



# 3-day service fair for Dell users

RUBAIYAT ISLAM RAFAT

World renowned brand Dell along with its partner in Bangladesh, Computer Source Limited (CSL) have arranged a three-day service fair 'Dell PC Clinic' for Dell notebooks and PCs at Ruposhi Bangla Hotel in the capital from May 24-26.

This is the first ever such fair organised in Bangladesh.

Users do not require any warranty card to avail service at the fair.

The fair was inaugurated by Sonia Bashir Kabir, country manager, Dell Bangladesh along with Asif Mahmud, directors, CSL and Md. Faizullah Khan, president, Bangladesh Computer Samity.

At the opening ceremony Asif Mahmud said "Dell has always been the forerunner in the world of information technology by producing the ultimate high-end PCs for everyone. Dell's ability to provide the best products as well as their aptitude to deliver the most professional technology solution, service and support do justify their tagline 'The Power to do more'."

He also said that Dell cares for its customers and selling is not the last



Visitors seek service at the fair.

word for them, for which, they always strive to reach out to their customers. "In this regard, with the help of Dell Bangladesh, Computer Source proudly hosts this special event for the Dell PC users which is, undoubtedly, the first of its kind in Bangladesh," he said.

Sonia Bashir Kabir said CSL has been a very proactive partner in growing the market for Dell and has become Dell's first service partner in Bangladesh. CSL will provide service to all Dell PCs and laptop consumers. CSL has invested in the

service business and has a very impressive service model. "Sale is driven by service. Customer satisfaction is not enough anymore we have crossed that chasm and choose to delight our customers. With this PC clinic, Dell and CSL will prove to our customers that we care we will demonstrate our capability, commitment and consistency in servicing our customers. Service is the differentiator for winning customers' confidence and boost sales. We believe our existing and prospective customers

will now choose Dell over any other brand as they will see that Dell is investing in Bangladesh and is here to stay."

A huge crowd filled the hotel to be a part of this extraordinary event. The atmosphere was exceptional as this fair is unprecedented in the context of IT sector of Bangladesh. In addition to PC and notebook repair the visitors were showing their interests on Dell Inspiron series laptops namely 14z, N4050, N4110 and N5110.

At the fair CSL also showcased latest webcam, mouse and keyboard from Logitech wireless technologies and digital data security products from Norton.

A special service area 'Dell Experience Zone' is open for all to get first-hand experience on the various products of Dell.

The fair also has contests, raffle draws and seminars on Dell products, upcoming technology and service offerings.

Faizullah Khan thanked CSL and Dell for arranging 'Dell PC Clinic' fair. He said CSL and Dell have introduced a new milestone in the arena of customer care by this event.

# Microsoft sees 'rebirth' with new Windows 8 system

AFP, Seoul

Microsoft's upcoming Windows 8 series -- featuring an upgraded cloud computing service -- marks a "rebirth" of its operating systems, chief executive Steve Ballmer said Tuesday.

Ballmer described Windows 8 as the "deepest, broadest and most impactful" Windows software ever created by the US tech giant, after the current Windows 7 sold at unprecedented rates to businesses.

"It's really, in some senses, a dawning of the rebirth of MS Windows... It's certainly the most important piece of work we've done," he said in a speech to the Seoul Digital Forum.

Windows 8, whose preview version will be released in June, allows users readily to store and share personal data among various devices under the "SkyDrive" cloud computing service. Rival Apple already offers such a service.

The new Microsoft system will support a wider range of devices, including touch- and stylus-based smartphones and tablet PCs as well as desktop and laptop machines, Ballmer said.

The software giant has been trying to expand its presence in the booming software market for smartphones and tablets, which is currently dominated by Apple and Google.

Ballmer predicted that the cloud computing market would become dominated by a few big players.

"The number of core (cloud) platforms, around which software developers will do their innovation, is not ever-broadening," he said.

"It's really a quite smaller and focused number -- Windows, various forms of Linux, the Apple ecosystem."

In three to five years from now, "there will be just a few ecosystems that really can get the critical

mass", he said.

Ballmer estimated up to 500 million users will have Windows systems next year, promising the "best economic opportunity" for device makers and app developers.

Microsoft will also soon introduce Skype powered by Windows 8, Ballmer said. His company last year bought the leading Internet video and voice-calling service for \$8.5 billion.



# Google completes takeover of Motorola Mobility

AFP, San Francisco

Google Tuesday finalized its \$12.5 billion deal for Motorola Mobility, a key manufacturer of smartphones and other devices which puts the Internet giant in head-to-head competition with Apple.

"The acquisition will enable Google to supercharge the Android ecosystem and will enhance competition in mobile computing," the California-based Internet giant said in a statement.

