## PowerPC G4

PowerPC G4 is a designation used by Apple Computer to describe a fourth generation of PowerPC microprocessors. Apple has applied this name to various different (though closely related) processor models from Freescale, a former part of Motorola. Macintosh computers such as the PowerBook G4 and iBook G4 laptops and the Power Mac G4 and Power Mac G4 Cube desktops all took their name from the processor. A PowerPC G4 was also used in the eMac, first-generation Xserves, first-generation Mac minis, and the flat-panel iMac before the introduction of the G5 processor. Apple completely phased out the G4 series for desktop models after it selected the 64-bit IBM-produced PowerPC 970 processor as the basis for its PowerPC G5 series.
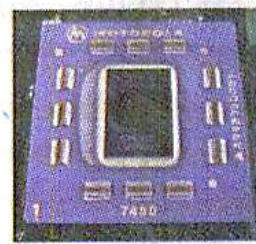
TECHSPOTLIGHT

HP empowers SMBs to ascend new pinnacle

Aims for more solid presence in Bangladesh

NAFID IMRAN AHMED, back from Ho Chi Minh City, Vietnam

THE launch pad was set at the commercial hub of Vietnam, Ho Chi Minh City, formerly known as Saigon, as Hewlett Packard (HP) announced their latest portfolio of products and services specially designed for Small and Medium-sized Businesses (SMBs) in Asia Pacific.

At the launch event for "SMB World", the US-based global IT leader introduced new mobility, computing, imaging and printing products and solutions designed to ensure greater presence and cement leadership for the company in the high-growth SMB segment in the region.

"HP looks highly upon the potential of IT products in the Asia Pacific region and will target the SMB segment to drive up growth," said Adrian Koch, senior vice president of Personal System Group (PSG), HP Asia Pacific and Japan.

Total IT spending by all enterprises in the region will reach US$210 billion in 2007, with SMBs contributing an US$134.4 billion, or 64 percent, of the total spending, Koch informed.

HP has had product launchings before, but this time, the event focused on something different, supporting their products with services. At the 'SMB World' HP included 26 new offerings under its 'Total Care' programme.

