

## IT &amp; TELECOM

DHAKA, FRIDAY, OCTOBER 7, 2011, e-mail: it.telecom@thedailystar.net

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## We will miss you STEVE

NAFID IMRAN AHMED

This is not the story we had in mind to publish today. In fact last night I was writing a piece on Apple's latest iPhone that debuted on October 4. Little did I know that the man who co-founded that company and changed the world with the touch of technology just passed away. We'll probably run that story next week.

I received an SMS early morning from my colleague saying, "Steve Jobs no more." Like many others, I was very shocked.

We all knew that Jobs had been battling an unusual form of pancreatic cancer, and had received a liver transplant in 2009, but never thought he would leave us so early at the age of 56.

When Jobs stepped down as the CEO of Apple in August, he wrote in his letter of resignation: "I have always said if there ever came a day when I could no longer meet my duties and expectations as Apple's CEO, I would be the first to let you know. Unfortunately, that day has come."

We knew he was ill, maybe he knew he wasn't going to live long, so he decided to put the company in the safer hands of Tim Cook, the present CEO of Apple.

Jobs is survived by his wife, Laurene, and four children.

On October 4, CNN aired a documentary on Jobs; I learnt a lot from that show.

Jobs, one of the pioneers of Silicon Valley, who grew up there with his foster parents had founded Apple with his childhood friend Steve Wozniak. The two marketed what

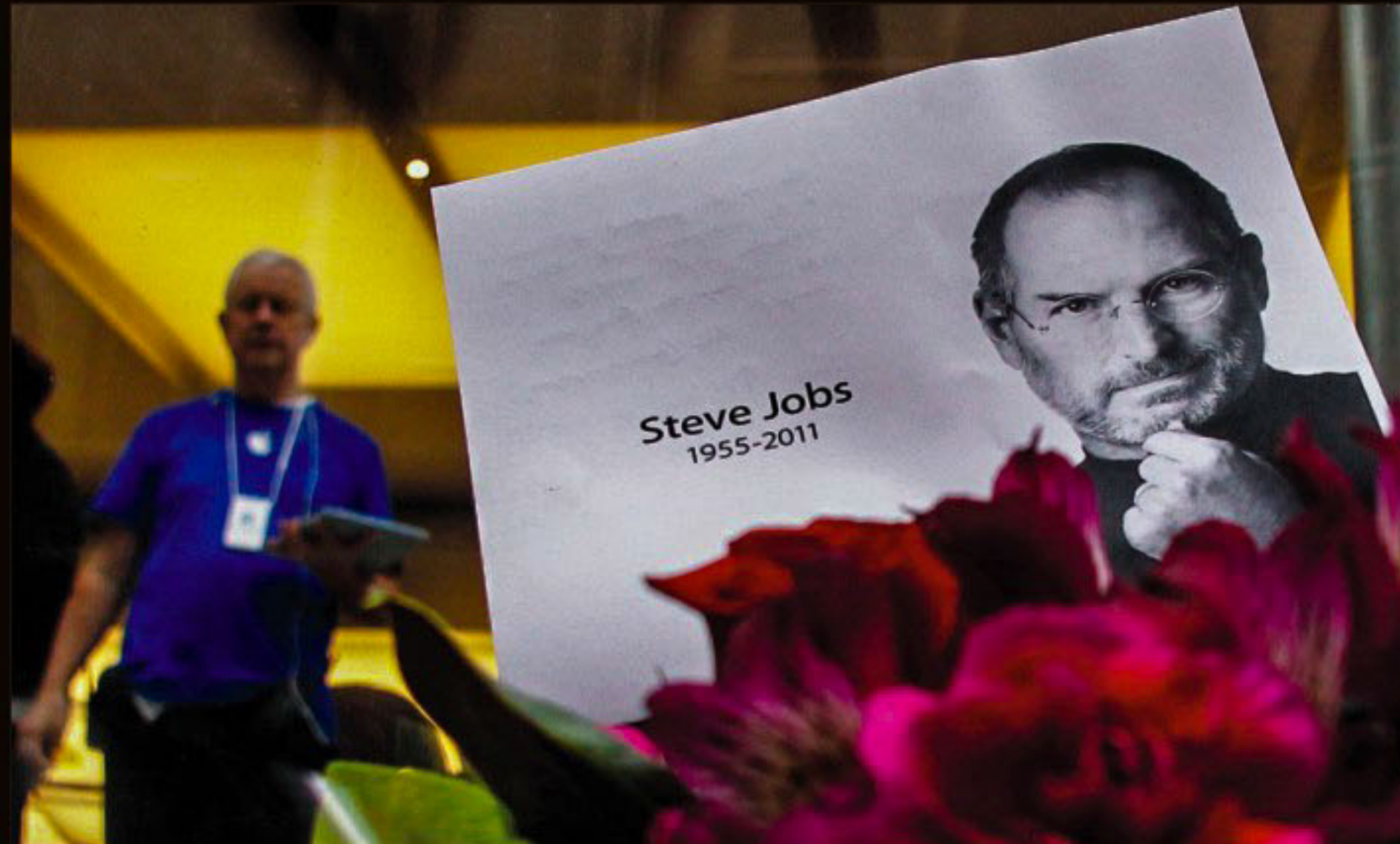


PHOTO: REUTERS

was considered the world's first personal computer, the Apple II.

