

IT & TELECOM

DHAKA, FRIDAY, SEPTEMBER 9, 2011, e-mail: it.telecom@thedailystar.net



A world without Steve Jobs

JOHN ABELL

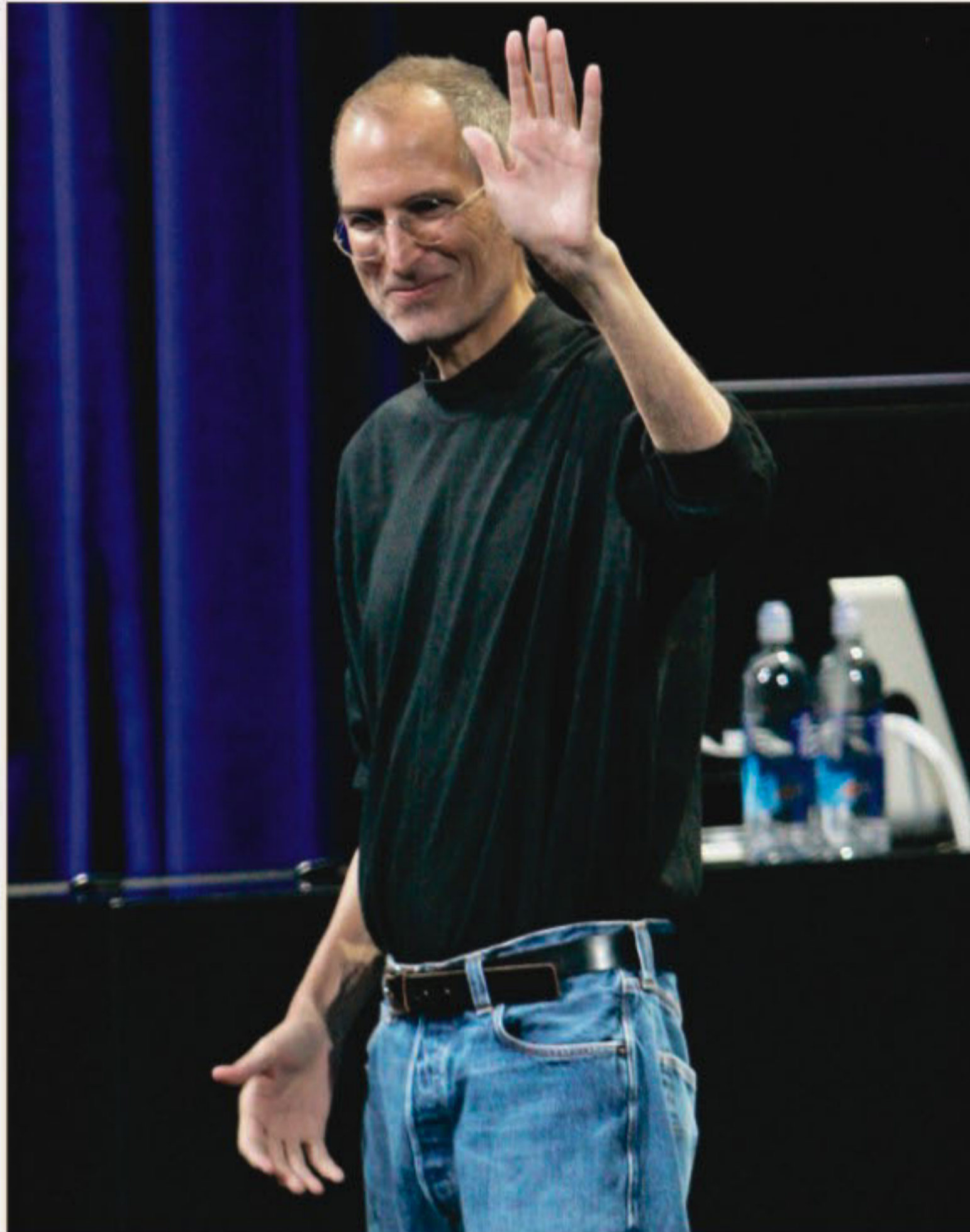
In a way, Steve Jobs might have saved the best "One Last Thing" for last: The legendary and now former Apple CEO has left his company in fine hands and on a path of prospects as great as his final years at the helm have provided.