HP Total Care

The 'Total Care' is HP's end-to-end portfolio of support, services, options and programmes. For the first time, the services are independent and not restricted to customers of HP products.
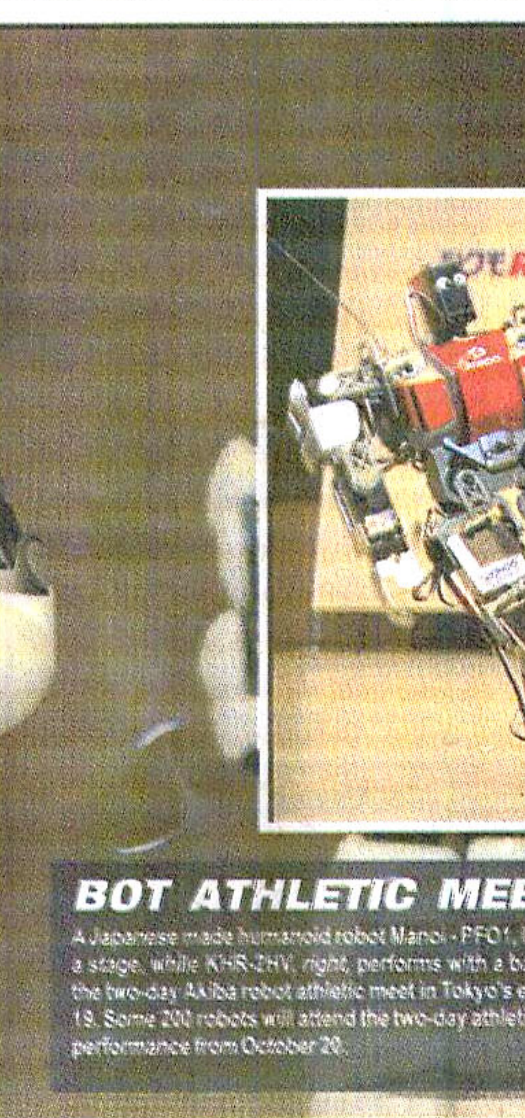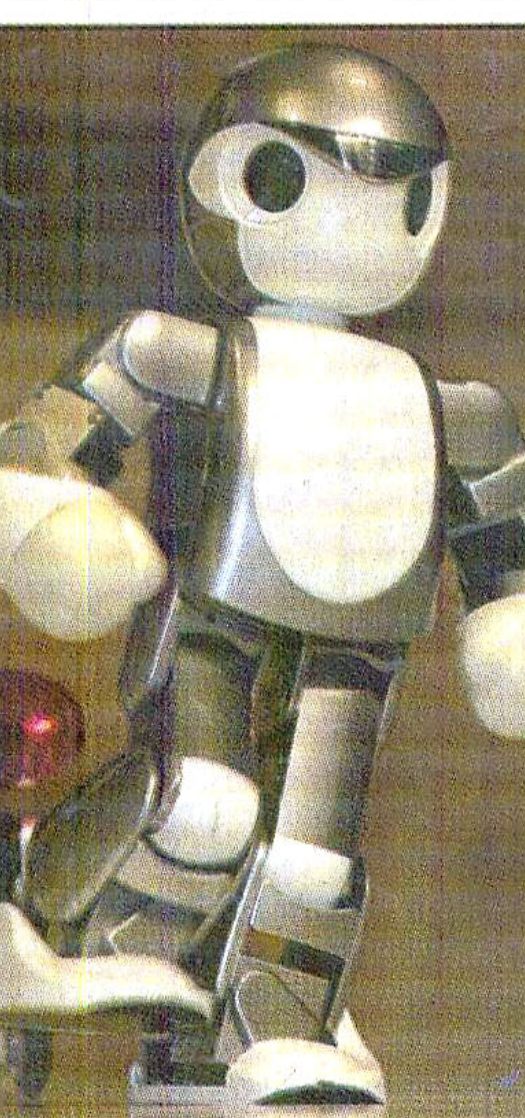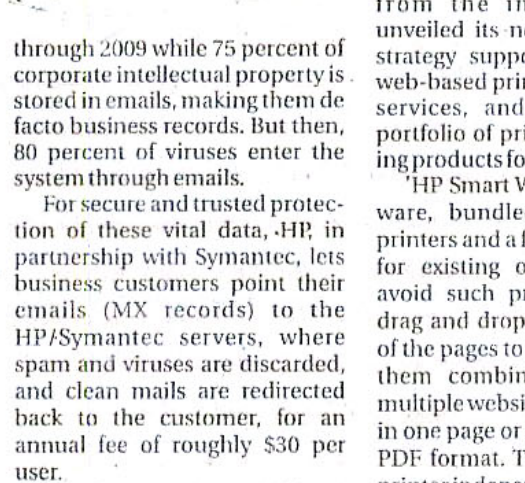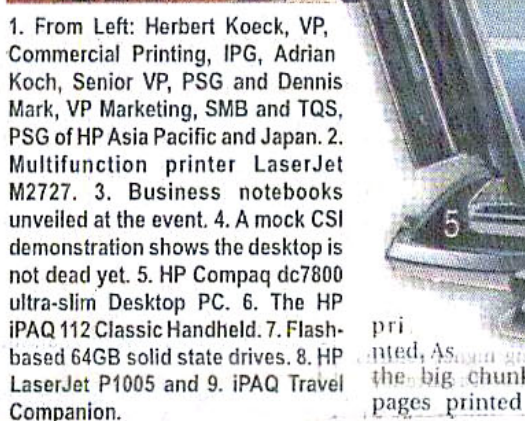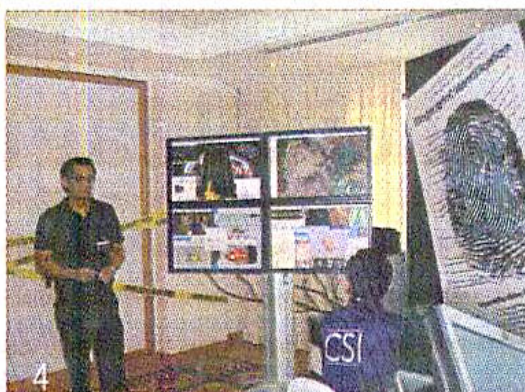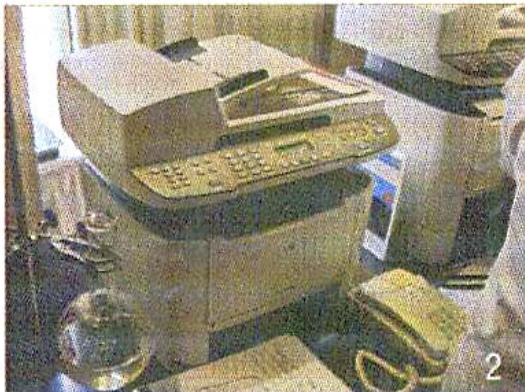
The consumers can now choose, use, protect and translate personalised services for every stage of their product lifecycle.

