

Experiencing smarter life

Samsung showcases products that change lives

IMRUL KAYES CHOWDHURY back from New Delhi

You are watching your favourite TV show or a movie and suddenly want to share something with friends or family on Facebook, your phone and laptop is a bit far from your couch and you don't feel like going there. Imagine a TV smart enough that lets you do that without moving an inch.

The next day, you are on your way to work and see something so interesting that you want to share it, what do you do? You take a photo with your mobile phone or digital camera. If you have a smartphone you can share the picture on the go. But with the camera, you need to transfer the pictures to a computer first and then share it. Not to mention that file transfer from camera requires a cable or card-reader and you forgot to carry them. Now imagine a camera, which can upload photos directly.

Samsung seems to have it all, and to share it Samsung Electronics held Samsung Forum 2011 on April 13-14 in New Delhi in the home of IPL -- India. During the 2-day forum, the world's leading company in consumer electronics celebrated its growing success in Southwest Asia and outlined regional strategy for India, Bangladesh, Nepal and Sri Lanka along with 2011 product portfolio.

JS Shin, president of Samsung Electronics Southwest Asia at the event said the company in 2010 achieved remarkable 60 per cent growth rate in Southwest Asia operations with US \$3.5 billion, contributing to the company's US \$ 135.8 billion in global revenues, terming it most successful in the Samsung's history.

"This is a region of tremendous growth and potential for Samsung Electronics," the President said.

Samsung officials, during the forum, shared and highlighted features of the available and upcoming products, which they say will ensure "smarter life" of its consumers. The products include smart TVs, home theaters, TV accessories; smartphones, laptops and other mobile devices; printers, computer monitors, cameras, home appliances -ACs, refrigerators, washing

machines, and microwave ovens.

The consumer electronics giant at the event showcased its latest LED and Plasma smart TVs which now feature Samsung's Smart Hub, that offers easy access to favourite music, games, movies, TV shows, pictures and virtually any content online or on a network

the world's first HDTV-based application store offering about 400 paid and free apps globally that help people connect to their various passions be it in sports, entertainment, information, games or social networking, thanks to integration with social networking sites like Facebook, Twitter and Google Talk.

and quicker, the camera includes an account with mobile hotspot provider Boingo, which gives access to hundreds of thousands of Wi-Fi hotspots worldwide.

You can also use DLNA to connect to your HDTV and see photos and videos straight away.



JS Shin, president of Samsung Electronics Southwest Asia speaks at the press briefing while other high officials look on.



PHOTO: COURTESY

Visitors try out Samsung products at the exhibition during the 2-day forum.

connected to storage devices.

The Smart Hub includes features like Your Video, which delivers recommendation based on user's viewing history; Search All, which makes it easier to search for content on TV and other DLNA (Digital Living Network

Alliance) is a standard used by manufacturers of consumer electronics to allow entertainment devices within the home to share their content with each other across a home network) certified connected media storage devices, networked PC and mobile devices and internet and video-on-demand services; Web Browser that offers full web browsing right from TV; Social TV which lets chatting with friends and family in real-time while watching the same TV content; and Samsung Apps,

Now let's go to that point where you are on your way to work and see something that you want to share. You take pictures with your camera and later find out that you forgot to carry the cable that helps you to transfer images from camera.

Samsung has a Wi-Fi enabled camera for your habit of forgetting things.

Its new SH 100 with built-in Wi-Fi gives you the advantage of sharing files with your workstation, PC or laptop. More to your convenience, the camera lets you uploading images instantly to desired social networking site or to email them straight from the camera.

To make it more fun, you can also record HD videos with the camera and upload them on YouTube. And to make the upload process of larger files easier

If you own a Samsung Galaxy smartphone, the camera allows you to use the phone as a remote control and viewing device for the camera. Which means with Remote Viewfinder function of the device you can hold the camera high over your head while you get to see a preview of the picture in real time on your phone screen.

The Galaxy family includes Galaxy S II which is a thin and lightweight smartphone. The lightning-fast dual-core phone runs on Android 2.3

Gingerbread. It is equipped with Samsung's new crystal-clear super AMOLED Plus screen, the most advanced mobile visual display ever created. It has supreme graphics quality and instantly responsive 3D user interface on the large screen.

Samsung expands its Tab range with

Galaxy Tab 10.1, which is an entertainment powerhouse. The dual-core smart media device is powered by Android 3.0 Honeycomb and features Samsung's own TouchWiz user interface.

Then there is just 8.6mm thin Galaxy Tab 8.9 which weighs only 470g that believes to be the perfect device for today's mobile professionals.

The tabs include 1GHz dual core application processor and Samsung's Entertainment Hub which is preloaded with Readers Hub with more than 2.2 million books, 2,000 newspapers in 49 languages, 2,300 magazines in 22 languages and Music Hub with instant access to more than 13 million songs.