There is no question that the Man of the Hour is now Tim Cook. Apple's man of the future. He and Jony Ive have been Jobs' two right hands for ages. While Jobs himself is irreplaceable, nobody is indispensable. The lines of succession and responsibility have been carefully crafted and are as sleek as any piece of hardware Apple has ever designed.

Cook is no showman in the mold of Jobs, but that doesn't matter. Jobs' prime days were well behind him before his last two public appearances this year, at the WWDC and, serendipitously, at the Cupertino town council to pitch for Apple's new headquarters.

But Apple doesn't really need a showman anymore, or even a legacy, though Job's shadow will be long, and his shoes impossibly large to fill. That sort of thing was important when Apple was looking past minuscule market share for some respectability, to make the leap from the small sandbox of extreme loyalists to a beachhead in the mainstream of consumerism.

Apple is now the epitome of mainstream. Can one even call it a computer company anymore? Cook's biggest strength is moving products from gestation to the hands of over-



eager customers. Apple's biggest problem these days: The company can't keep up with the demand of its iPads. Tablets of most of its competitors are gathering dust or being sold at fire sale prices, as Hewlett-Packard was forced to do when it exited the business entirely. And for that course, Cook is, you will pardon the

expression, an executive chef extraordinaire. I have already been asked too many times since yesterday evening to place Jobs in the pantheon of CEOs. The answer is quite simple. Jobs is the single most important figure in high tech's digital era, and only time will tell if he is considered the great-

est overall bigger than the likes of Gates, Hewlett, Packard and other titans.

But Jobs is more than that. He is perhaps one of the greatest CEOs of any kind, a name which will be remembered generations from now even if the particulars of his achievements and personality are obscure a Henry Ford of the Internet era, if you will, running the General Motors of the post-war boom.

It is also important to remember that, while it is clear that Jobs' health is waning and he won't be part of the daily grind, the notoriously-particular Apple co-founder is chairman of the company and will kibbitz as he sees fit. He will not undermine Cook, in any way, shape or form, but he will be there.

At this point, as the dust on yesterday's inevitable announcement settles, my thoughts turn not to an Apple without Jobs but to a world without him. The morbidity of the death watch is an unseemly subject, but it is the elephant in the room. The criteria he had set for stepping aside cannot mean anything other than he is winding down because he must.

Jobs' final thing was to compartmentalize his health and assure shareholders with winks and nods that there would be life after him, even if the tech press wasn't in on the secret.

In a world where what's good for Apple is also usually good for America, that is one of Jobs' most remarkable achievements.

THE AUTHOR WRITES FOR REUTERS BLOG.

Facebook doubles first-half revenue

REUTERS, San Francisco

Facebook's revenue doubled to \$1.6 billion in 2011's first half, a source with knowledge of its financials told Reuters, underscoring its appeal to advertisers while it grapples with intensifying competition from the likes of Google Inc.

Net income in the first half of 2011 came to almost \$500 million, according to the source, who wished to remain anonymous because privately held Facebook does not disclose its results.

Facebook's stronger results come as investors have pushed its valuation to roughly \$80 billion in private markets, with many industry observers expecting the world's No. 1 Internet social network to go public in 2012.

Its growing popularity among adver-

tisers and its 750 million users has pressured entrenched Web companies such as Yahoo Inc, which ousted its chief executive Carol Bartz on Tuesday. "We really see Facebook as becoming like the operating system for delivering ads on the Internet," said Dave Williams, the CEO of Blinq Media, which runs ad campaigns for companies on Facebook.

Search leader Google Inc launched Google+, a rival social network in June that attracted more than 10 million users in its first two weeks. Google has yet to offer ads on its social network, but it is trying to increase Google+'s appeal to consumers by offering games such as Zynga Poker and Rovio's Angry Birds.

Some venture capitalists and industry experts see early signs that Google+ is headed down the right path in taking a bite out of Facebook.



Samsung, Microsoft tie up for new tablet

AFP, Seoul

South Korea's Samsung Electronics has teamed up with Microsoft to make a new tablet computer powered by the US software giant's latest operating system, according to a report.

The Korea Economic Daily, citing an industry source, said the new tab based on the Windows 8 system would be unveiled at Microsoft's BUILD developers' conference in California from September 13-16.