Providing services for the products isn't something new. HP has had services such as call centres before, but this time, the giant has expanded its 'Total Care' offerings, which include web guides for business desktop, notebook, server and storage; access to eBooks such as 'Total Care Success Story' and 'The Best of Smart Office Times' through its Total Care portal.

Services include a PC health check utility with options for self-help as well as remote diagnostics.

Most of the offerings under the Total Care are free, such as a 'help me choose' service. But there are some paid services, such as 'Email Filter'.

HP forecasts that business e-mails will grow 25-30 percent

Print 2.0

We often come across a problem while printing a web page. Most of the time the right-hand side of the pages gets cut off when

1. From Left: Herbert Koeck, VP, Commercial Printing, IPG, Adrian Koch, Senior VP, PSG and Dennis Mark, VP Marketing, SMB and TQS, PSG of HP Asia Pacific and Japan. 2. Multifunction printer LaserJet M2727. 3. Business notebooks unveiled at the event. 4. A mock CSI demonstration shows the desktop is not dead yet. 5. HP Compaq dc7800 ultra-slim Desktop PC. 6. The HP iPAQ 112 Classic Handheld. 7. Flash-based 64GB solid state drives. 8. HP LaserJet P1005 and 9. iPAQ Travel Companion.

printed, As a matter of fact, 80 the big chunk of these pages printed globally are from the internet. HP unveiled its new 'Print 2.0' strategy supported by new web-based printing tools and services, and an extended portfolio of printers and imaging products for SMBs.

'HP Smart Web Printing' software, bundled with new HP printers and a free downloadable for existing owners lets users avoid such printing problems, drag and drop selected sections of the pages to print and also lets them combine sections from multiple websites and print them in one page or convert them into PDF format. This service is also printer independent.

Another service based on the 'Print 2.0' is a professional online design service offered through Logoworks, a company acquired by HP, where users can order logo and stationery design and there are also professional online templates, some free for download.

HP introduced the 'Tabblo' print toolkit to enable web developers improve web print functionality. This software embedded on web servers enables print friendly functionality inside a web page.

HP is also providing professional online marketing tools and templates, a free online design resource for SMBs. From a wide range of professional-looking templates, designed by famed Citibank logo designer Paula Scher, SMBs can self-design business stationeries like document headers and business cards.

Products

At the SMB World, HP also launched a spectrum of products for the SMB market. These included several PCs including the HP Compaq dc7800 ultra-slim Desktop PC and a workstation with 'dust guard' facilities which have been specially

designed for the markets like India and Bangladesh, where dust inside the CPU is a big issue. Through the launch of these wide range of PCs, HP has proved that the desktop is not dead yet.

A range of notebooks, including three sleek business notebooks (HP Compaq 6520s, 6720s and 2210b), starting from $649, were also introduced. HP also announced the availability of flash-based 64GB solid state drives for its high-end business notebooks.

Five iPAQ handhelds from $299 to $599, including a Travel Companion with a 4.3"-widescreen display were also introduced. This is the largest range of HP iPAQs unveiled in the company's history. The 3G-enabled HP iPAQ 912 Business Manager and 612 Business Navigator delivers push email, voice and GPS navigation while the HP iPAQ 312 Travel Companion features a high definition 3D navigation system.

