



TECHSPOTLIGHT

Shaping the future of mobile phones

Nokia Connections 2007 provides a peek into future of mobile phones and more

NAFID IMRAN AHMED, back from Singapore

WHO decides how your future mobile phone will look like? Is it the designers who work at the phone manufacturing companies? Well, in a sense yes, but what would be their designing method? Who will inspire them to think about the design? The answer to this question is 'we', the people who use the phone. Here's how.

Designing the future

"When an object can be of any shape or size, what shape or size should it be?" – carried one of the slides presented by Jan Chipchase, human behavioural researcher, Nokia, at the annual event, Nokia Connections 2007, in Singapore last month. He was speaking about research methods and how that affects phone designs.

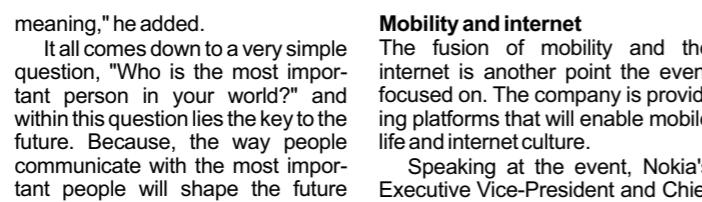
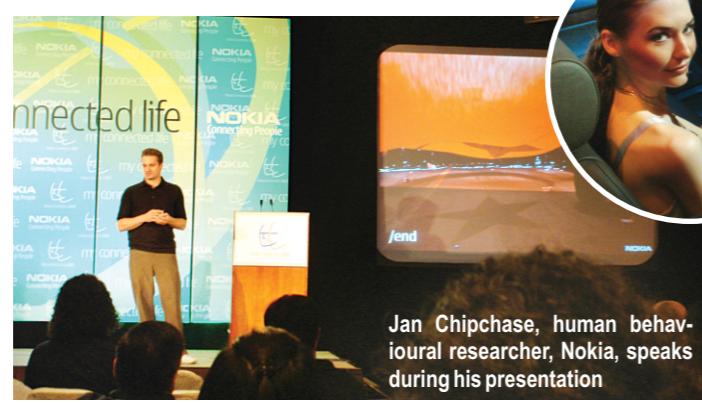
Jan and his 250 colleagues made up of industrial designers, materials experts, physiologists, sociologists etc. work at Nokia Design. Two things amazed me during his presentation; the first, the number and the type of people involved in Nokia's designing team and, secondly, I had no idea that Nokia actually has employees who follow people all over the world and study human behaviour.

During his interesting presentation, Jan mentioned about their research in India and the literacy factor there. "If you can't read and write, how do you manage your contact information?", asked Jan. "But what amazed us is that people were managing their contact information and they were using the mobile phones; we just didn't understand the intimate details of how they were doing that," he added.

The team spent a lot of time in documenting what they do, how they manage their contacts and based on that study they redesigned some of their phones such as the Nokia 1100, 1110 with preview modes and better iconic support for the address book.

I should say that we were lucky enough to see Nokia's Senior Design Manager, Innovation & Insight, Rhys Newman's presentation where he shared an internal film of future products and communication processes that Nokia uses in trying to shape their decision making process.

"Nokia Design tries to make the future tangible and meaningful and we are prepared to get it wrong," said Rhys. "When we think about future, it's not just picking a technology or design, it's about shaping all those things and making sense and



ext big challenge was to bring new internet services to those who had never seen the internet before.

"Today there are 900 million Nokia phones out there and 10 more are being made every second. We are transforming the devices these people are using," he said.

"We are making the mobile phones not just communicating devices but multimedia devices and are creating new platforms to build services based on the internet platform and let people innovate on it," he added.

Nokia believes that many people in developing countries who haven't seen a credit card will have their first experience of banking through the mobile.

Maps, search, widgets and transaction applications were also unveiled by the company at the event.

Nokia recently launched mobile education in China where users could learn English on their handsets.

Nokia has already partnered with Flickr, Yahoo's photo-sharing website and community, so that users of the Nokia N-series can truly point, shoot, upload and share with

Mobility and internet

The fusion of mobility and the internet is another point the event focused on. The company is providing platforms that will enable mobile life and internet culture.

