

Qubee promises innovation

Recently WiMAX service provider Qubee has doubled its internet speed for users without any extra cost.

Alistair Johnston (AJ), global marketing director of London-based wireless broadband business company Augere, which owns Qubee, explains the company's strategy behind this approach in an email interview with The Daily Star (TDS).

TDS: What inspired Qubee to double its internet speed at the same cost?

AJ: We always wanted to offer our customers the best internet experience possible. We believe higher speeds enable our customers to get more from the internet and do different things like downloading music and videos. We have a very simple philosophy in that if we provide a great internet service, we will succeed as a business. We were able to double speeds due to large scale investment in our 4G network. So when our network reached the right capacity we were very happy to double speeds for our customers.

TDS: How is Qubee benefited from it?

AJ: We have received great feedback from our customers who have loved having the extra speed and not having to pay extra for it. We love making our customers happy and believe that happy customers



Alistair Johnston

will make us successful.

TDS: What's the market share of Qubee?

AJ: We only discuss customer numbers from time to time but I can confirm that Qubee customers consume 20 percent of the total international internet bandwidth of Bangladesh. We provide a fast and reliable internet service so customers can get the most from internet.

TDS: How much competition is Qubee facing at the moment?

AJ: The market is very competi-

tive, with competition from Banglalion, Citycell, the mobile operators and cable operators. We think competition is a good thing in helping to develop internet infrastructure in Bangladesh and drive awareness of different services. There is huge growth potential in Bangladesh and we are confident we can compete with our purpose built 4G network which offers fast and reliable internet access, backed up by great customer service.

TDS: How is Qubee different

from other ISPs?

AJ: At Qubee our philosophy is to offer fast and reliable internet to our customers, and to deliver on that promise. We are not interested in making claims about our service and not delivering them.

Customers in Bangladesh are tired of being let down by their internet service providers. To measure how we are doing, we survey our customers every month to understand how happy they are, and where we can make improvements. We listen to this and take action. We believe that the business is simple: offer a great service, make customers happy and we will be successful.

TDS: Is there anything new coming from Qubee?

AJ: We will continue to innovate. We were the first to launch prepay broadband in Bangladesh and we are the only ISP to double our customers' speed at no extra cost. We have lots of plans and we will share those with you on a time to time basis.

TDS: What is your expansion and investment plan?

AJ: We will continue to expand our network in Dhaka, Chittagong and Sylhet - and beyond. We are committed to growing the business and improving the internet experience in Bangladesh.

Interviewed by Nafid Imran Ahmed

Samsung to launch new phone

IT, TELECOM DESK

Samsung Mobile is going to launch its new stylish fold phone E2530 in Bangladesh, says a press release.

The phone, in black and red colours, has been designed for young trendy users.

The new fold phone will come with 2.0" large display; 1" large external display; 1.3MP camera; video recording; music player; expandable memory up to 8GB; 3.5mm earphone jack; SNS links; BT 2.1, USB 2.0 and 800 mAh battery.

It has rich SNS service which lets users enjoy their social life even better by staying connected to Facebook and Twitter and free-of-charge network service with Bluetooth messenger. The phone will be priced at Tk 4,990.



Bangladesh to compete in Microsoft's Imagine Cup

IT, TELECOM DESK

Microsoft Bangladesh recently organised an event where it declared winners' names and handed out prizes of a contest styled 'Imagine Cup', says a press release.

Rapture, the 3-member group from the AIUB won the competition which was also sponsored by the Microsoft Bangladesh.

Imagine Cup is a prestigious global contest organised by Microsoft and regarded as 'The world's premier students' technology competition'.

Rapture developed 'ThirdEye', a mobile application that helps vision impaired people with voice and image processing to assist walking and describe surroundings.

The prize giving ceremony was held at the Bangabandhu International Conference Centre on May 10. State Minister for Science and ICT Yeafesh Osman was present as chief guest on the occasion.

The winning team will com-



pete in the final Imagine Cup 2011 contest in July in New York, US.

The Imagine Cup was first held in 2003 in Spain with over 1,000 students from 25 countries. The contest also travelled in Brazil, Japan, India, Korea, France, Egypt and Poland respectively. Since its inception, over 5, 00,000 students across the world have registered online to take part.

This year the competition has

been divided in eight categories based on the United Nations' Millennium Development Goals: Ending hunger and poverty; Achieving primary education for everyone; Promoting gender equality and empowerment; Reducing child mortality; Improving maternal health; Combating widespread disease; Ensuring environmental sustainability; and Developing a global partnership for development.

Cyber-crooks eye Apple Macs with fake anti-malware

REUTERS, New York

The days when Mac users need not worry about their computers getting infected with malicious software may be coming to an end.

Internet security experts say that cyber-criminals have begun targeting users of the increasingly popular computers from Apple Inc with one of the most pernicious types of malware: fake anti-virus programs.