Samsung has more members -- Galaxy Ace, Galaxy Fit, Galaxy Pop and Galaxy Pro, in its Galaxy family of smartphones with a specific audience in mind.

Samsung also demonstrated its Notebook Series 9 at the exhibition. It is a premium notebook for consumers who want best of everything be it design, performance or usability, Samsung official said. The notebook weighs only 1.31kg and measures 16.3mm in depth and comes with 13" screen size and with latest technology.

The notebook is crafted from dur-alumin, a lightweight material that is twice as strong as aluminum and normally used in advanced aircraft design. And the flowing line on the side of the Notebook Series 9 gives it an aerodynamic and sleek style much like a premium sports car.

Then there was HMX-Q10 camcorder with all of Samsung's full HD camcorder technology. It has world's first Switch Grip function with a smart LCD screen that can flip images meaning however the cam is held, the G-magnetic sensor inside the cam recognises the angle and turns the display

accordingly.

There were also high performing Blue-ray player with advanced internet-enabled features, air conditioner, washing machine, refrigerators, microwaves that delivers performance along with a fun cooking experience, Plasma Ionizer Virus Doctor that kills more than 99 per cent of harmful micro-organisms including SARS and H1N1 to guarantee contamination-free indoor air.

During a press briefing session at the event, Kanghyun Lee, managing director, Samsung Electronics Co. Ltd., Dhaka branch office shared the company's position in Bangladesh.

Samsung is leading in Bangladesh with highest market share for LCD/LED monitors, HDD (hard disc drive) and ODD (optical disc drive). Also until December 2010 Samsung printer was leading at the top.

Samsung notebooks and digital cameras are expected to climb up to no. 3 and no. 2 positions soon respectively.

Samsung is also enjoying upper grade market share in consumer electronics and mobile market in Bangladesh and believes that it will grow up to a better position very fast.

Lee also mentioned that Samsung generally focuses on high-end products, especially on mobile and consumer electronics devices in Bangladesh. Samsung observes it's hard to survive and grow in Bangladesh as Bangladesh charges maximum duty on consumer electronic products compare to any other country in the world.

If infrastructure improves and taxation process comes to stability, it will be easy for Samsung to introduce every product within a short period of time in Bangladesh from the day of its launch.

Gravity: a basic smartphone

IT.TELECOM REVIEW

Gravity X600, a mobile phone from Micromax, an Indian handset manufacturer, is a 3.2" full touchscreen dual SIM phone.

The interesting part is that you can swap between the SIMs by rotating the phone. Micromax calls this technology the "Gravity Sensor".

The phone has two sets of call receive and end keys -- one at the top and other at the bottom, which means the phone can be used in either direction.

On the UI (user interface), there is a sidebar from where you can pull out widgets on the home screen.

There is a headphone jack on one side and a USB port for the cable which can be used for connecting to PC or laptop and charging the set as well.

The X600 has 2mp camera which can record video as well. It also features music player, stereo FM radio and preloaded social networking applications such as Facebook, Twitter, multi instant



messenger nimbuzz and Opera Mini browser.

The memory is expandable up to 4GB and connectivity options include Bluetooth, EDGE, GPRS, and of course USB. It lacks Wi-Fi and 3G though.

The Gravity has 262K TFT QVGA screen with 240x400 pixel resolution.

It handy and stylish wood-vernish body is made of plastic. The X600 is powered by an 1100 mAh battery with a talk time of up to 5 hours and stand by time of 8 days!

Overall the Gravity is a basic smartphone that costs Tk 5599.

Sony tablets to compete with Apple offerings

AP, Tokyo

Sony is planning a tablet computer with a touch panel similar to Apple's iPad for later this year that the Japanese manufacturer promises will make the best of its gadget and entertainment strengths.

The product code-named S1, shown Tuesday in Tokyo, comes with a 9.4 inch display for enjoying online content, such as movies, music, video games and electronics books, and for online connections, including email and social networking.

