



Nokia's new recipe

IMRUL KAYES CHOWDHURY, back from Bangkok

Nokia in an event in Bangkok shared its business recipe that is helping it to have the worldwide leadership. The mobile handset giant also disclosed how it is delivering consumer delight with unparalleled solution offerings in a single device for consumers.

Chris Carr, vice president of sales for Southeast Asia Pacific of the company, in the programme said Nokia is now concentrating more on providing various region-based services to the consumers.

and guests from around the region, and gave deeper insights into its new version of Ovi Maps as well as the inside story of Nokia's digital design for the media in the two-day event.

"Today we are 'Connecting People' on a scale unimaginable back when the mobile industry started. Our



Chris Carr, Vice President of Sales, Southeast Asia Pacific speaks at the event.



Bangladesh, unfortunately, is missing out some of the services of Nokia.

The mobile maker also announced its plans to start selling the new Nokia N900 in Southeast Asia Pacific in March. It demonstrated its suite of solution offerings to over 150 media

recipe for success has some pretty simple ingredients: delighting consumers. Yes, we are in more places, serving more people, with more great content and services. True, more than a million applications are being downloaded a day from our store; Comes with Music is now available in over 27 markets and

the Ala Carte Music Store in 33 markets; and every second of the day, 24 hours a day, seven days a week, another person downloads our new Ovi Maps app. These are great achievements, but our goal is to delight hundreds of millions of consumers around the world -- and we are well on our way," said Chris Carr.

To show the power of Nokia devices and Ovi services, he said Nokia has service offerings like world's best maps, a unique music solution with millions of songs by international and local

artistes, an integrated messaging solution with Instant Messaging and Push email, and much more on a single mobile device.

Nokia launched its new Ovi Maps that features drive and walk navigation in 74 countries and 46 languages, as well as traffic information in many. The all-new Nokia GPS-enabled smart phones will include this great service, at no extra cost.

But Ovi Maps is not available in Bangladesh due to security reasons, said Prem Prakash Chand, general manager, Nokia Emerging Asia, in an interview. He also said Nokia wants to introduce the Ovi Maps here by end-2011. They are just awaiting government approval for digitised maps of the country.

Nokia claims that Ovi Maps with its rich functionality is the best mobile map coverage in the world. And its popularity is growing as more than three million Ovi Maps have already been downloaded since its announcement on February 15.

Nokia's Comes With Music is a service from where consumers can download songs free of cost. People who own a Comes With Music device can download as much music as they want from Ovi Music and unlike other online music services, can keep them on their device forever. Ovi

Music catalogue has over nine million tracks.

Then there is Ovi Store that was launched in May 2009. According to a recent EvansData report, Ovi Store is the store of choice for wireless developers in Asia Pacific. Store is gaining popularity every day with its fully localised store in 18 countries with 30 languages, and serving 90 percent of Store visitors with their local languages.

Store is also not available in Bangladesh as Nokia is yet to have any infrastructure to conduct any purchase online from abroad.

Last but not the least, messaging through Ovi Mail, a free email service especially designed for emerging markets, has been extremely popular. Bangladesh along with Indonesia and Vietnam is among the top markets for Ovi Mail worldwide. More than six million Ovi Mail accounts have been created globally in just over a year of its launch. In the Southeast Asia Pacific region, Ovi Mail has been a tremendous success. This region makes up more than 30 percent of the Ovi Mail users in the world.

Although some of the services of Nokia are unavailable in Bangladesh, Nokia officials expressed their hope that, as the Ovi Mail, Bangladesh will also be a top user of other services when those will be available in the country.

Intel, Qubee work together on building WiMAX

IT, TELECOM DESK

The country's pioneer WiMax service provider Qubee on Sunday signed a Memorandum of Understanding (MoU) with Intel Corporation, world leader in silicon innovation to jointly propagate broadband internet along with wireless solutions to enable inclusive economic growth in Bangladesh.

Qubee and Intel will now jointly promote the business and technology of WiMAX, according to the MoU.