He left the company in 1985 and went on to buy Pixar, the company behind some of the biggest animated hits in cinema history including Toy Story, Cars and Finding Nemo.

He returned to Apple 11 years later -- at a time when it was being

written off by rivals. What followed was one of the most remarkable comebacks in business history.

Starting off with the colourful iMacs, Jobs transformed the personal computing experience. Then came the iPod, which revolutionised the music industry. Not to mention the iPhone that changed the way we

think about phones and of course, last but not the least, the iPad.

"Steve's brilliance, passion and energy were the source of countless innovations that enrich and improve all of our lives ... The world is immeasurably better because of Steve," a statement paying tribute to Jobs from Apple said.

Industry leaders also echoed the same, not to forget the tsunami of tweets and facebook statuses.

Bill Gates, former CEO of Microsoft, tweeted, "For those of us lucky enough to get to work with him, it's been an insanely great honour. I will miss Steve immensely."

In a statement Gates also said, "The world rarely sees someone who has had the profound impact Steve has had, the effects of which will be felt for many generations to come."

US President Barak Obama said, Jobs was "brave enough to think differently, bold enough to believe he could change the world... talented enough to do it."

Facebook's Mark Zuckerberg said, "Steve, thank you for being a mentor and a friend ... for showing that what you build can change the world."

Nokia CEO Stephen Elop tweeted, "Steve's passion for simplicity and elegance leaves a legacy that will endure."

Millions of Apple fans around the globe are also paying tribute to Jobs. Some are posting Facebook status with his quotes, some posting his photos on iPhones or iPads with candles.

From a company going bankrupt, Jobs brought Apple where it stands today. Apple was briefly the most valuable company in the world earlier this year. The company produces \$65.2 billion a year in revenue, compared to \$7.1 billion in its business year ending September 1997.

According to Guardian, Jobs leaves an estimated \$8.3 billion, but he often dismissed others' interest in his wealth. "Being the richest man in the cemetery doesn't matter to me ... Going to bed at night saying we've done something wonderful ... that's what matters to me."

Steve Jobs revolutionised computing and changed the world, there aren't many who can do that. The world will miss him a lot.

## Huawei unveils new smartphone

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Huawei recently unveiled the Huawei Honor, its latest Android 2.3.5 Gingerbread smartphone, says a press release.

Honor features a 16M 16:9 true color high-definition (HD) 4-inch FWVGA capacitive touch screen. The new phone has 1.4 GHz processor with an 8-megapixel HDR-enabled camera and a 2-megapixel front-facing camera. Its body is 10.9mm thin and it weighs 140g.

Its 1,900 MAh battery lasts for 3 days on a single charge and it is said to be the longest battery life among smartphones in the 4-inch screen range. Honor comes with an exclusive Huawei user interface which is easier to customise and manage, as well as a dynamic weather widget.

The smartphone is DLNA (Digital Living Network Alliance)-certified which ensures interoperability with other DLNA-certified devices such as digital cameras, game consoles and TVs.

Honor will be commercially available in "Classic Black" in Asia-Pacific, China, Russia and the Middle East in Q4, 2011.

GRAMREENPHONE-PROTHOM ALO INTERNET UTSHAB

## Getting to know the internet

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Internet, the modern day one-stop-solution to most lifestyle needs, has become an important factor in boosting economy. Recent studies show that the GDP of a country is positively correlated with its internet penetration. This alone signifies the need for raising internet awareness in Bangladesh.

Increasing the level of internet penetration in Bangladesh, which is below 5% at present, has always been a huge challenge. This is because of a number of factors i.e. low literacy rate of the customers, technology shyness in general, significant resource gap in urban and rural areas and so on.

Aimed at increasing the awareness of internet and build a more internet-savvy generation, Grameenphone Ltd, in collaboration with the Daily Prothom Alo, has organised a student community program styled 'Grameenphone-Prothom Alo Internet Utshab'.

The program has been strategically endorsed by The Ministry of Science and ICT and Opera Mini also works as the browsing partner of the initiative.