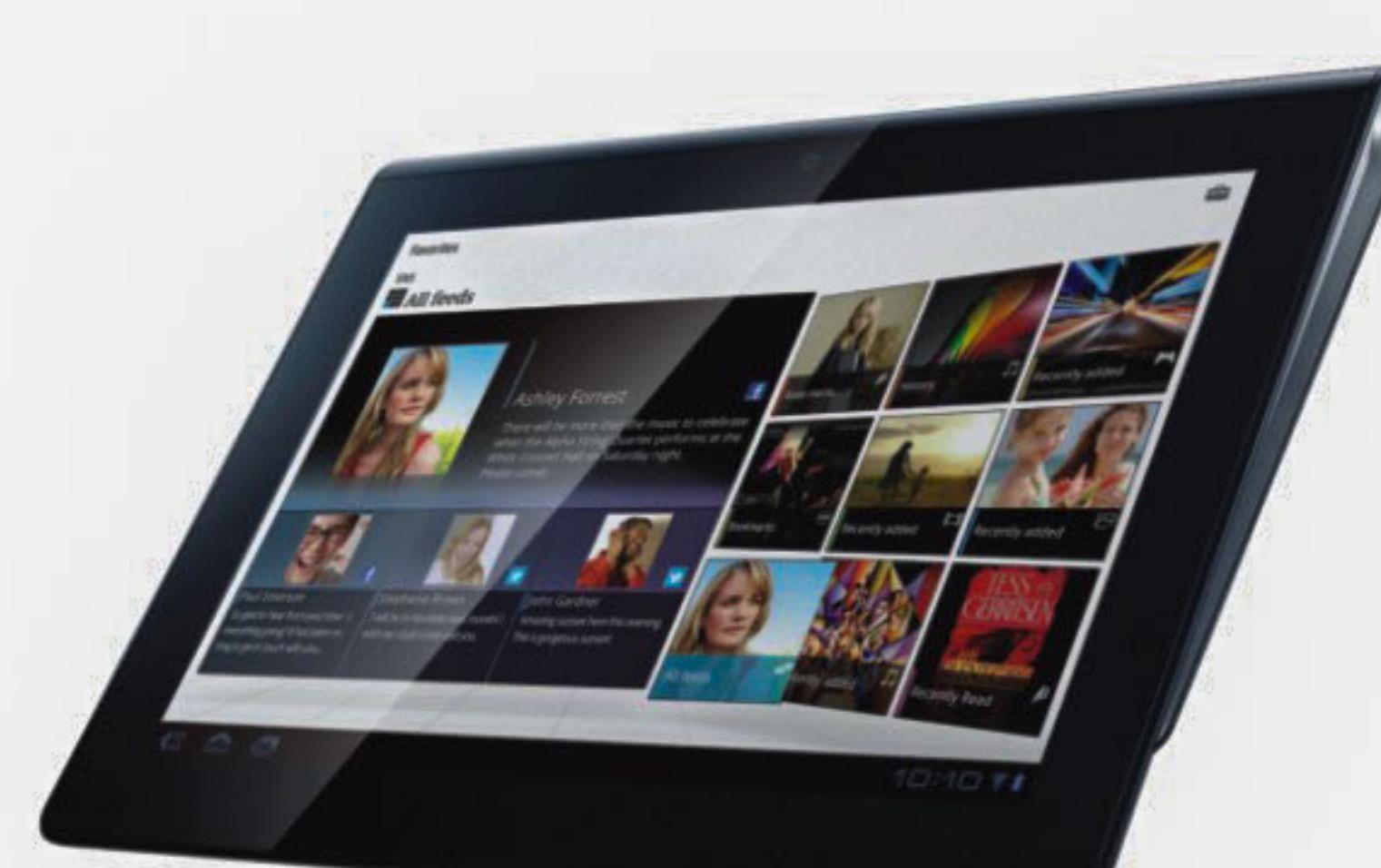
Sony, which boasts electronics as well as entertainment divisions, also showed S2, a smaller mobile device with two 5.5 inch displays that can be folded like a book.

It did not give prices. Sony Corp. Senior Vice President Kunimasa Suzuki said the products will go on sale worldwide from about September. Both run Google's Android 3.0 operating system.

The announcement of Sony's key net-linking offerings comes as it tries to fix the outage of its PlayStation Network, which offers games and music online.

It is unclear when that can start running again. Sony has blamed the problem on an "external intrusion" and has acknowledged it would have to rebuild its system to add security measures and strengthen its infrastructure.

Suzuki said both of the latest tablets feature Sony's "saku saku," or nifty, technology that allows for smooth and quick access to online content and for getting browsers working almost instantly after a



touch.

"We offer what is uniquely Sony," Suzuki said after demonstrating how the S1 was designed with a tapered width for carrying around "like a magazine."

The devices will connect to Sony's cloud-computing based library of content such as movies and music, as well as to Sony PlayStation video games adapted for running on Android and digital books from Sony's Reader store, the company said.

CSL brings Logitech's solar powered keyboard

IT.TELECOM DESK

Computer Source Ltd (CSL), a leading technology distributor of Bangladesh, has introduced the Logitech wireless solar keyboard K750 in the local market, says a press release.

This is Logitech's first light-powered keyboard. The keyboard powers itself through its integrated solar panel. It can also work in total darkness for up to three months.

The included solar power app, which is available for download at Logitech's website, features a lux meter to help you get the necessary light, information about battery levels and alerts you when you need more power.

The wireless solar powered keyboard also features Logitech Incurve keys, which support the shape of your fingers.

The K750 has a price tag of Tk 7,000.



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