Speaking at the event, Nokia's Executive Vice-President and Chief Technology Officer Tero Ojanpera

meaning," he added.

It all comes down to a very simple question, "Who is the most important person in your world?" and within this question lies the key to the future. Because, the way people communicate with the most important people will shape the future phones.

the community. Ojanpera said Nokia products with WiMAX can be expected in the first half of 2008. The new Nokia N800 Internet Tablet was unveiled at the event that enables users to have portable internet access from home and on the go, with hi-resolution wide screen display. **Music, games, maps, TV and more** Nokia introduced music and games on its handsets quite a while ago and now the mobile phone giant is focusing on enhancing these end-user experiences along with introducing navigation aids and television on its mobile phones.

Talking about Maps, at Nokia Connections the Nokia 330 auto navigation was unveiled, which gives you a turn-by-turn audiovisual directions based on the Route 66 Navigate 7 application. This 3.5-inch full colour touch screen display with built-in GPS receiver makes your destinations easy to reach with quick address look-up.

Driving and talking on the phone could never get better. With the Nokia Bluetooth display car kit CK-15W, making and receiving phone calls while driving is just a piece of cake. With its intuitively designed Nokia Navi wheel input device, it's really easy to scroll through functions, access phone books and activate voice dialling and many more.

Three new Bluetooth headsets, BH-803, BH-602 and BH-604 were launched at the event along with three new handset models – Nokia 3500 Classic, Nokia 6267 and Nokia 6121 classic.

Mobile TV is definitely one of the hottest topics these days. At the Nokia Connections, the company presented live demos and announced its collaboration with MTV Corporation Sdn Bhd to bring commercial broadcast mobile TV services by using Digital Video Broadcast-Handheld (DVB-H) technology to Malaysia. From this, it is obvious that Mobile TV is not far away from any country.

ICE Technologies, a renowned telecoms solutions provider in the country, has recently teamed up with Hungama Mobile to increase mobile content entertainment in Bangladesh through its new brand, ICET4238.

Gradual advancement of mobile technology has dramatically changed the way refreshment used to be. Nowadays due to the widespread availability of cellphones, most people desire to refresh their mind by these amazing gadgets.

In Bangladesh, cellphone penetration is significantly high; all operators have now started offering many entertainment services to their subscribers. It is indeed a great opportunity for the mobile content developers to come in the limelight. ICE Technologies is just trying to live up to this trend by their mobile content wing.

ICET4238 basically distributes contents to the carriers. It also offers specific content to any particular operator. Hungama Mobile, the largest mobile content distributor in South Asia, will grant the right to use the content.

ICE Technologies, in association with Hungama Mobile, will move forward to globalise local music. In this regard, Hungama Mobile will give proper assistance to execute this plan.

TECHNEWS

ICE Technologies taps into mobile content market



Rubaiyat Jamil, CEO, ICET4238 speaks at the press conference

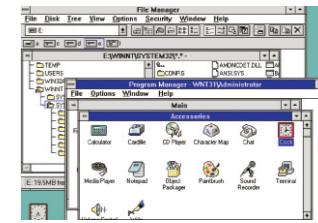
The contributions of native singers in every part of the world", Rubaiyat Jamil, CEO, ICET4238, said at the press conference. "This is the first ever initiative in Bangladesh regarding the digitalisation and distribution of local music across the world and it will effectively create a stiff resistance to piracy", he added.

In an informal conversation with StarTech, Rubaiyat Jamil assured that their endeavour will create a unique platform for novice singers to exhibit their creativity. He also informed that ICET4238 has already teamed up with Laser Vision and local artists – Balami of Warfaze and Raaga's Ashique will be distributing their music through iTunes, Napster, Yahoo! Music and MSN Music.

"Bangladeshi music and

Windows NT 3.1

Windows NT 3.1 is the first release of Microsoft's Windows NT line of server and business desktop operating systems, and was released to manufacturing on July 27, 1993. The version number was chosen to match the one of Windows 3.1, the then-latest GUI from Microsoft, on account of the similar visual appearance of the user interface. Two editions of NT 3.1 were made available, Windows NT 3.1 and Windows NT Advanced Server.