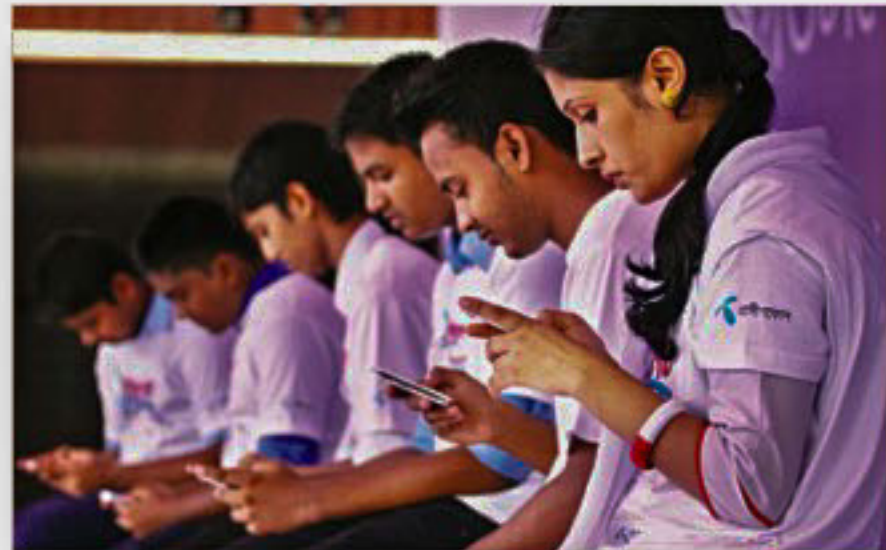
The 'Internet Utshab' is a day-long event that is being held in semi-urban and rural schools and colleges targeting the students and their parents. Under this banner,

101-day long events will be held across the nation with participation of around 1000 schools & colleges in this year.

The events offer a variety of components to raise awareness and enthusiasm regarding internet. There will be a number of audio-visual presentations on the benefits of internet so that stu-

dent-spot, there are demonstrations and sales booths offering free browsing, online games, attractive freebies and discounts.

The event has an exciting mobile browsing contest called I-Genius. It is a knowledge-based quiz competition where contestants are allowed to browse internet to find out the answers.



dent can learn the way internet can enlighten their lives.

Also the concept of responsible internet citizenship will be promoted by urging students to avoid the negative use of internet.

To give the visitors live experience on internet and the opportunity to subscribe to internet on-

Students can pre-register for this contest through school authority or avail spot registration. Organisers also provide hands-on training to each contestant on mobile internet browsing and using search engines before the contest.

The first event was held in Nawabgonj Pilot High School, Nawabgonj on September 27.

## Bangladesh slips in IT competitiveness global ranking

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Bangladesh is losing ground compared to other countries in information technology, the Business Software Alliance (BSA) reported in its publication of 2011 edition of the Economist Intelligence Unit's IT Industry Competitiveness index.

Updated for the fourth time since 2007, the Index benchmarks 66 countries on a series of indicators covering the critical foundation areas for IT innovation: overall business environment, IT infrastructure, human capital, research and development (R&D), legal environment, and public support for industry development.

Topping the overall rankings for 2011 are the United States, Finland, Singapore, Sweden, and the United Kingdom.

Bangladesh slipped 1 spot, ranking 63rd in the worldwide rankings due to a poor showing on indicators of overall business environment, the report said.

This year's Index finds that countries traditionally strong in IT are maintaining their positions of leadership in part because 'advantage begets advantage' they have built up solid foundations for technology innovation through years of investment and they are continuing to reap the benefits. But the global field of competition is becoming more crowded as new challengers, especially in developing economies, raise their games to meet the standards the leaders have set.

"It is abundantly clear from this year's IT Industry Competitiveness Index that investing in the fundamentals of technology innovation will pay huge dividends over the long term," said BSA President and CEO Robert Holleyman.

"Bangladesh has slipped in this year's rankings because of its performance in the overall business environment," said Roger Somerville, BSA senior director - Policy, Asia-Pacific. "In the years ahead, policymakers in Bangladesh have an opportunity to improve in that area. We know from global experience it will be worth the effort."

## Write3 receives WSYA 2011

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Write3.com, a Bangladeshi initiative by young professionals, received the World Summit Youth Award (WSYA) 2011 in 'Pursue Truth' category, says a press release.

The WSYA jury altogether selected 18 awardees from 700 submissions from 99 countries.

Over 700 young producers, designers and developers applied for the WSYA 2011 with websites, mobile-apps and new media formats in six categories. The other five categories are Fight Poverty, Hunger and Disease, Education for All, Power 2 Women, Create your Culture and Go Green.

Write3 is a venture aimed at promoting citizen journalism using mobile phones which gives voice to pursue the truth within the society in Bangladesh.

It allows its members to speak their voices from all community of the society.

Write3 is a tool for its members to upload their reports in the forms of short texts, video clips and images and is a mobile as well as on-line based application.

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