



Canon plans for aggressive marketing to boost sales

Its South and Southeast Asia boss tells during his first trip to Dhaka

IMRUL KAYES CHOWDHURY

Canon has planned to go for aggressive marketing strategy in Bangladesh to boost its market share. The company will also set up exclusive brand shops here as part of its new strategy. Initially the brand shops will be set up in Dhaka and gradually in other cities across the country. The strategy also includes massive promotional activities.

Kensaku Konishi, president and CEO, South and Southeast Asia, Canon shared the new strategy during his first-ever trip to Dhaka earlier this month.

During a press meet Konishi said Canon has over 40% market share in Bangladesh and is planning to increase it.

"Canon is expecting over 30% revenue growth from Bangladesh, Sri Lanka and Myanmar by the end of this year," said Konishi. The Canon CEO also said from January 2012, 20% of total revenue of Canon came from Asia.

To increase Bangladesh's contribution to its revenue, Canon needs to increase its market here and hence the new marketing strategy.

Regarding Canon's relatively higher price than other companies, Konishi said its price is a bit high because Canon does not compromise with quality.

About its after-sale service, Konishi said that it is the best and Canon believes in quality service.

Abdullah H. Kafi, managing director, J.A.N Associates LTD, the business partner of Canon in Bangladesh, who was also present at the press



Kensaku Konishi

meet, said unlike other companies Canon has highly skilled service providers here.

"We believe in customer service, not just in selling box," said Kafi.

Konishi said although Canon launches 100 new products every year globally, it cannot launch every new product here.

For example he said, Canon cannot introduce its high-end digital cameras on regular basis because of high duty. Even if it does introduce,

people cannot buy the camera because of high price.

Because of this, the market for digital camera is not developing and not contributing to economy.

Konishi said the duty on cameras should be reduced in order to make it affordable for people.

For example, Konishi said Bangladesh now enjoys a huge mobile phone market only because the government reduced duty on it.

Konishi said since the digital camera market is not developing, the government is losing potential revenue from it. He said the government can enjoy huge amount of revenue if it reduces the duty to a reasonable range.

Abdullah H. Kafi said if the government reduces duty on digital cameras, it will not only play its part in country's economy but also help make employments and reduce the ever growing unemployment problem of the country.

"Take ICT market for instance," he said, "when duty on computers was high the market was small but once the duty was cut short the market became big, lot of people started using it, became skilled and got jobs," he said. "Same thing can happen with digital cameras," he added.

Kafi also said Bangladesh now has the highest growth in mobile phone use in the world only because of the low duty.

He said that in many countries digital cameras have been put in the category of IT products but unfortunately in Bangladesh the picture is different.

He said this potential market needs attention in this regard.

MICROSOFT IMAGINE CUP 2012 Team Engine to represent Bangladesh in Sydney



Team Engine poses for photo shoot after winning the contest at the event.

IT & TELECOM DESK

Team Engine from BUET, AIUB and NSU with their project Annapurna won the Microsoft Bangladesh Imagine Cup 2012 champion's award and became eligible to represent Bangladesh in the global contest.

They will go to Sydney to compete in the worldwide contest in July. GPIT is the sponsor of the winning team's air ticket. The team members also received Doel laptops from TSS.

The national level contest was organised by Microsoft Bangladesh in run-up to the Microsoft Imagine Cup 2012 Worldwide contest.

The Imagine Cup is the world's premier student technology competition that provides an opportunity for students to learn new skills, make new friends and change the world.

From software and video games to mobile apps, teams create technology solutions in several categories of the competition to help improve education, healthcare, the environment and more. To provide inspiration for projects, students may address one or more of the issues outlined by the United Nations Millennium Development Goals.

North South University's team Leprechaun were announced as 1st runner-up for their Project Beetle while team AUST 4BIT of Ahsanullah University of Science and Technology became 2nd runner-up with their project Helping System for Physically Disabled People Using Voice Processing.

First and 2nd runners-up team members received Doel laptops from TSS.

The announcement of the winning teams and prize giving ceremony was held on Wednesday at Bangabandhu International Conference Centre in the capital.

Yafes Osman, state minister for ministry of science and technology attended the event as chief guest while Hasanul Haq Inu, chairman of the parliamentary standing committee on the posts and telecom ministry was present as special guest.

M Nazrul Islam Khan PS to prime minister and national project director of Access to Information, Kjersti Thoen, chief financial officer, GPIT Ltd and Jamie Harper, president of Microsoft South East Asia were also present at the event.

Earlier, Microsoft Bangladesh selected 14 teams from about 300 teams from 10 universities across the country based on their project proposals.

Nine teams successfully completed their projects by the given deadline. After that Microsoft arranged an event to showcase the projects at DRIK ICT premises in the capital.