To date, hackers have focused on writing malicious software for machines running Microsoft Corp's Windows operating system, which inhabits more than nine of every 10 PCs.

But Macs grow in number, they are becoming more attractive targets.

"Only once a platform has a certain level of market share does it become profitable for malware to attack it," said Dino Dai Zovi, co-author of The Mac Hacker's Handbook. "As the Mac becomes more popular there will be more and more threats."

Security firm McAfee has seen "a steady stream" of these anti-malware viruses appear over the Internet in the past week as it scours the Web for malicious software, said Dave Marcus, one of the company's top researchers.

The fake anti-virus malware is downloaded when people click on links from tainted search engine results for popular queries, Marcus said. It also spreads when users click on links to malicious sites that might be included in emails, Tweets or Facebook messages.

A spokesman for Apple declined comment.

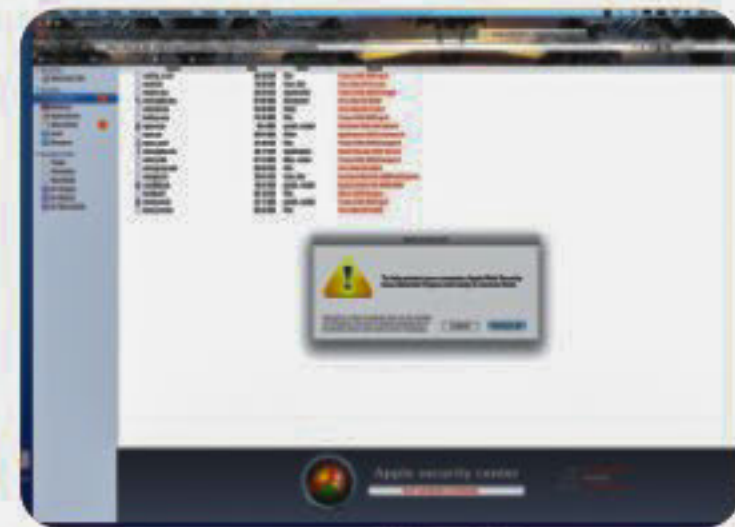
Enforcing cybersecurity is becoming increasingly difficult with the proliferation in recent years of interconnected devices.

The hacking of Sony's PlayStation Network -- which unearthed data on more than 100 million users in the largest single Internet hacking scheme ever -- underscored how exposed consumers can be.

Malware ranges from software that runs in the background to break into private data, to programs such as fake anti-virus software intended to help hackers profit.

These programs cause messages to pop up saying a machine has been infected with a virus. They offer to sell a fake anti-virus software package to clean up the problem. If the user pays the \$80 to \$100 for the software, the messages generally disappear.

But if the user fails to pony up, the annoying messages persist.



HTC to tap tablet boom



REUTERS, Paris

Smartphone maker HTC plans to roll out a range of different tablet computers to gain a foothold in the fast-growing market, a company executive said on Tuesday.

The global market for tablets, started only last year with Apple's iPad, will likely grow to 108 million devices next year, compared with just 17.6 million in 2010, according to research firm Gartner.

"I really believe that the tablet market is really going to be a big market in the future and this is just the start," HTC Europe head Florian Seiche told the Reuters Global Technology Summit.

"In five years' time, schools will have tablets probably instead of physical notebooks. I think that's going to be such a massive wave of additional penetration in society... I think we can't even guess the potential."

Seiche said HTC's first tablet, the Flyer, had made a good start in terms of sales.

"It's early days but we feel very good about it," he said.

HTC should benefit from Nokia's deal to start using Microsoft's software in its

smartphones as this will boost Windows' share of the smartphone market, Seiche said.

"It will not change our commitment to Microsoft," he said. "With a new player entering, it should actually help to elevate the relevance of that platform ... we actually feel that we should be able to benefit."

Microsoft's mobile platform has rapidly lost appeal among consumers who have instead picked iPhones, BlackBerrys and phones running on Google's Android platform, which became market leader in the last quarter. It now controls only around 3 percent of the smartphone market.

"The long-term opportunity with Nokia entering will definitely bring Windows back to critical mass," Seiche said at the summit at the Reuters office in Paris.

HTC uses Microsoft software, although its growth has mostly come from smartphones using Google's Android platform.

"Android has had tremendous growth and we believe that this trend is going to continue, definitely," Seiche said. "Android's growth ... is going to expand further to Asia and the emerging markets."



TECHPHOTO

Robots that can see

An exhibitor demonstrates a robot's visual recognition capabilities at the 2011 IEEE International Conference on Robotics and Automation in Shanghai. The conference, during which academic and industrial communities meet to address new challenges and share views on the industry, runs from May 9 to 13, with "Better Robots, Better Life" as the main theme.

PHOTO: AFP

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