

# IT & TELECOM

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## Peek into Nokia's new squad

SAYEDA AKTER, back from Singapore

You can term it a carnival, if you like. Loud music, alluring lights and colourful small tents were ready to cater to the needs and queries of the young and enthused gadget lovers from the Southeast Asia Pacific region.

Models in shiny evening gowns, were posing with the newest in Nokia handsets at different tents and booths, while experts described the functions of the products that are to meet the growing habit of social networking of the people of this region.

The minute the doors opened, crowds swarmed the carnival at Hotel Conrad Centennial in Singapore on June 14 to get a first glimpse of the new line up, Nokia X5, Nokia X6 8GB, and Nokia N8. A band of more than 150 journalists and trade analysts were also present.

The handsets are going to hit market in the region by the end of this year, while Nokia is optimistic about good sales.

And why not, Nokia that owns a 43.1 percent share of the total handset market in the world sold 432 million devices worldwide in 2009, amid the global financial meltdown.

"We sold these numbers in a difficult year, in a weak global economy. The number is still more than the combined sales in a year of our top three competitors," said Chris Carr, vice president (sales) of Nokia for the Southeast Asia Pacific region.

In fact, it is the 12th consecutive year for the company as the world's largest manufacturer, with 1.2 billion people with a Nokia mobile device in their hands.

"This means that these consumers are the ones who have placed their trust in us to help them connect to what matters most -- their friends and family, entertainment, music, email and their social networks," he said.

"Whether it's in Australia, Singa-



A view of Nokia Connections, an annual technology event of the handset maker, held in Singapore.

PHOTO: NOKIA

por, or in an emerging economy like Bangladesh, our commitment is to bring real value and relevance in all of the markets where Nokia is present. This remains the goal and the promise of the Nokia brand -- to connect people in newer and better ways," added Carr.

**Nokia N8 - a compelling home entertainment experience**

Nokia's latest smartphone, Nokia N8, offers the ability to create compelling content, connect to social networks and enjoy on demand Web TV programmes and Ovi Store apps, intuitively connecting users to people, places and services that matter most.

With a 12 megapixel camera, Carl Zeiss optics and Xenon flash, the Nokia N8 offers the ability to record

HD-quality videos and edit them with a built-in editing suite.

One can enjoy HD quality video with Dolby Digital Plus surround sound, by plugging the device into a home theatre system. Users can also update their status, share location and photos, and view live feeds on Facebook and Twitter in a single application directly on the home screen.

The Nokia N8 enables access to Web TV services that deliver programmes, news and entertainment from channels like CNN, E! Entertainment, Paramount and National Geographic.

In addition, Nokia has collaborated with local content providers to bring Web TV content to consumers in Singapore and Malaysia, when the

Nokia N8 hits stores.

Powered by Symbian 3 software, the Nokia N8 supports gestures, such as flick scrolling and pinch-zoom and offers multiple, personalisable home screens which can be loaded with apps from Ovi Store.

It is also Nokia's first device to be integrated with Qt, a software development environment, making it possible to build applications once and deploy across Symbian and other software platforms.

**Nokia X5 - social jukebox on the move**

The Nokia X5 is a full QWERTY music device, which makes messaging, social networking and listening to one's favourite music, fun and easy when on the move.

The unique, square slider design

makes it a perfect device for teens, who enjoy Facebook, chatting, games, music and staying in touch with peers.

Contacts, emails and social networking sites can be accessed directly from the home screen, which makes sending messages, and status updates a breeze.

Thousands of games and other social networking, entertainment and personalisation apps can be downloaded from Ovi Store. The Nokia X5 has a great music player with excellent sound quality and loud speakers, offering easy access to the device's music collection with space for up to 1000 tracks with a 2GB in-box memory card, expandable up to 32GB.

With the fun "Surprise Me" feature, one can spin the phone when playing music to jump to a random track.

**Nokia X6 8GB - social entertainment experience**

The Nokia X6 8GB, which complements the popular Nokia X6 family, offers a full-blown entertainment experience for people who enjoy music, social networking, chatting and games, while on the go.