"I'm happy to announce the deal has closed. Motorola is a great American tech company, with a track record of over 80 years of innovation," Google chief executive Larry Page said.

"It's a great time to be in the mobile business, and I'm confident that the team at Motorola will be creating the next generation of mobile devices that will improve lives for years to come."

The completion follows approval by Chinese, US and European regulators, amid concerns that Google would keep Android, a free operating system, out of the hands of competitors in the mobile device market.

Conditions from China's Ministry of Commerce included Google keeping its Android software for gadgets such as smartphones and tablet computers free and open



for at least five years.

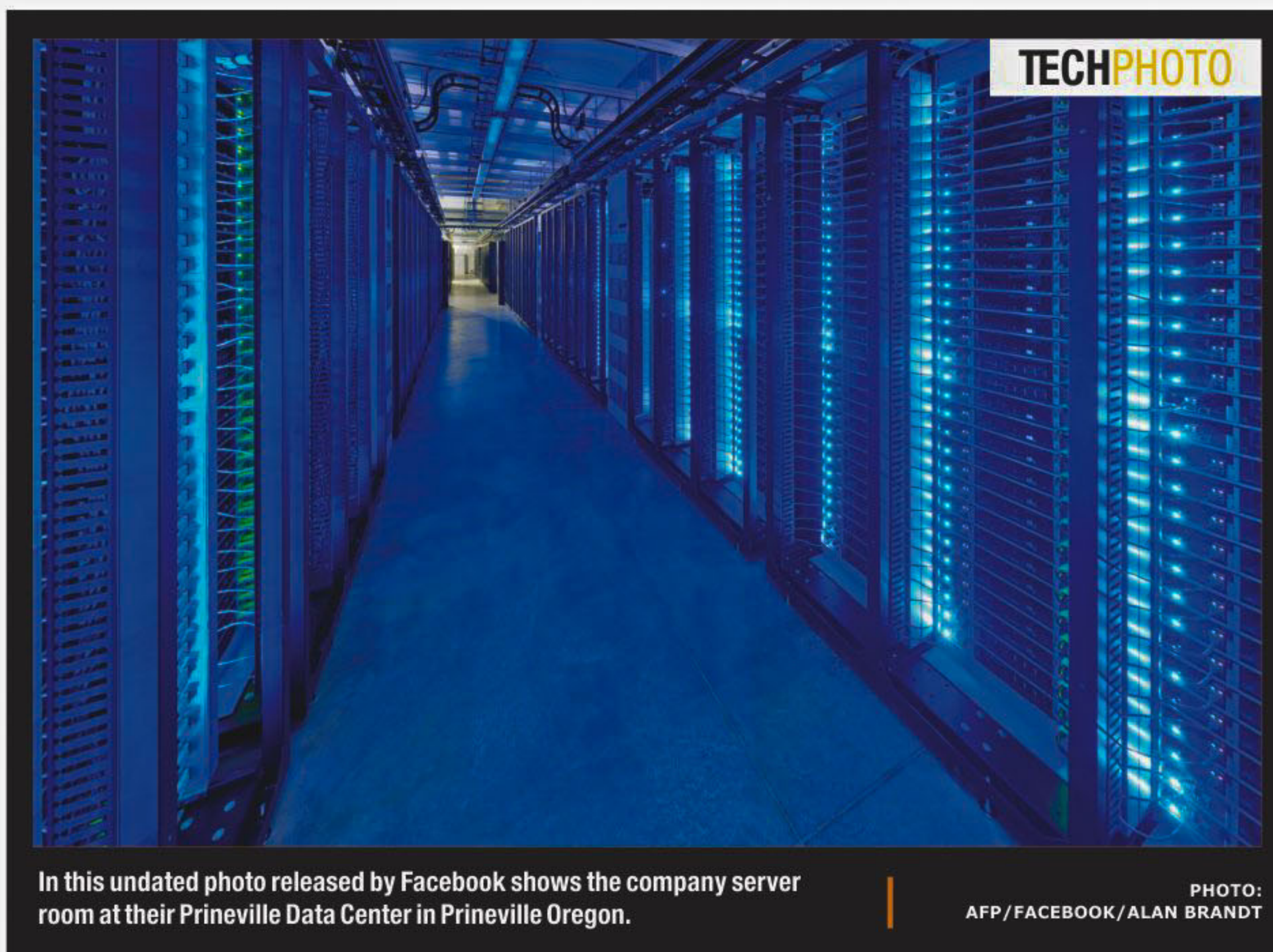
Regulators in the US and elsewhere have stressed that they will be watching to make sure that the Mountain View, California-based company does not use Motorola Mobility to obtain an unfair advantage in the market.