Navin Shenoy, general manager of Asia-Pacific region, Intel, said Intel recognises there is urgency for collaboration between industry and government to enable people to connect with the internet in order to make life better. That's why Intel wants to work with Qubee for building a progressive Bangladesh.

Intel and Qubee will work together on building WiMAX applications and devices in Bangladesh, said Navin.

Qubee Chief Executive Officer Jerry Mobbs said Qubee is delighted to be partnered with Intel to bring technologies that improves the quality of lives of people in Bangladesh.



Toshiba unveils new notebook

IT, TELECOM DESK

International office machines, distributor of Toshiba laptop in Bangladesh introduces the new notebook in their Satellite series line styled L510-S4017B notebook.

The notebook contains new Intel Core i3 processor (clock speed: 2.13 GHz) with dual-core parts and Intel Hyper Threading technology, which features multi-task processing that allows each core of the processor to work on two tasks at the same time.

Toshiba Satellite L510-S4017B notebook also come with all the features that consumers will need, such as a high brightness, high resolution 14.0" display, 2 GB DDR3 RAM, 320 GB HDD with shock absorbers, Intel HD Graphics, up to 729 MB total available graphics memory, Built-in Webcam, DVD Super-Multi Double Layer Drive and high definition audio support.



The newly launched notebook comes with a one-year carry-in international limited warranty and one-year warranty for battery (carry-in).

The value and style is mutually exclusive with Toshiba's previous Satellite L510.

The price of the notebook in the local market is Tk 59,900.

WINDOWS PHONE 7 Complete new smartphone



IT, TELECOM DESK

Microsoft's latest Windows Phone 7 has already started receiving rave reviews. News has it that it bares little resemblance to past versions of Windows Mobile. "This really is a completely new OS and not just Microsoft's new OS, it's a new smartphone OS, like webOS new, like iPhone OS new. You haven't used an interface like this before," Engadget writes.

The latest available scoop on the OS is that the user interface has been totally redone. Instead of the typical grid of icons, the Microsoft system uses actively updating "live tiles" and "hubs" that gather features and content into onscreen panels. Manufacturers will not be able to make massive modifications to Windows Phone.

Much of the interface is very

Microsoft Zune-like. The Zune brand will be used for music/video content, while Xbox Live will be used for Games. Naturally, the phones running the Microsoft OS will get the Office Mobile suite of apps, as well as OneNote and Sharepoint for business users. Windows Phone 7 also makes it easy to combine contact info, photos, status updates and activities from users' social nets.

The homescreen is made up of two pages: on the left is a series of "panels", either square or rectangular, which serve as shortcuts to your favorite applications and display data pulled in from them. On the right is a simple list of all the applications installed on the handset. You flip back and forth between the two pages by swiping.

The company is quite strict in its

specifications for the hardware that will run the OS. They are laying down the ground rules in an attempt to create a more consistent experience across phones. Microsoft is currently talking with handset makers such as HTC, Samsung, LG, Sony Ericsson, Dell, HP, AT&T, Verizon Wireless, Sprint and T-Mobile USA about offering Windows Phone 7 enabled devices.

Reviewers are already looking forward to the release of the OS. But unfortunately, it won't be out until end of this year. And when will it be available in Bangladesh? We'll just have to wait.

The sound of silence: an end to noisy communications

AFF, Hanover, Germany

It has happened to almost everyone. You are sitting on a train or a bus and someone right next to you is annoyingly shouting into his or her mobile phone.

But those days could soon be past with "silent sounds", a new technology unveiled at the CeBIT fair on Tuesday that transforms lip movements into a computer-generated voice for the listener at the other end of the phone.

The device, developed by the Karlsruhe Institute of Technology (KIT), uses electromyography, monitoring tiny muscular movements that occur when we speak and converting them into electrical pulses that can then be turned into speech, without a sound uttered.

"We currently use electrodes which are glued to the skin. In the future, such electrodes might for example be incorporated into cellphones," said Michael Wand, from the KIT.

