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Windows Phone 7.5 Will Mango be the gamechanger?

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With over 500 features for the smartphone lovers to delve into, will 'Mango' prove to be a threat for its contenders, Android and iOS?

Although not too popular, O2 Pocket PC, Windows Mobile 2003 SE, Windows Mobile 6.5.5, all testify Microsoft's decade long existence in the field of mobile phones, besides computers. Although the company planned to continue the Windows Mobile line, however, Microsoft decided to create a new mobile operating system platform. Hence, Windows Phone (WP), the upgraded mobile operating system was brought to the limelight in 2010.

Although the reception was generally positive, the product however lacked some of the common features that we have come to enjoy in other smartphone operating systems, like in Android and iOS.

Realising today's consumers' demands and the aftermath of its shortcomings, WP addressed these limitations in an update Windows Phone 7.5 codenamed 'Mango'. The roll out held on September 27, 2011, Mango is a major software update for Windows Phone, to get the major wrinkles of the shortcomings ironed out.

Features that do make an impact on our everyday smartphone experience-- multitasking, social network integration, email and exchange, will finally be incorporated. In short, WP7.5 is precisely what we wish Windows Phone would've been from the beginning-- a platform that's capable of handling all of our needs, no matter how crazy they may be.

A gigantic improvement and one



of the favourite features in WP7.5 is its email and messaging feature. It has a linked email inbox that combines multiple email accounts into one consolidated tile, making the system convenient and time saving. With WP7.5 one doesn't have to hunt through hundreds of other messages to find each segment of a conversation, as the full correspondence is grouped together-- an absolute must-have feature in this day and age.

In today's busy life, it's all about 'Glance and Go'. We tend to communicate with our co-workers, friends and family on any social network and trying to keep in touch amidst the busyness. WP7.5's ability to integrate social network content with many of the platform's other key features is sure to be near the top of the list.

The phone is now littered with plenty of ways to communicate via Twitter, Facebook and LinkedIn. Tweets that mention your name are dropped into notifications, and you're given the option of replying

to it. WP7.5 also gives you the ability to organise your contacts into 'groups', which by showing live tiles for individual members, notifications and pictures make interaction all the more easier and simultaneous.

It is immensely frustrating when say, we are streaming internet radio and aren't able to keep the music going as we surf the web or perform other tasks on our phones. In WP7.5, this frustration, along with others is rectified. The functionality is all built in so a simple long-press of the button pulls up your most recently opened apps.

For the corporate kiddos who use tasks or to-do lists, embedding our tasks within the WP7.5 calendar might as well prove to be worth its weight in gold. To-dos, included as its own pivot screen inside the app, are fully integrated with your agenda, making each deadline appear as its own event.

As mentioned before, every programme in WP has been enhanced to be more customisable

and increase the user's experience, and the camera app is no different. People can now be tagged in pictures by tapping on their face and picking a contact from a list.

Sometimes it's the little things that drive us completely batty. Any person who used an iPhone for the first couple years can relate to the frustration of only having a few ringtones to choose from. With the new WP7.5, one can make a customised ringtone by just changing the song's genre to 'ringtone'. According to Steve Ballmer, CEO of Microsoft, swapping a platform used by millions with something youthful and fresh isn't going to earn customers and praise overnight, especially when it's a brand new ecosystem that has to start from scratch. But with 'Mango', Microsoft has caught up with Android and iOS in nearly every way, with its feature-laden, user-friendly features. Despite a few criticisms in the beginning, the bright future of Windows Phone is worth wearing shades for!

Apple expected to unveil new iPhone next week

REUTERS, San Francisco

Apple Inc looks set next week to unveil its much-awaited new iPhone, which analysts say will have a bigger screen and work better with remote computing services.

Apple on Tuesday invited media to a "special event" called "Let's talk iPhone" on October 4 at its Cupertino, California headquarters, an unusual location for a company that typically introduces major products at larger venues in San Francisco.

The invitation did not have any other details, and an Apple spokesman would not provide further information.

"This is the iPhone 5," ThinkEquity analyst Mark McKechnie said of the event.



The new iPhone would be the first major product launch under Tim Cook, who took over full-time as chief executive after co-founder Steve Jobs resigned last month.

It was unclear if Jobs, who is now chairman, will take the stage at the event.

Though a good product, the cur-

rent iPhone 4 could use some improvements, McKechnie said. "We talked about it having a bigger screen, a dual core processor, and probably integrates pretty well with the iCloud."

The iPhone -- introduced in 2007 with the touchscreen template now adopted by its rivals -- remains the gold standard in the booming smartphone market.

The new model, which some have dubbed the iPhone 5, will have a bigger touch screen, better antenna and an 8-megapixel camera, one source with knowledge of the matter told Reuters in August.

Hon Hai Precision Industries Co Ltd and Pegatron Corp of Taiwan will make the new phone, and have been told to gear up capacity for up to 45 million units in total, the source said.

NEW VOICE FEATURES? Apple launched the iPhone 4 in June 2010 in black 16 gigabyte and 32 gigabyte versions, and added white ones in April. The company typically refreshes its iPhone lineup during its developer event in June, but delayed the new model this year.

Apple sold 20.34 million iPhones in the third quarter ended June 25, which analysts say helped it vault past Nokia and Samsung Electronics to become the world's biggest smartphone maker.

Some analysts are expecting another version of the iPhone 4 to be launched along with the next model.

"The new (iPhone) 4 will tackle the prepaid market and the (iPhone) 5 will have the A5 chip that's in the iPad and be faster, thinner and possibly with a bigger screen," Colin Gillis, analyst with BGC Partners said. He cited possible voice-recognition features as well.