"This new product manufactured by Samsung will be the company's first collaboration with Microsoft in its hardware devices," it quoted the source as saying.

A Samsung Electronics spokesman declined to comment. The company is the world's second biggest mobile phone maker after

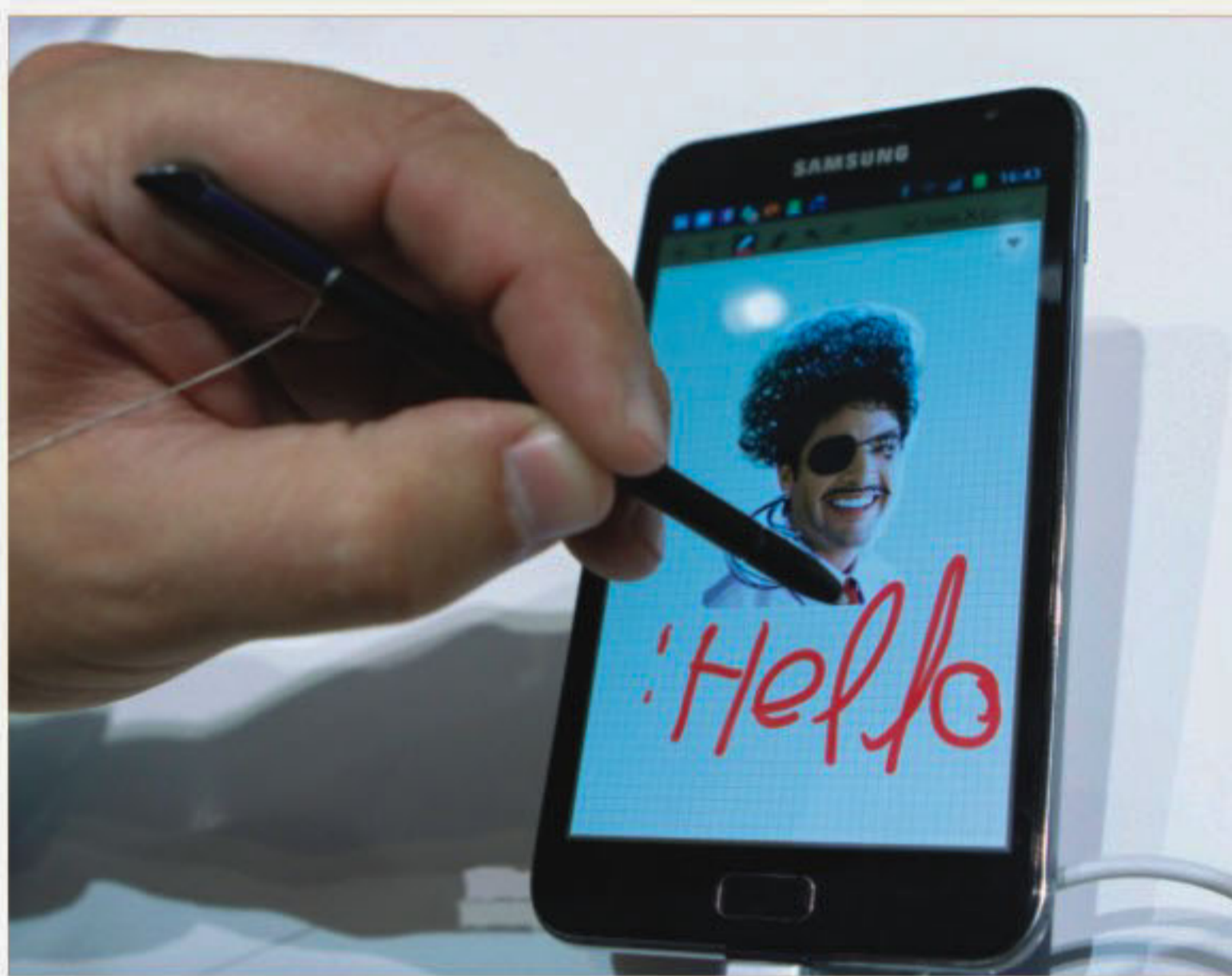


Photo: Reuters
A man demonstrates the notebook function of the Samsung Galaxy Note tablet PC during press day at the IFA consumer electronics fair in Berlin, September 1.

Finland's Nokia.