Also launched were the smallest ever - LaserJet P1005 and P1006, featuring HP's new chemically-grown Spherical Monochrome Toner technology for better quality and speed, fast 24ppm LaserJet HP P1505, a USB-to-network printshare device, a Multifunction printer -- LaserJet M2727 and a range of OfficeJet All-in-Ones with fax.

On the sidelines

During an exclusive interview with *The Daily Star*, Adrian Koch said, "We're working in Bangladesh and Sri Lanka to get a more solid presence from a status point of view in terms of market development and other aspects".

While talking about the products in growth markets, Adrian said, "As we clearly see the portables are moving rapidly, as the portable pricing came down, particularly in countries where education is a big thing, parents are buying portables for their teenage child, which helps them to be competitive in school. We see that move very strongly".

While talking about the White Box Market or the clone PCs, Chin Teik, vice president, South East Asia & Taiwan, Personal Systems Group, HP Asia Pacific and Japan, said, "We see the White Box market in Bangladesh and other growth markets as an opportunity to reach out".

TECHVIEWS

Internet radio on the edge of breakthrough

EDWARD APURBA SINGHA

RADIOS have become quite outmoded for its inability to keep pace with other modern-day gadgets in terms of information dissemination. Thanks to FM stations, the old sensation of the Marconi device is back again. FM broadcasting have brought a new tune in the society.

This is not all. Another exciting technology is readily available on the cyber world in order to entertain radio fans. Yes, it's an internet-based radio system, commonly known as internet radio. As the name implies, it utilises internet infrastructure to deliver audio contents.

The internet radio caught the public's attention in late 1990s. Today many traditional radio stations have grabbed at the technology to distribute their programs over the web. Advancement in wireless devices and widespread availability of the internet will enable people to enjoy internet radio from any geographical location, helping to narrow the digital divide in developing countries.

The invention of transistor helped radio go mobile. But traditional radio broadcasting has coverage limitations and there is no scope for interaction for radio listeners.

Internet radio has cleared the drawbacks associated with its traditional counterpart and unveiled a new way to attract people to listen to radio programs. The main advantage of internet radio is that it is not limited to voice; it also encompasses graphics, text, chat rooms, message boards and others to make the entire arrangement and streaming media interactive.

If a listener, for example, comes to know about a new mobile phone, they can instantly order it through the web interface of internet radio. Besides, internet radio could be used as a platform for strengthening public interaction, conducting corporate and academic programs with access to eligible resources. Novice music artists can use this medium to perform their music.

In order to develop a complete internet radio system, one requires components such as CD player, ripper software, assorted recording and editing software, microphones, audio mixer, onboard audio gear (equaliser, compressor etc), digital audio card, dedicated computer with encoder software and streaming media server.

During broadcasting, audio contents enter the encoding device through a sound card. Encoder translates the audio contents received from the sound card into digital bit streams and samples the incoming audio and compresses the information so that it can be distributed over the data communication network. Compressed audio is sent to a particular server connected to internet with high-speed connection.

Protocol on listener's computer translates the digital bit streams and converts them into sound for listening. Nowadays internet radio is gaining momentum and has gradually emerged as a potential way to generate information. An online source, Live 365, offers more than 10,000 internet radio broadcasts. Internet radio is not only a blessing of information technology (IT), but also a unique platform for interaction.

TECHNEWS

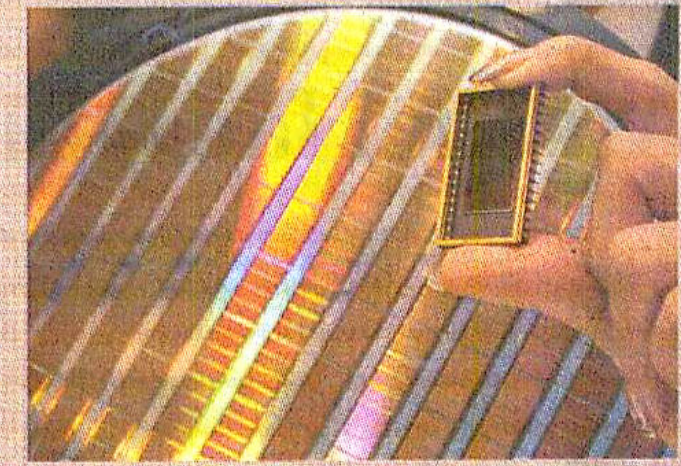# Samsung develops new ground breaking flash memory chip

AP, Seoul

SAMSUNG Electronics Co. said Tuesday it has developed a more advanced flash memory chip that will allow increased data storage in digital products such as music players.