The device provides easy access to thousands of games and apps in Ovi Store, as well as Ovi Maps with free lifetime navigation and location sharing.

The Nokia X6 8GB also allows users to capture great pictures and videos with its 5 mega pixel camera with Carl Zeiss optics and dual LED flash.

The price of a Nokia N8 will stand at 370 euros, while the Nokia X5 and the Nokia X6 8GB will stand at 165 euros and 225 euros respectively before taxes and subsidies.

When the curtains are finally brought down on the carnival, visitors left the ballroom with hopes of getting a handset for themselves.

sayed@thedailystar.net

## Medical phone, vibrating earphone shine at trade show

AFP, Singapore

Are you having chest pains and wondering if you should rush to hospital? The EPI Life, one of the gadgets on show at a Singapore trade fair, could be what you need.

At first glance, the 106-gram (3.7-ounce) touch-screen phone looks like any other fancy smartphone, but its tiny frame also holds an electrocardiogram (ECG) machine, which can put your heart reading literally at your fingertips.

An ECG, which can detect abnormal heart rhythms, is usually carried out at a hospital or clinic, but Chow U-Jin, medical director at Ephone International, which developed the EPI Life, said the device is able to condense the whole ECG process onto a mobile platform, making it a life-saving gadget.

And when it's not on medical duty, EPI Life works just like a normal phone.

"Inside this device there exists an ECG machine, which allows a non-medically trained person to perform an ECG by him or herself just by touching their fingers on the sides of the phone," he told AFP.

The person's chart is relayed to a 24-hour centre in Singapore and read by doctors and nurses. An assessment is delivered to the user within minutes with a text message, enabling prompt action where necessary.

"Instead of having to run off to a clinic whenever you



have chest pains, you do the ECG immediately and that's where you have the maximum chance of capturing an abnormal rhythm," Chow said.

The phone, which has been launched in Singapore, is aiming to sell 10,000 to 15,000 units in Malaysia, Indonesia and Hong Kong by the end of this year.

## Mobile video calls the next frontier, says Skype head

AFP, Singapore

Making video calls from a mobile phone to TV sets or computers will be the next frontier for information technology, the head of Internet telephony pioneer Skype said Tuesday.

Chief executive Josh Silverman told a technology conference in Singapore that communication was moving from a "hardware-based" industry to one driven by software allowing people to keep in touch using a wider range of devices.

"What's the next frontier? I believe it's about ubiquity," Silverman told delegates to the CommunicAsia 2010 technology conference and trade exhibition in Singapore.

"It's about allowing you to communicate whenever, wherever and however you like. At Skype, we envision a world where communication flows like water.

Skype's free Internet video and audio calls using desktop and laptop computers have connected millions of people worldwide, from business executives to migrant labourers.

Skype offers more sophisticated services to users for a fee, allowing it to generate revenues of 716 million dollars last year, up 30 percent over the previous year.

Currently, mobile video calls using the system can only be made using certain handsets such as Nokia's N900 smartphone and Apple's iPhone, but the company said it plans to introduce more platforms.



Jack Tretton, president and CEO of Sony CE speaks at the Electronic Entertainment Expo in Los Angeles, while an attendee tries out a boxing game on the new PlayStation Move.

Photos: Reuters/AFP

## Game on: Nintendo, Sony, Microsoft wage war

REUTERS, Los Angeles

Electronics hardware makers on Tuesday showed off snazzy new devices enabling motion-sensing play and 3D effects, intensifying a battle to introduce video-gaming to a new generation of casual users.

Hot on the heels of Microsoft Corp's full-body motion-sensing Kinect, Japan's Nintendo Co Ltd on Tuesday took the wraps off a new version of its DS handheld device that can play games and show movies in 3D without glasses.

And Sony Corp introduced the "Move" -- which like Nintendo's popular Wii employs a wand-like controller to double as everything from a tennis racket to a baseball bat in games -- and promised up to a score of 3D titles soon for its PlayStation 3 console.