The technology opens up a host of applications, from helping people who have lost their voice due to illness or accident to telling a trusted friend your PIN number over the phone

without anyone eavesdropping -- assuming no lip-readers are around.

The technology can also turn you into an instant polyglot. Because the electrical pulses are universal, they can be immediately transformed into the language of the user's choice.

"Native speakers can silently utter a sentence in their language, and the receivers hear the translated sentence in their language. It appears as if the native speaker produced speech in a foreign language," said Wand.

The translation technology works for languages like English, French and German, but for languages like Chinese, where different tones can hold many different meanings, poses a problem, he added.

Noisy people in your office? Not any more. "We are also working on technology to be used in an office environment," the KIT scientist told AFP.

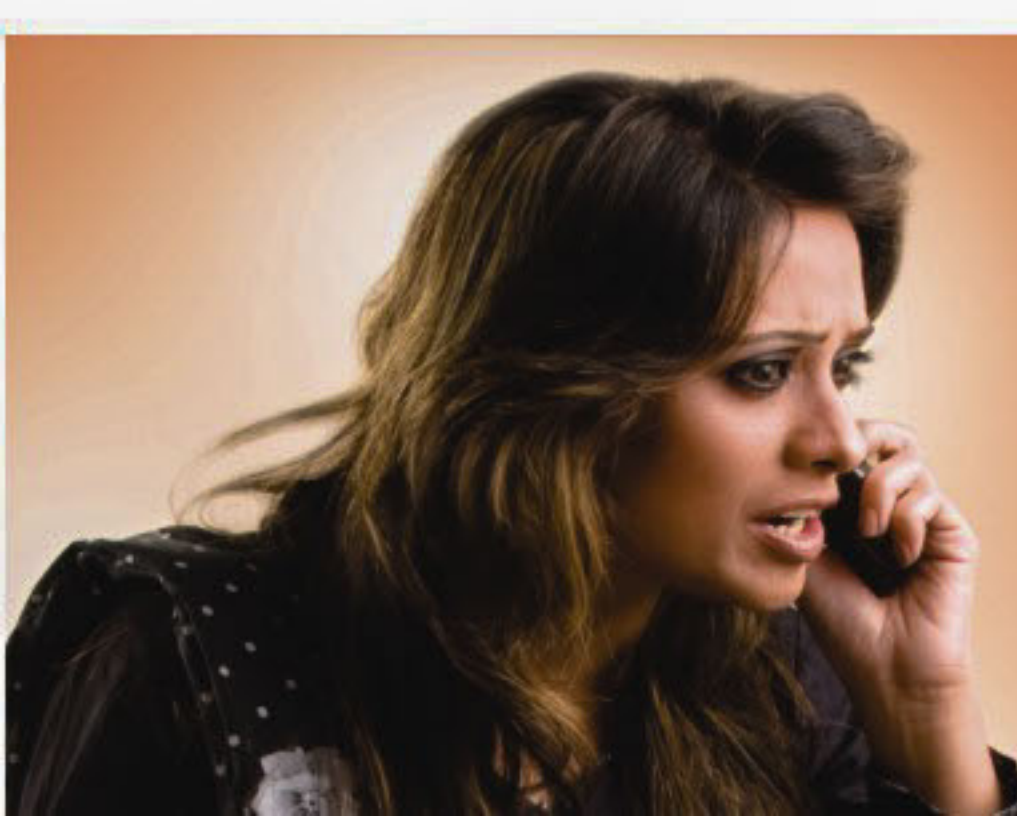
The engineers have got the device working to 99 percent efficiency, so the mechanical voice at the other end of the phone gets one word in 100 wrong, explained Wand.

"But we're working to overcome the remaining technical difficulties. In five, maybe ten years, this will be useable, everyday technology," he said.

TECHPHOTO Ema

Japanese fuel cell battery company "FC-R and D" demonstrates a prototype model of the humanoid robot "Ema", powered by a fuel cell battery at the annual International Hydrogen and Fuel Cell Expo in Tokyo on Wednesday. Some 1,200 companies exhibited their latest technologies at the three-day event.

PHOTO: AFP



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