Google will acquire 17,000 patents with the purchase of Motorola Mobility and has been strengthening its patent portfolio as the fight for dominance in the booming smartphone and tablet market increasingly involves lawsuits claiming infringement of patented technology.

Apple and South Korea's Samsung, whose devices are powered by Google's Android software, are currently involved in lengthy and costly patent fights being waged on several continents.

The Android system snagged 51 percent of the US mobile phone operating system market in the three months ending in March, according to comScore, while Apple's operating system had 30.7 percent.

But in the global tablet market, Apple's iPad outmuscled its Android-powered rivals in early 2012, according to research firm IDC.



In this undated photo released by Facebook shows the company server room at their Prineville Data Center in Prineville Oregon.

TECHPHOTO

PHOTO: AFP/FACEBOOK/ALAN BRANDT

# Transcend's South Asia boss in Dhaka

IT & TELECOM DESK

Gordon Wu, South Asia region head of Transcend, a leading manufacturer of storage and multimedia products, recently came to Dhaka to see Transcend's market condition here.

During his visit, he also addressed a press meet at Transcend's local distributor UCC's head office.

At the meet he shared the company standing across the globe as well as the present business status in Bangladesh. Stating their presence globally, Wu said that since the inception in 1988, Transcend expanded its business in the United States, the United Kingdom, Germany, the Netherlands, Japan, Korea and several other countries.

He said that with production plants in Taiwan and China, the company offers a full line of memory modules, flash memory cards, USB flash drives, portable hard drives, solid-state drives, digital music players, card readers, multimedia products, industrial products.

He also informed that Transcend holds number 3 posi-

tion as USB flash drive and number 4 as flash card manufacturer worldwide.

About their business in Bangladesh, Wu said that although they had their products shipped into Bangladesh market through some non-regular channels, the authorised business started in December 2004, when Transcend appointed UCC as the national distributor for their products in Bangladesh.

Addressing UCC's strengths, he underscored the local distributor's comprehensive knowledge of local market as well as the retail channels, which made them confident that the promotion of Transcend's brand awareness would be carried out to the fullest through UCC in this country.

He assured that Transcend will keep offering support at maximum to further expand the potential Bangladesh market.

Sarwar Mahmud Khan, CEO, UCC, Darren Lin, senior account manager - South Asia, Transcend, Md. Anwarul Quyum Chowdhury, deputy general manager, Admin and Operations, UCC, Anwar Ahmed, deputy general manager, Distribution, UCC and other officials were also present at the press meet.



From left: Sarwar Mahmud Khan, Gordon Wu and Darren Lin at the press meet.

# Yahoo! moves to reclaim internet search crown

AFP, San Francisco

Yahoo! on Wednesday set out to reclaim the internet search crown from Google with the release of software that transforms the way users explore the Web using Apple's coveted gadgets.

A Yahoo! Axis application was introduced for iPhones, iPads, and iPod Touch devices and also as "plug-in" software for Chrome, Internet Explorer, Firefox and other Web browsers featuring HTML-5 graphics capabilities.

"Yahoo! is still very much in search," special projects product management director Ethan Batraski said while giving AFP an advance look at Axis. "We continue to flourish."

Axis does away with the blue links that have defined Internet query results for a decade and replaced them with previews of pages that might provide the information being sought.

The application lets users easily "swipe" from one Web page to another or review a pull-down strip of preview pages instead of making them click on links to see what websites look like.

"We removed the entire search results page from the equation for a game-changing search experience," Batraski said.

"The entire search experience is in the app," he continued. "You will never have to use Safari ever again."

Safari is the Web browsing program Apple builds into its devices.

The Axis search results pane instantly displays informa-



tion of potential interest, such as the score from a most recent game if the query is a sports team.

Yahoo! also made it simple to email, tweet, "pin," or bookmark pages with touches of screens.

Axis also gives users the option of synching pages across devices, so that driving directions, movie times or other pages left open on one gadget will automatically display on another, the demonstration showed.

"I could easily start something on my iPad and continue on my iPhone," Batraski said. "The goal here is to connect all my devices together."

Clicks of side tabs replace swipes in the plug-in version of Axis for desktop computer browsing software.

For now, Yahoo! is not displaying ads in Axis because the focus is on winning users before weaving in ways to make money without marring the smooth experience.

Yahoo! has been steadily losing ground to Google in the Internet search market. Google's share inched up to 66.5 percent in April while Yahoo!'s portion slipped a fraction to 13.5 percent, according to comScore.

Microsoft's Bing was the second most popular search service, handling 15.4 percent of queries, the industry tracker reported.

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