Later, a panel of experts selected top 3 teams through an evaluation process. The panel also nominated 3 more projects in 'Innovative Idea' category sponsored by GPIT and DRIK ICT.

The GPIT Innovative Concept award winners are - Team UIU-Strugglers from United International University for their UIU Bangla OCR project and Team M.O.R from BRAC University for their Eye Controlled Cursor project.

Team IIT Phoenix of Institute of IT, University of Dhaka, received DRIK ICT Innovative Concept award for their project Better Together.

Samsung buys streaming music-movie services

AFP, San Francisco

Samsung Electronics on Wednesday announced it is buying mSpot to take advantage of the Silicon Valley company's prowess at streaming music and films to smartphones or tablet computers.

The South Korean consumer electronics powerhouse did not reveal what it is paying to acquire mSpot, which is based in the Northern California city

of Palo Alto.

"MSpot shares our vision to bring a best-in-class cloud and streaming entertainment experience to consumers and they've backed it up with great technical solutions," said Samsung media solution center senior vice president TJ Kang.

Samsung is buying mSpot's technology and team for a price estimated in online reports to be less than \$10 million.

Samsung said it will pre-install mSpot music, video and radio

services in new mobile devices.

"With our combined resources, we are looking forward to redefining media consumption across the mobile universe with cloud services," said mSpot chief executive Daren Tsui.

Analysts agree that digital content and fun applications on smartphones is vital to the popularity of smartphones or tablets in the fiercely competitive gadget market and can be more important to consumers than slick hardware.



MSpot was founded in 2004 and its services include digital lockers for storing music in the Internet "cloud" and online streaming of songs and films.

The company faces heavyweight competition from Google and Amazon.com, which have each offer online music storage and streaming services.

Facebook to sell apps through new online hub

REUTERS, San Francisco

Facebook Inc unveiled a new hub for consumers to find games and other apps on the social network, including its first storefront for selling paid apps, in the company's latest effort to expand the ways it makes money from its massive audience.

The new App Center, which Facebook said will launch in the next few weeks, comes as the company is preparing an initial public offering that would value the company between \$77 billion and \$96 billion.

A key concern for investors is Facebook's slowing revenue growth, due in part to the widening trend of consumers accessing its service on smartphones, where Facebook provides limited ads.

In an amended prospectus filed with the Securities and Exchange Commission on Wednesday, Facebook said the popularity of mobile devices has caused its number of daily users to grow faster than the number of ads it is delivering.

Facebook described the number of mobile ads it has recently begun showing to users as "immaterial."



Facebook makes the vast majority of its revenue from online ads, although it also collects fees when consumers purchase goods from within social apps, such as Zynga's Farmville.

The App Center will, for the first time, allow software developers to sell apps to consumers directly on Facebook.

Consumers will need to use Facebook Credits, the company's

payment system, to purchase the apps and Facebook will take a 30 percent cut of the revenue as it does with in-app purchases, said Facebook spokeswoman Malorie Lucich.

Facebook is introducing the app service to give software developers additional options, but the company expects in-app purchases to remain more prevalent on the social network, said Lucich.

Microsoft vows to go carbon neutral

AFP, San Francisco

Microsoft on Tuesday vowed it would be carbon neutral in the fiscal year starting July.

The plan to zero-out the overall amount of climate-changing gas spewed while running data centers, software labs, and offices and even during work-related travel included charging departments a fee for carbon produced.

"The goal is to make our business divisions responsible for the cost of offsetting their own carbon emissions," Microsoft chief operating officer Kevin Turner said in a release.

Turner added that while Microsoft is not the first company to go carbon-neutral he hoped the move would encourage other businesses to follow suit.

"It's the right thing to do," he said. "Working on the issues of energy use and environmental change provides another opportunity to make a difference in the world."

Microsoft's pledge came less than a month after activists rappelled down a Seattle office building to get the software colossus and Amazon.com to use clean energy to power datacenters running services based in the Internet "cloud."



Two Greenpeace members launched from the roof of a new headquarters being built for Amazon.com, across a street from Microsoft offices, to hang a cloud-shaped banner with a message asking the companies "How clean is you cloud?"

The stunt came on the heels of a Greenpeace report grading major technology firms on the use of renewable energy sources to meeting skyrocketing datacenter demands and marked the start of a Clean Our Cloud campaign.

Amazon, Apple and Twitter were graded poorly in a Greenpeace study of technology titans' use of clean energy to power the mushrooming Internet cloud, but Facebook, Google and Yahoo! won praise.

Both Amazon and Microsoft datacenters rely heavily on "dirty and dangerous coal and nuclear power," according to the report.

"Today's announcement by Microsoft to become 'carbon neutral' is a good first step" said Greenpeace senior analyst Gary Cook.

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