Samsung, the world's largest maker of computer memory chips, unveiled a 64-gigabit NAND flash memory chip based on finer process technology using circuit elements that are 30 nanometers wide. A nanometer is one-billionth of a meter; a human hair is about 80,000 nanometers across.

The company said it plans to begin production of the chip in 2009.

Using finer process technology allows more to be fit on a semiconductor chip and reduces power requirements.

Flash memory chips are used extensively in digital music devices, digital cameras and mobile phones. The chips can retain data even when the devices they power are turned off.

Samsung also manufactures dynamic random access memory, or DRAM, chips used in personal computers.

Last year the company announced 32-gigabit NAND flash memory chip based on 40-nanometer process technology.

Production of that chip will begin next year, said Chae Su-yeon, a Samsung spokeswoman.

Currently, the bulk of Samsung's flash memory chips are produced using 50-nanometer process technology, she said.

has improved for NAND flash.

The company said it marks a major leap forward in the move to higher density flash storage solutions at a time of exploding demand for flash as the main storage medium in computing and digital applications," Samsung said in a statement.

Samsung touted the development of the chip as a world first and said the new chip marks the eighth straight year that memory density has doubled and the seventh straight year that the nanometer scale

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TECHNEWS

Family trees flourish on the internet

AFP, New York

THE internet is fertile ground for genealogy websites branching out to connect the dead and the living with a shared dream of drawing humanity's family tree.

Spectrum Equity Investors underscored the success of online lineage-tracing websites on Wednesday by paying 300 million dollars for a majority stake in the parent company of Ancestry.com.

Founded in the US state of Utah in 1983, The Generations Network operates Family History.com, publishes Ancestry Magazine, but is for the most part the Internet heritage-tracking portal Ancestry.com.

Early genealogy websites provided online tools for ferreting out relatives from public records and other sources, winning the hearts of historians and amateurs curious about the branches of their family trees.

Such websites have taken lessons from online social-networking superstars such as

MySpace and Facebook, evolving into interactive forums where people can share their findings, pictures, and family histories.

Websites enable people to connect their family trees with those of others in what operators hope will grow into an online outline of relationships between the world's human inhabitants.

