market, we recently spoke to John McClure, director marketing, Intel South Asia, who was in Dhaka on a short visit. The following are excerpts from his exclusive interview with The Daily Star.

### Technology adoption

Considering consumer and business segments, McClure believes the Bangladesh market is in fact a little different from other emerging markets. "The percentage of technology adoption of mainstream and high-end products is a lot higher than the other emerging markets," he said.

First-time buyers in this market are keen to do a lot of research prior to their purchase. In other countries such as Brazil, Mexico, China or India, the first-timers also do a lot of research before they make the purchase. They ask their tech-savvy cousins and friends about the technology, visit IT malls, get a lot of feedback and finally make the decision. And it all takes 2½-3 weeks.

"My first major observation is that the consumer and business market adopts technology at a little higher level within our roadmap than other markets," McClure said.

His other observation is that relative to other emerging markets the government's role in accelerating ICT adoption is not quite strong. "They've not been as aggressive as other countries have been, relative to pushing the utilisation of PCs in schools, pushing for a very aggressive broadband policy and getting broadband roadmap up quickly, playing active role in bringing technology to the rural communities," he said.

"There're other governments that we have worked with...are much more involved, aggressive and have put aside a much larger amount of budget to drive such initiatives," he added.

### Intel's roadmap

According to McClure, Intel has been engaged with a lot of development agencies. "Given the present government's interim status, the ability for them to drive a long lasting programme is not known to us. So right now, we are engaging with development agencies such as the United Nations Development Programme, Asa and Grameen to drive these types of programmes," McClure mentioned.

The marketing director also added that broadband is one of the major growth engines for IT for any developing country. And once you get broadband connection available at 256kbps and above for less than \$15 a month, lots of

great things start to happen new services pop up, new ways of education and healthcare can take place.

Aside from the general consumer and business benefits - e.g., more entertainment, more movies, music, photo sharing with friends and relatives, e-commerce - you also get some development elements relative to education, healthcare, agriculture services. So broadband really gets things going.

"A focused government that sees and believes in the utilisation of ICT to make their country more competitive, I think, is the second major market accelerator that we have seen. And the third, I believe, would be a robust local ICT ecosystem for companies that make PCs, not just the multinational but also local companies, having a strong software ecosystem for

and the giant's main contribution to that would be working with the local ecosystem in deploying WiMax, a technology that Intel has been a big supporter of. It plans to forge a deeper relationship with the government and convince and show it how having a very aggressive ICT policy and utilisation of ICT across all the cities and services will make the country more competitive. And the third is to continue to foster the growth of the ecosystem, to keep the local companies that build PCs and sell PCs very healthy, to improve Intel's logistics and support mechanism, to support some of the local software development and to make sure there is a very robust ICT ecosystem.

"Our vision is that if we could do all those things, Bangladesh would become a large market for ICT adoption and one of the big usages and in the next four to five months we will be introducing our next version of quad core which is going to be produced on our 45nm process technology," he said.

Two weeks back Intel introduced its latest notebook processor codenamed 'Santa Rosa' that came out in two different versions. There was this consumer and small business version called 'Centrino Duo' and a business version 'Centrino Pro'. The consumer version has got some good innovations, such as improved graphics and video, Intel Turbo Memory, which effectively speeds up the booting time and application opening time, big enhancements in the wireless community and performance improvements of the processor itself, which brings down the power consumption and increases the instructions per clock cycle.

distribution programme, the genuine Intel dealer programme, where they do requirements from all different cities, not just Dhaka itself, and try and recruit downstream from smaller and remote towns, which according to them will continue and each half year they plan to go deeper and deeper into Bangladesh.

"The other route that we take is via our World Ahead programmes that combine our CSR initiatives with our commercially driven developmental initiatives. That would be the programme that we would like to run with the government to install and accelerate utilisation of PCs and shared access models in telecentres in rural locations, PCs in schools and hospitals in rural locations," McClure mentioned.

"We have already spoken with the developmental agencies on that subject and we have seen a lot of interest and good synergies, and the next step would be to take the government on board," he added.

### The classmate PC

McClure demonstrated an example of low cost solution for the education sector, which is an emerging market specific R&D (research and development) that Intel does to catalyse the industry and deliver certain solutions for certain market segments. "When we travelled around and engaged with schools, we found that having a low cost notebook was a high desire. Another thing was to have a one to one computing blueprint."