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TECHNEWS

Mobile South Asia 2007

Priming telecom experts with an edge

EDWARD APURBA SINGHA

MOBILE South Asia, one of the prestigious international conferences in telecoms industry, was held in Dhaka from July 10-11 with the aim of creating ample opportunities for operators to upgrade their operational tactics, evaluate subscriber needs and discover new avenues in order to sustain intense competition.

This year near about 150 telecoms experts and high-level officials from South Asian countries attended the conference at Dhaka Sheraton Hotel. This two-day event chiefly covered the mobile industry's overall growth story, its regulatory policies, technological evolution, migration to 3G system, WiMAX, mobile internet, mobile content development, dynamic marketing strategies and data services in rural areas.

Manzurul Alam, chairman, BTRC (Bangladesh Telecommunication Regulatory Commission), emphasised the best quality services for subscribers. The BTRC chairman said the regulatory body wouldn't award licence to new mobile phone operators, adding that existing operators should adopt more innovative approaches in a bid to acquire competitive advantage from stiff competition.

Mehboob Chowdhury, chairman, South Asian GSM Operators Forum, raised price issues regarding international roaming. He also underscored the need for operators' collective effort to come up with a flexible solution.

In his multimedia presentation, Khalid Khan, head of Nokia Siemens Networks-Bangladesh, stated the necessity for new innovation to handle subscribers' growing demands as well as increasing efficiency. He also said Nokia Siemens Networks would play a substantial role in deploying new age technologies to connect the entire world by the year 2015.

Min Prasad Aryal, assistant manager engineering, Nepal Telecommunications Authority, spoke to StarTech about the overall telecommunications scenario in Nepal. "We have only two operators in Nepal and within a short span of time we expect to launch WiMAX service", Prasad said. Unlike Bangladesh, Nepal is

not directly connected to international submarine cable network; instead, it is connected to ultra high-speed internet through India.

Several Bangladeshi mobile phone operators – GrameenPhone, Airtel and Banglalink – gave comprehensive overview about the cellular telecommunications scenario in Bangladesh. Stein Nævdal, chief marketing officer of GrameenPhone, talked about the overall growth story and said the carrier will continue its mission to extend the subscriber base.

Kamshul Kasim, acting managing director, Airtel, spoke about the competitive mobile landscape in Bangladesh whereas Shihab Ahmad, Banglalink's head of marketing analysis and planning, gave his speech on consumer

Eserv Global offered some software solutions that give

Exhibitors showcasing their products and services at the event

segmentation and successful marketing.

During the conference several telecoms companies showcased detail information on their products and services at respective outlets. Syscom, an India-based SIM card manufacturer, told StarTech that it serves all the top regional mobile operators, including Bharti Airtel Limited (Airtel), Hutchison Essar Limited (Hutch), Idea Cellular Limited (Idea), Reliance Telecom Limited, Bharat Sanchar Nigam Limited (BSNL), Dishnet Wireless Limited (Aircel), GrameenPhone Limited and Hutch Sri Lanka. Syscom is a member of the global SIM and smart card group, Sagem Orga, a part of the SAFRAN high-tech group. The group generates annual sales of more than 11 billion euros and has 61,000 employees in over 30 countries.

