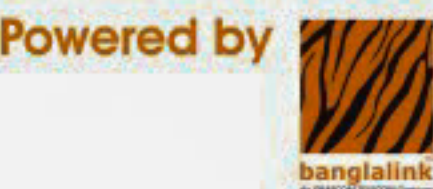


IT & TELECOM

DHAKA, FRIDAY, AUGUST 6, 2010, E-MAIL: it.telecom@thedailystar.net



Poke, Tweet, friend ... profit

Social websites as money-spinners

NAHID AKHTER

Facebook, MySpace and Twitter are online social networks that can keep you busy all day long. But they are for more than just killing time, playing online games and connecting with friends, fans and family. The networks are also emerging as a powerful yet low-cost promotional tool for companies, large and small.

If you run a small business or are just planning one, ignore them at your peril. Many of your competitors already jumped on the bandwagon, and are networking their way to enhanced credibility and new customers.

The old saying that "birds of a feather flock together" means that people with prior connections or similar interests interact. This aspect of social networking can help businesses to grow and thrive. Small businesses traditionally grew through word of mouth; the recommendations of satisfied customers. But 'word of mouth' is slower than the social networks' 'word of mouse'.

Artists, musicians and celebrities in Bangladesh first started to promote themselves with the Fan Pages of Facebook. But businesses can also use of such features. Just as a company website is a good and affordable business strategy, putting a company on social networks provides a way to advertise yourself and your business at a very low cost. It similarly tells prospective clients how your business operates and what services or products you offer.

If you have a small clothing or accessories line, these networks can let you reach out to potential buyers and rapidly communicate endorsements that are trusted by others. You can display your designs or and accept orders online -- or even expand your reach worldwide without leaving the country.

If you run a shop, you can use these networks to advertise or let people know about latest offers, discounts or new products that



have arrived. If you provide any sort of service -- such as legal, health, maintenance or consulting -- the networks could reach customers who rarely consume other media, or at least the media where you can afford to advertise.

The networks are no longer a meeting place of the young. All ages and interests interact in complex webs. If at some point your target's browsing session comes to you, and he visits your business profile, your profile must interest him. If so, then congratulations; you just got yourself some

business for free!

There are few rules about using social networks, but there is etiquette to observe as well as strategies you can employ. Experiment with multiple networks, but focus on one or two. Facebook is the leader, but it's a good idea to set up a *personal* profile there to promote your business, rather than a business account. With a business account on Facebook you can view all the pages and social ads, however, you cannot view the profiles of users, cannot be found via a search, and cannot send or even receive

friend requests.

Fill out your profile as completely. This will help you start to establish your brand. Start with your contact information, including your personal website. Search using key terms such as Business Networking, Business Marketing, Intellectual Property and so on to look for people and businesses in your industry.

A list featuring People, Pages, Groups, Applications, Events, Web Results, Posts by Friends and Posts by Everyone found as a result of your search will appear. Search often, as new profiles are added every day. Click on the link for People and scroll through looking for potential leads and contacts. Send 'friend' invites to anyone whom you feel would be a good contact for your business.

Search for groups and fan pages relevant to your business, or whose fans you feel would benefit from your products and services. Click the link to become a fan and then introduce yourself to others in the group. Return often to the groups you join and post things that you feel will interest the group. Don't just 'poke' people; that's annoying.

Be nice, fun, witty, interesting and brief. Post tidbits that are amusing or relevant to your field regularly on your Profile Page, Groups, Fan Pages and Discussion Boards, to keep your group members coming back for more. Remember that when person connects with you, you might connect with *everyone with whom they are connected*, and thus grow your client base.

Nokia's Oviggota Business students' gateway to corporate world

IT:TELECOM REPORT

Nokia last Sunday announced launching of a new initiative styled 'Oviggota', supporting business students gain valuable work experience and training to help improve their employment prospects and career opportunities, at a hotel in the capital.

The objective of the campaign is to give the final year students of public and private universities an exposure to corporate life.

The participating universities are - Shahjalal University, Jahangir Nagar and Dhaka University among public universities, and Brac University, East West and North South University among private universities.

Registration will be done in the campuses of the participating universities. Interested students will have to register through signing up for an Ovi account, and their new login names and passwords will be used as pass to the workshops.

Registered students will be invited to an 'on campus'

workshop. The workshops will feature motivational life stories from corporate gurus, followed by a development workshop conducted by a corporate big gun.

On completion of the workshop, students will be asked to form teams, solve predefined case studies and submit through Ovi mails. Submitted solutions will be judged by a distinguished panel of leading corporate personalities; and finally the best team from each university will go to the inter-university competition.

During the Inter University Competition, members of all the winning teams from different universities will compete in an individual case study competition, where they will present solutions to different business cases.

The top five students from the individual case study competition will be awarded 3 month internship in some of the top corporate houses of the country.