The Classmate PC is a low cost notebook that does not have a hard disk drive, only has flash memory for storage. It has a much smaller screen size and keyboard. But in terms of having the sufficient functionality that all public schools have and most private schools would need to get to the one-on-one computing model, this has all that's needed.

Intel does not sell the Classmate PC directly to schools. It is more like a catalyst. They enable a couple of Taiwanese manufacturers to deliver and then through their local partners they deliver them to fulfil the country specific needs. The price of the Classmate PC depends on the quantity and stands somewhere between \$350-400.

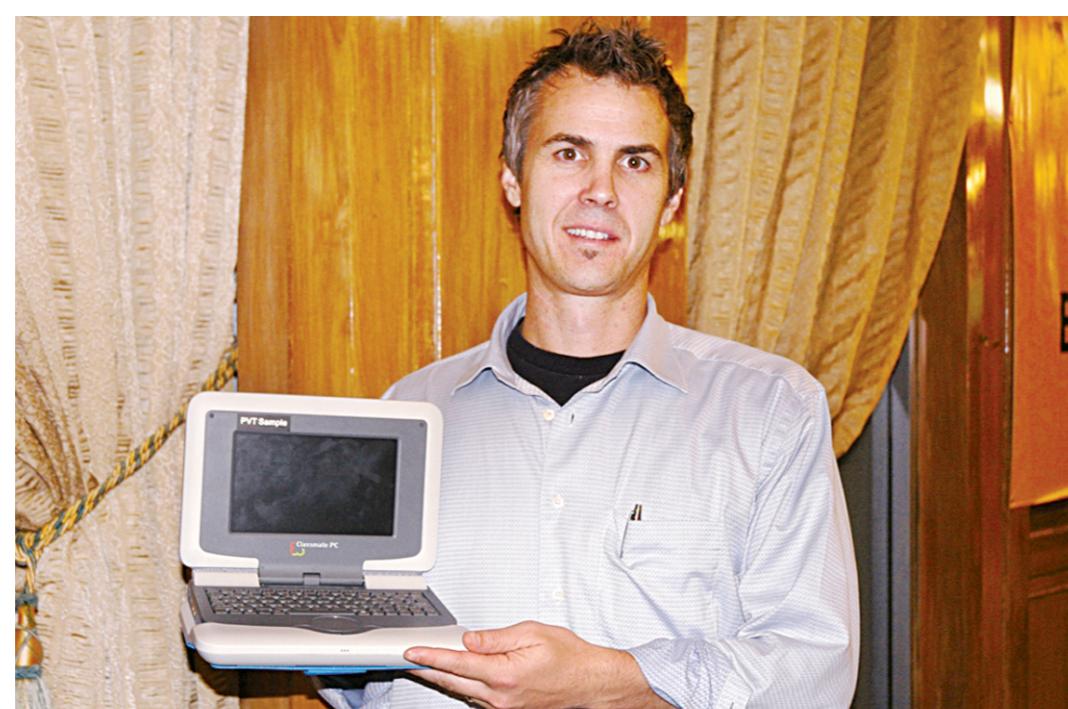
### Market Share

According to Intel, in terms of ramp Bangladesh is 60-70 percent dual core at the moment. "The amount of Core 2 Duo being sold here is almost 50 per cent greater than in India. One of our hypotheses on why the adoption rate of latest technologies is much higher in Bangladesh, even for the lower scale economies, is that it lasts them longer," he said.

According to IDC, in 2006, a total of 200,000 units were sold in the PC market in Bangladesh that includes MNC brands, channel PCs, everything. We have a very strong market share in Bangladesh. At present Intel has three distributors in the country.

### Reaching the rural areas

Intel's approach to reach out to the rural areas is from two different angles; one is their channel and



John McClure, director marketing, Intel South Asia holding a Classmate PC during the interview

companies that develop applications, ISVs, strong systems integration ecosystem so that companies can drive large projects and get things deployed," McClure added.

### Vision for the local market

Intel's objective in the Bangladesh market is to keep it growing at a 20 plus percentage point, and this is what IDC is also forecasting that Bangladesh grow at. "It seems almost easy to do that because it's growing at 20 percent without broadband. Once broadband comes in, the opportunity for acceleration gets much higher," he informed.