Ancestry.com's popularity surged after it added tools in July of 2006 letting heritage-seekers connect with each other online.
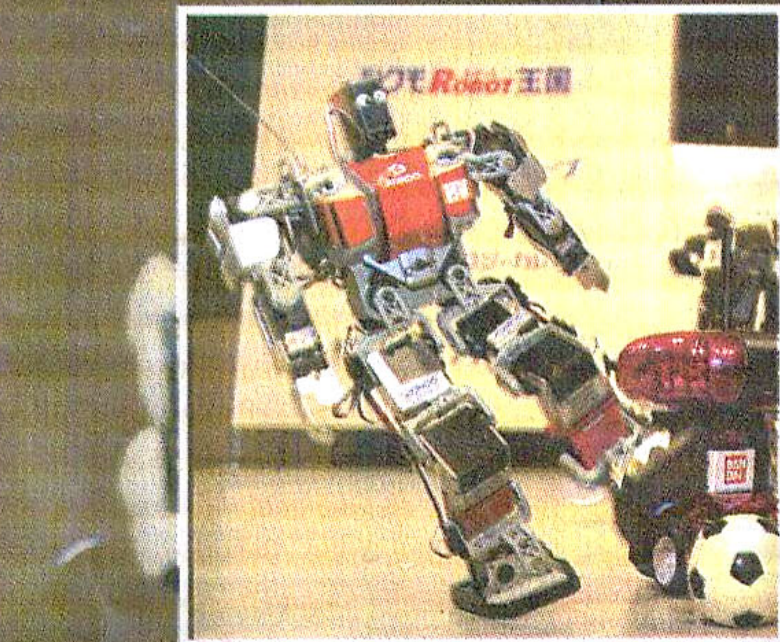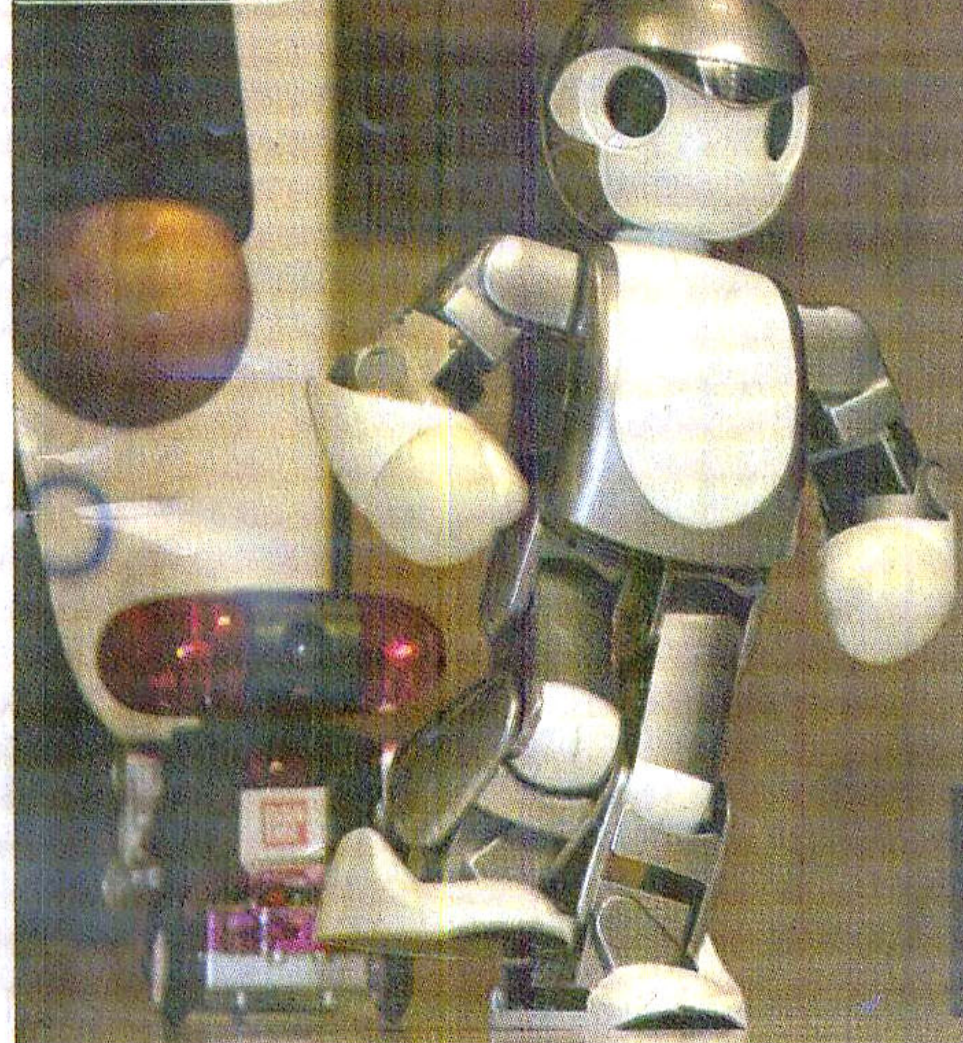
It saw the creation of more than 3.8 million new family trees adorned with 330 million names along with pictures, testimonials, and scanned documents.

Ancestry.com operates in eight countries and claims 900,000 paying subscribers. The website boasts 2.5 million active members and one-time visits from approximately 8.2 million people monthly.

BOT ATHLETIC MEET

A Japanese made humanoid robot Manoi-PF01, left, produced by Kyosho, walks on a stage, while KHR-2HV, right, performs with a ball during an opening ceremony of the two-day Akiba robot athletic meet in Tokyo's electric town Akihabara on October 19. Some 200 robots will attend the two-day athletic meet to compete for outstanding performance from October 20.

PHOTO: AFP