The launches and demonstrations from the triumvirate of gaming hardware makers at this week's E3 expo in Los Angeles -- the \$60 billion industry's most important annual showcase -- set the stage

for a pitched battle to bring players beyond the hard-core fanbase into the fold.

Analysts said Microsoft made the biggest splash with a seemingly revolutionary platform that employs no controller, and a clear mandate to target casual players. And Nintendo's move to add a third dimension to its market-leading DS mobile handled device will shore up its market position.

The triumvirate that rules the market for gaming devices is stepping up their battle just as the industry is beginning to recover from a two-year slump. Analysts say laggard Sony, the erstwhile consumer electronics leader that has seen Nintendo surge ahead with the well-received Wii, has a potential winner in Move but that the jury was still out.

Sony's Move appeared to mimic a gaming system that Nintendo pioneered with the controller-operated Wii a couple years ago, but Sony argued the precision of its technology -- which captures every twist and contortion of arm actions -- and the ability to employ combinations of

buttons will continue to please hard-core players.

Another innovative technology highlighted was cloud gaming -- the hosting and playing of games on servers without the need to buy and store a game from a home device.

Cloud service OnLive announced titles including Ubisoft Entertainment SA's Assassin's Creed and Electronic Arts Inc's Mass Effect 2, stored on Dell Inc servers and played -- via AT&T connections on computers and eventually TVs.

On Tuesday, the creator of Super Mario games and the Wii offered a peek at its 3DS. The device comes with two screens -- one a touch screen -- and three built-in cameras, enabling the machine to snap digital photos in 3D.

Nintendo, which has seen growth in sales of its industry-leading Wii slow as rivals slash prices, did not say when sales begin or give a retail price, except that it will hit store shelves sometime before March 2011.

## ICT roadshow held

IT TELECOM REPORT

Asia-Pacific Broadcasting Union, a professional association of broadcasting organisations, along with United Nations Educational, Scientific and Cultural Organisation co-organised a two-day ICT roadshow in the city on June 11.

Hosted by Multimedia Development & Communication Centre, the roadshow showcased how broadcasters can provide ICT applications to serve the knowledge based and infotainment needs of communities and audiences in their countries.

Information Minister Abul Kalam Azad inaugurated the roadshow.

An interactive workshop was organised along with the roadshow on how programmes or contents can be made available in different formats and through different multimedia platforms.

The initiative was taken to help participants understand



the benefit of the new information communication technologies to improve their market shares through increased penetration and reach.

Participants of the workshop were people like content creators, channel managers, business executives, transmission and delivery engineers of the state run and privately owned TV and Radio channels as well as newspapers.



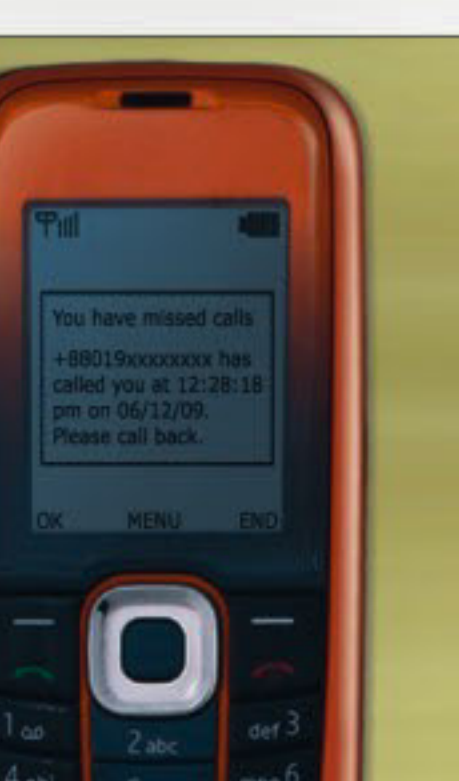
## TECHPHOTO Noby

A Tokyo University student plays with the robot baby named Noby (short for "nine-month-old baby") on June 15. The baby robot has two cameras and two microphones on its head and is also equipped with some 600 touch sensors in his body. The robot is designed to simulate the behaviour and growth of a real infant, an invention it is hoped will help researchers better understand human development.

PHOTO: AFP

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