Analysts say Samsung is trying to diversify the operating systems of its smartphones and tablet PCs beyond Google's Android system, on which it currently relies heavily.

Google last month bought mobile device maker Motorola Mobility, making its debut in hardware and becoming a potential competitor to companies such as Samsung.

Samsung is promoting its Galaxy S smartphones and Galaxy Tab computers to compete against Apple's market-leading iPhone and iPad. It is trying to strengthen its relatively weak software business.

Microsoft launched its Windows Phone 7 smartphone in November 2010 on handsets built by manufacturers including Taiwan's HTC, Samsung and fellow South Korean conglomerate LG.

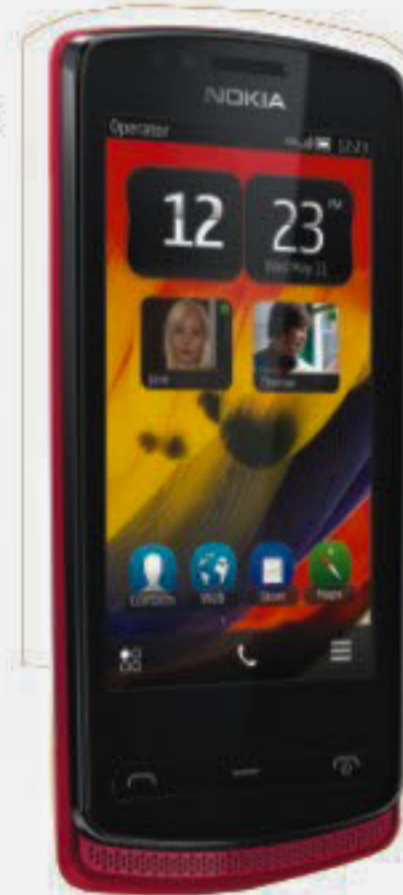
Nokia launches 3 smartphones

IT.TELECOM DESK

Nokia unveiled three feature-packed, mass market smartphones - Nokia 700, Nokia 701 and Nokia 600 at an event in Hong Kong, said a press release.

The phones are equipped with latest smartphone functionalities and run on Symbian Belle, the latest in a series of planned software updates to the Symbian platform, which started with Symbian Anna.

The new devices also have NFC (Near Field Communication) technology that uses single-tap for sharing and pairing among NFC enabled devices. NFC



capabilities allow any of the three new smartphones to pair with NFC-enabled mobile accessories such as speakers or Bluetooth headphones and headsets.

Nokia says the phones give more powerful web browsing experience.

Apart from the Nokia features, the three smartphones have their own separate features. Nokia claims Nokia 700 is the world's most compact touch screen monoblock smartphone and Nokia 701 is the brightest mobile display for indoor or outdoor use in the world while Nokia 600 is Nokia's loudest entertainment smartphone.

Android's Ice Cream Sandwich coming in Oct or Nov

Ever since Google announced Ice Cream Sandwich in May there have been rumors floating around the blogosphere about when Google will release its new operating system. We have finally heard a release time frame from Eric Schmidt, and he is saying that we should expect to see it released in October or November. To be exact he said, "We have a new operating system, internally known as Ice Cream Sandwich for some reason, which is being released in October/November, which everyone's really excited about."

Schmidt made the statement during an interview held during Salesforce's Dreamforce conference. Schmidt spoke about several other tech related topics, so you should do yourself a favor and watch the whole clip below.

The latest rumor we heard was that ICS would be coming out in October, but it is still unclear what, if any, hardware will be accompany the OS. We have been hearing steady rumors about the next Nexus phone to be due out in October, which should be running ICS, but have not



about any tablets that also be launched. It is logical to think that Google will announce a tablet as well as a phone along with ICS seeing as the OS will run on both types of hardware.

Ice Cream Sandwich is Google's attempt to have a phone and a tablet share the same interface and apps. There have not been many leaked details about the operating system, except for the details provided by Google in May. If all of the recent rumors are true we might see the launch of the new iPhone, Ice Cream Sandwich, and Microsoft's second edition of Windows Phone 7 in the month of October.

DIGITAL TRENDS



TECHPHOTO

Sony tablets

Sony tablets S (L) and the foldable P (R) are seen after its presentation at the 51st edition of the "IFA" trade fair in Berlin.

PHOTO: AFP

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