Shares of Apple rose 0.6 percent to \$405.66 on Nasdaq early Tuesday afternoon.

Amazon ignites tablet war with Fire, takes on Apple



Brand	AMAZON KINDLE FIRE	APPLE IPAD 2	SAMSUNG GALAXY TAB 10.1	BLACKBERRY PLAYBOOK
Display size (resolution)	7-inch diagonal (1024 x 600 pixels)	9.7-inch diagonal (1024 x 768 pixels)	10.1-inch diagonal (1280 x 800 pixels)	7-inch diagonal (1024 x 600 pixels)
Weight	14.6 oz	20.8 oz Wi-Fi/ 21.6 oz Wi-Fi+3G	19.9 oz	14.1 oz
OS	Android	iOS 4.3	Android 3.1	BlackBerry Tablet OS
Processor/ Memory (GB)	1 Ghz dual-core/ 8	1 Ghz dual-core / 16, 32, 64	1 Ghz dual-core / 16, 32, 64	1 Ghz dual-core / 16, 32, 64
Cloud storage	Unlimited for Amazon content	5GB free	1 GB	1 GB
Internet	Amazon Silk	Safari browser, no Flash support	Flash-enabled browser	Flash-enabled browser
Multimedia	3.5mm audio jack, top-mounted stereo speaker	3.5mm audio jack, Mono speaker & mic, 720p video, Facetime calling	3.5mm audio jack, built-in speaker/mic, 720p video recording/1080p playback	3.5mm audio jack, Stereo speaker & mic, 1080p video, video calling
Camera	None	VGA front, HD rear	2MP front, 3MP rear	3MP front, 5MP rear
Connectivity	Wi-Fi, USB 2.0 (micro-B connector)	Bluetooth 2.1, Wi-Fi 802.11 a,b,g,n, 3G (for 3G models)	Bluetooth 3.0, Wi-Fi 802.11b,g,n, 3G	Bluetooth 2.1, Wi-Fi a,b,g,n, 3G (via BlackBerry smartphone), 4G
Availability	Nov 15 (US)	Now	Now	Now
Price	\$199	\$499 to \$829	\$499.99	\$499 to \$699

SOURCE: REUTERS, MANUFACTURERS WEBSITES, AMAZON.COM, APPLE INC.

REUTERS, New York

Amazon.com Inc took the wraps off its long-awaited "Kindle Fire" on Wednesday, tacking on a mass market-friendly \$199 price tag that poses a serious threat to the dominance of Apple Inc's two-year-old iPad.

The eagerly anticipated gadget, while lacking many of the high-tech bells and whistles common on tablets from cameras to 3G wireless

connection, may sound the death knell for a raft of devices based on Google Inc's Android. The software powers tablets made by Samsung, Motorola, Asustek, HTC and LG Electronics.

Dotcom-entrepreneur and billionaire-CEO Jeff Bezos unveiled to a packed audience the gadget he hopes will wed Amazon's books, movies, music and other content with cloud or internet-based storage and web browsing.

"People have been waiting for a tablet for 200 bucks for a long time and this is the best one I've seen so far," Tim Stevens, editor-in-chief of gadget review website Engadget, told Reuters.

The Kindle Fire tablet has a 7-inch screen, free data storage over the internet and a new browser called Amazon Silk. Amazon expects shipments to start on November 15.

By pricing the Fire at less than half the iPad -- yet stripping out

costlier components and features -- the Internet retailer hopes to get the device into millions of consumers' hands, who in turn will buy Amazon content.

One key differentiator that might help the Fire stand out during the cut-throat holidays is Amazon's "EC2" cloud computing service, which supports internet browsing and helps speed loading of websites. That was not available on rival tablets, Stevens noted.

Micromax A60 Andro: an average Android phone

IT.TELECOM REVIEW

Micromax Informatics Limited, the largest Indian mobile handsets company has launched its first Android phone, A60 Andro, in the Bangladesh market recently.

Andro runs on Android 2.1 (Éclair) and is powered by 600 MHz processor. The cute-looking (some may disagree) phone features 7.12 cm display with resistive full touch screen with a resolution of 240 x 320 pixels and 65K color display.

It has 3 touch sensitive buttons just below the screen for home, menu and back function which respond well. And under them are navigation D-pad and call receive and end buttons. The three touch buttons are also not backlit and in dark environment it's difficult to use.

The Andro's volume keys are on the left with the 3.5mm jack on top and microUSB charging slot at the bottom. In the back, there is 3.2MP camera, which I will talk about in later part of the review and a speaker grill.

The phone's onscreen keyboard is a bit tricky. You have to be careful during typing otherwise you may end up mistyping. For example, you are trying to type Z and A appears. You need to put a little bit pressure and make effective use of your fingernails to use the resistive screen. It



also comes with preinstalled SWYPE feature.

Its body tapers in width from top to bottom, quite easy to pocket and weighs 105 gram and it is also pretty comfortable to grip the phone.

The phone comes with few pre-loaded apps and of course with the usual Android apps including

GPS, compass, Proximity Sensor and more, but all the amazing Android apps can be downloaded from the Market.

The phone has 3.2MP camera, which performs good in daylight and outdoor and video recording quality is okay considering the price.

Its connectivity options feature Bluetooth 2.1, Wi-Fi 802.11 b/g and USB 2.0. The phone also supports various sound formats like- AMR-WB, WAV, MP3, iMelody and Midi.

The A60 Andro has accelerator sensor which allows users to show their content in portrait or landscape orientation with every turn. It has a 150 MB internal memory and is also 32GB external micro SD card supported.

Priced at Tk 10,500 the A60 is an average Android smartphone.

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