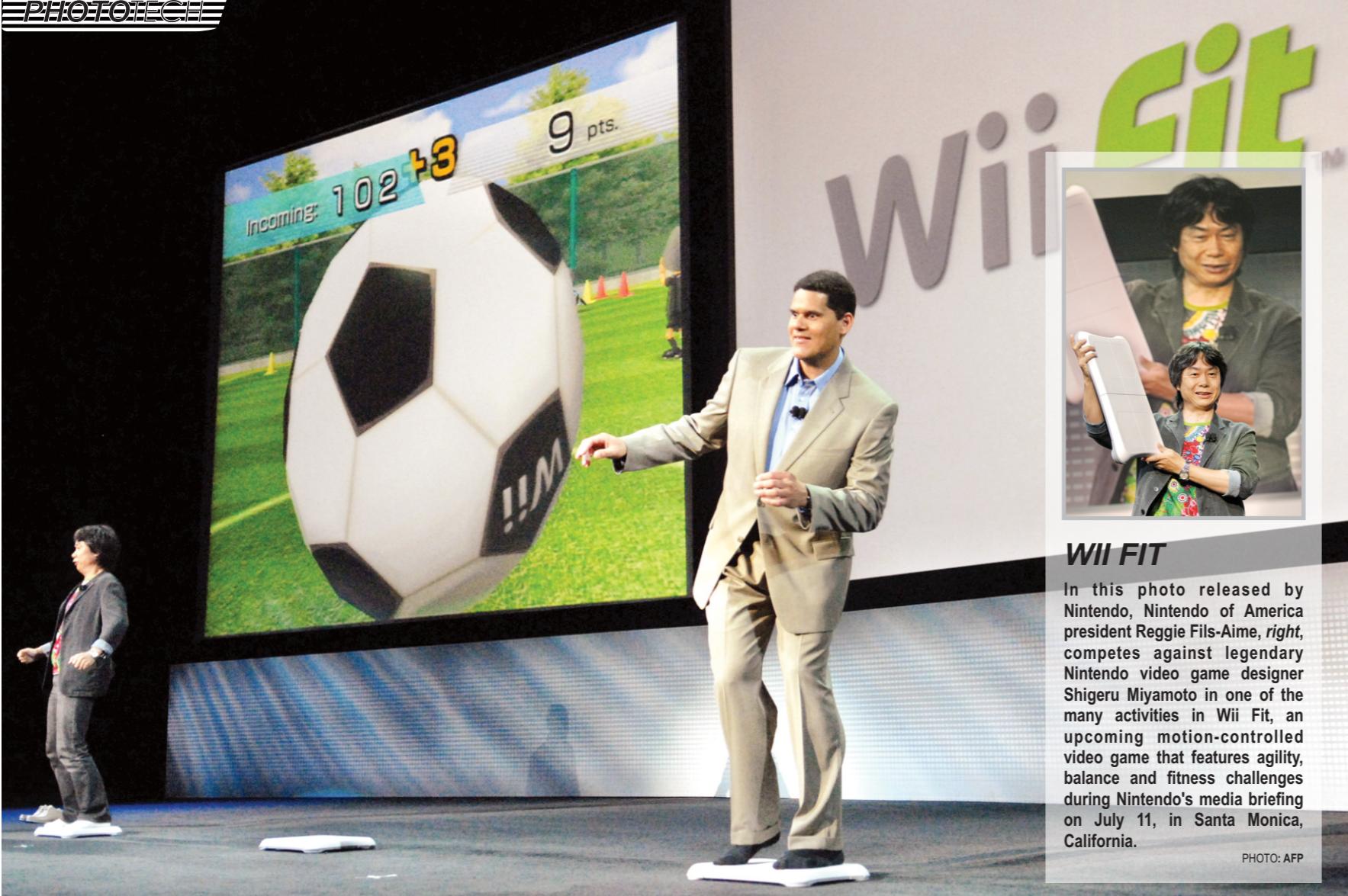
freedom to operators from vendor lock-in. Some solutions from Eserv Global are Mobility Suite, INMax, M@llis Suite, Message Max, Charging MAX and Top UP Suite.

Sitronics came up with some cutting edge solutions for the subscribers. Among them NGN Solutions, Billing Solution, Complex Network Solution and Flexible Call Centre Solution are remarkable.

Mobile South Asia 2007

brought telecoms experts on the same platform to share their expertise. Opportunities that are created through this conference need to be utilised within a short span of time and if it is possible, our country will step into a new era of telecommunications.

PHOTOTECH



WII FIT

In this photo released by Nintendo, Nintendo of America president Reggie Fils-Aime, right, competes against legendary Nintendo video game designer Shigeru Miyamoto in one of many activities in Wii Fit, an upcoming motion-controlled video game that features agility, balance and fitness challenges during Nintendo's media briefing on July 11, in Santa Monica, California.

PHOTO: AFP

rhythms have been catching up with global standards at a fast pace and we're honoured to be in a position to be able to distribute it in the global network through our platform of wireless carriers and internet music portals", said Saleem Mubani, COO, Hungama Mobile.

Hungama represents some of the largest entertainment studios in the world including Warner Bros, Online, Sony Pictures, T-Series, Mukta Arts, Deep Emotions and Juice. Through the Hungama platform, which is connected to 52 wireless carriers in 20 countries, ICET4238 will also be distributing mobile content of Bangladeshi music in international market.

Edward Apurba Singha