All the students registered for Oviggota will also have access to the Oviggota website which will contain material and content from corporate experts in the form of forums and blogs, access to the Oviggota winners through micro blogs and access to training materials, videos and presentations from the competitions.



Android leads smartphones

Samsung Galaxy makes an impact

IT:TELECOM DESK

Smartphones running Google's Android software were the top seller among consumers in the United States in the second quarter, industry tracker NPJ said on Wednesday according to Reuters.



Android accounted for one-third of all smartphones purchased in the April-June period, with Research in Motion's BlackBerry sliding to second place for the first time since 2007 while Apple Inc's iPhone was in third place. Meanwhile, Samsung's Galaxy S, which was

launched on July 25 in Bangladesh made quite an entrance.

The slim 9.9 mm Galaxy S runs Google's Android 2.1 operating system and has a 4-inch super AMOLED screen that will show clear and bright display along with 1GHZ powerful processor will make abundant applications run faster. HD video recording and many more features all are just waiting to be explored.

Samsung Galaxy S has made a significant success from its global launching and is highly acclaimed by Fortune and other telecommunication firms that it can be the 'only smartphone' to compete with Apple's iPhone.

According to sources, already Galaxy S has signed agreements to supply to 110 mobile carriers in 100 countries and this figure strikingly surpasses the number of countries where Apple's iPhone was launched (84 countries). In addition, for the first time in US mobile market history, Galaxy S will be launched to all four US mobile operators at the same time.

Kanghyun Lee, managing director of Samsung Electronics Dhaka during the launch mentioned that Samsung will lead the mobile technology leadership with Galaxy S & Wave.

Samsung also introduced 'WAVE' in Bangladesh market.

eContent award on Aug 9

IT:TELECOM DESK

Award giving ceremony of the first national e-Content and ICT for Development Award 2010 will be held at the city's National Museum on Monday evening.

Finance Minister Abul Mal Abdul Muhith is expected to be present as the chief guest while State Minister for Science and ICT Yeafesh Osman will be the special guest at the gala event.

Science and ICT ministry in collaboration with D.Net has organised the e-Content and ICT for Development contest.

The contest, first of its kind in Bangladesh was designed in 15 categories both for on-line and off-line content products and ICT interventions and applications.

From each category three best initiatives have been awarded.

Winners of the competition will get the chance to vie for World Summit Award 2011.



REUTERS, New York

Research In Motion unveiled a new BlackBerry aimed at wooing consumers away from Apple's iPhone and other

RIM unveils new BlackBerry to counter Apple iPhone

rivals, but analysts said the handset won't blow away the competition.

Even though the main features of the BlackBerry Torch, including a touchscreen and slideout keyboard, were well-known within the industry, investors registered their disappointment, driving RIM's Toronto-listed shares down 4 percent.

The Torch will go on sale in the United States on August 12 for \$199.99 with a two-year contract -- about the same price as an iPhone. The new BlackBerry uses a revamped operating system and has a faster and easier-to-use Web browser.

Analysts at Tuesday's launch event in New York said the Torch does not represent a major advance but that its consumer-friendly features were enough to help RIM to catch up to rivals.

BlackBerry's nearly air-tight encryption has come under scrutiny in several overseas markets recently. The United Arab Emirates threatened on Sunday to ban some BlackBerry services unless RIM gives it access to encrypted messages. India's Economic Times reported that RIM will allow Indian security authorities to monitor BlackBerry services.

RIM Chief Technology Officer David

Yach declined to comment on discussions with specific governments.

"I believe they'll have trouble pulling the trigger to shut down BlackBerry," Yach said. "Most governments in the world rely on BlackBerry."

NEW FEATURES

While the BlackBerry has long been the gold standard for corporate and government customers because of its speedy, secure email service, critics said it needs a big overhaul to expand its popularity beyond business customers.

One of the new features RIM touted is the ability to search any application, media content or contact by typing a word on in Torch's "universal search" function.

BlackBerry Torch users can type messages on the screen or a slide-out keyboard. It comes with a 5-megapixel camera with a flash and a built-in GPS for location-based applications.

The new BlackBerry 6 operating system also offers an inbox where users can access updates from social networking sites like Facebook and Twitter in the same place as their emails.

The August launch was earlier than some analysts expected.



TECHPHOTO Green Ai porter

Crew members sit inside an Electric Piaggio Porter, left, made by The Artificial Vision and Intelligent Systems Laboratory (VisLab) of Parma University. The computer that drives it tracks another same vehicle in a convoy, along a road in Kiev August 4. Two of these electric vehicles, mainly powered by solar energy, are making a 13000 km trip from Milan to Shanghai demonstrating the feasibility of deploying autonomous "green" vehicles using today's technology. Only the lead vehicle in the convoy is being driven by a person.

PHOTO: REUTERS

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