So McClure plans to keep the market growing at a healthy rate and do three important things that are important for market acceleration. Intel first plans to figure out how it can accelerate broadband,

advantages that Bangladesh has is the population and that's difficult for other countries to compete with. And if we can get the ICT adoption at a much higher rate by doing some of the things I mentioned, Bangladesh would become a very important market in the worldwide scale," McClure said.

### Products

Intel carries their full suite of products in the local market. According to McClure, the local team does a great job in driving the newest generation of technologies at a very rapid pace, so the time from launch to adoption in Bangladesh is not very long.

Intel was the first to introduce quad core in the market for high volume desktops and servers. "Our competition has yet to announce quad core for similar

## TECHSEMINAR

### IBM Technology Symposium A vision for the future

EDWARD APURBA SINGHA

**N**OWADAYS the foremost priority of any modern business is to take a positive stance to incorporate cutting edge innovations in order to enjoy strategic benefits from the fierce competition. Moreover, latest innovative solutions can dramatically influence traditional operational tactics by downsizing operational expenditure, minimising risk and in the same time increasing efficiency.

Based on this phenomenon Thakral Information Systems Pvt. Ltd. organised a seminar entitled 'IBM Technology Symposium' at the Bangladesh-China Friendship Conference Center (BCFCC) on June 13. The aim of this seminar was to introduce IBM's new age innovative solutions to the corporate personnel.

Thakral Information Systems Pvt. Ltd. is the business partner of IBM in Bangladesh since 2001. Thakral exclusively distributes IBM products in Bangladesh market through various business schemes.

In his opening speech, Shahzaman Mozumder, CEO, Thakral Bangladesh stressed the necessity of industry specific solutions and gave customers a comprehensive overview of IBM's innovative technology.

Sanjay Sinha, general manager, India East and Bangladesh, IBM in his multimedia presentation highlighted four issues such as revenue growth, cost reduction, asset utilisation and risk management that are very crucial to a CEO to take a executive decision to ensure a sustainable progress of his/her company. To serve all these purposes IBM's innovations can pave the way to pursue the mission.

According to a press release, IBM was the market leader in the Asia-Pacific server market overall based on revenue during the first quarter

of 2007. IBM's revenue increased for the quarter in System p, System x and System z and recorded overall revenue increase of 17.3 percent.

This seminar also showcased IBM's BladeCenter server solutions. According to IBM, the BladeCenter system encompasses a technology that is called virtualisation. Virtualisation means integration of several features into a single entity. For instance, due to virtualisation it is possible to implement several operating systems within a single server arrangement. However, this state-of-the-art technology can help any organisation to reduce operational costs by 50 percent.

IBM is in association with Bangladesh since 1964. IBM now predicts more business expansion in this country in near future. IBM is the world's largest information technology company with 320,000 employees in 165 countries. IBM offers a wide range of services, solutions and technologies that enable customers to take full advantage of the new era of on demand business.



## TECHNEWS

### Apple makes internet browser for Microsoft-based machines

AFP, San Francisco

**A**PPLE on Monday launched a new attack on rival Microsoft, unleashing a Safari web browser intended to dethrone market-ruling Internet Explorer (IE) and be the iPhone gateway to the Internet.

Apple chief executive Steve Jobs unveiled Safari versions for Windows XP or Vista operating systems, as he kicked off a Worldwide Developers Conference that the maker of Macintosh computers holds annually in San Francisco.

"We'd like Safari's market share to grow," Jobs said smiling. "We are bringing all the Safari innovations to Windows. What we've got is the most innovative browser in the world and the fastest browser on Windows."

Microsoft's IE browser is on 78 percent of the world's computers while Safari, made exclusively for Apple, is the gateway to the Internet for iPhones and that they can get it from Apple via the Internet.



### SPIN N' SNAP

An employee of Japan's electronics giant Sony displays a prototype digital camera 'Spin N' Snap', which is a screenless digital camera which has two holes that functions as both a viewfinder and hand dynamo which generates electricity when the user inserts two index fingers into the holes and the whirled around, during the company's sustainable energy products exhibition at Sony's showroom in Tokyo on June 10. The prototype camcorder is designed for children as an environmentally-friendly product.

PHOTO: AFP