

Mobile VAS guideline under fire

IT & TELECOM REPORT

The proposed value added service (VAS) guideline is unprecedented and detrimental to Digital Bangladesh, Colombo-based regional regulatory and policy think-tank LIRNEasia said in a statement.

LIRNEasia has urged the government to scrap the document. Its remark was an official response to a public consultation on the topic with the telecoms ministry.

The government has suggested that a licence should be obtained to provide VAS in Bangladesh. It also forces the mobile operators to discontinue any value-added services such as ringtone, wallpaper and music download.

"There is no international precedent for this," wrote Rohan Samarajiva, the chairman

and CEO of LIRNEasia in his response to the public consultation. "This proposal is harmful to the achievement of Digital Bangladesh objectives and should be withdrawn."

Samarajiva, former head of Sri Lanka's telecom regulator, was also a policy adviser to the telecoms ministry in Bangladesh. "There is no rationale for VAS licensing that would be supported by present knowledge on ICT policy and regulation," Samarajiva said.

"Licences are rarely issued at this granular level," he remarked adding that at most, they would be "class licences" that would impose certain minimal obligations and enable the regulator to contact the VAS provider if necessary.

Referring to a New York Times' report on Facebook's \$1 billion acquisition of Instagram, Samarajiva said the licensing of VAS "is espe-

cially inappropriate at the present time, when mobile applications, primarily for smartphones but also for feature phones, are attracting significant venture capital".

"The new 2G licence mandates the mobile operators to provide VAS but the draft guideline contradicts it," said Abu Saeed Khan, secretary general of the Association of Mobile Telecom operators of Bangladesh.

"We have urged authorities to align the VAS guideline with the main licence that enables mobile operators to do their business," Khan told The Daily Star.

Khan said the mobile industry has been actively promoting the VAS being developed by the innovative local talents. "We are closely working with all stakeholders of the VAS industry to solidify our historical relationship."

Datacard discusses its card issuance solutions



Angus McDougall speaks at the event.

IT & TELECOM REPORT

Datacard Group, the world leader in secure ID and card personalisation solution, and LEADS Corporation Bangladesh Limited, jointly arranged a seminar on "Card Issuance System" at a hotel in the capital.

The key focus of the event was to demonstrate the alternative strategies for card issuance programmes for government and the financial sector.

Government solutions include programmes like national ID, passport, driving licence, and healthcare entitlement. Whereas financial institutions deal with credit and debit cards in a cost effective fashion, which includes migration to the new EMV standard for chip cards.

Shaikh Shahid, CEO and director of LEADS Corporation Bangladesh Limited, during his speech said Datacard is world leader in plastic card personalisation solution. "Datacard started its journey in Bangladesh together with LEADS in 1996," he said adding "the first financial card issuance was launched same year through a local bank".

He also informed that since then the company is moving ahead with a steady growth and currently more than 70 per cent of financial cards of the country are printed with Datacard solutions which covers more than 50 local and foreign banks and government entities.

Other speakers at the event were Angus McDougall, regional vice-president for Datacard Asia Pacific, Michael Langner, director of marketing and business devel-

opment, Francois Drisse, marketing manager, and Rajiv Singh, managing director of Datacard India Pvt. Limited.

Angus McDougall shared the company's operation in Asia Pacific in his speech.

About South Asia he said "we have seen explosions of national programmes in last few years in this part of the world."

He also said that in some countries like Singapore, Japan, Australia, they believe, every card issues are done on the Datacard platform. In other countries they have 85-90 percent market share.

Apart from government and financial sectors, Datacard is also involved in issuance of GSM SIM cards.

"South Asia is the fastest growing market on the planet in terms of GSM SIM card issuance", McDougall said.

Datacard's other solutions include corporate, education, healthcare, loyalty and membership, retail and transit.

McDougall said Datacard is pretty much the market leader in this space with its wide range of card issuance solutions.

Michael Langner discussed on government and financial solutions while Francois Drisse discussed on GSM solutions.

Nazrul Islam Khan, private secretary to the prime minister of Bangladesh, Rana Shahid Hasan, head of card operations, Standard Chartered Bank and Mostafa Zabbar, director, BCS (Bangladesh Computer Samity) spoke at the event as guest speakers.

Rajiv Singh highlighted Datacard's plans for expansion in the South Asia region.

Dell introduces 12G server series

IT & TELECOM DESK

Dell has announced a portfolio of blade, rack and tower Power Edge servers optimised for use in demanding enterprise environments.

With this new server series, customers ranging from small businesses to hyper-scale data centers can help maximise efficiency by streamlining and automating operations help achieve better business application performance and business continuity.

As the only one of the top five server vendors to grow server revenues in Q4 2011, Dell continues to innovate to deliver features that are industry firsts and make the Power Edge 12th generation servers the company's highest performing, most manageable servers ever.

"Dell designed the new Power Edge servers with input gathered from more than 7,700 customer interactions in 17 countries across four continents," said Sonia Bashir Kabir, country manager, Dell Bangladesh at the 12G Launch held on May 29th at Ruposhi Bangla Hotel. "These servers will replace technology that was previously overpriced, complex and underutilised, and give customers the power to do more while saving time, money and resources. Another important thing to highlight specifically for Bangladesh is that these servers can run at much higher ambient temperatures, saving tremendous operational costs," she added.



Sonia Bashir Kabir speaks at the event.

The 16 new blade, rack and tower servers are optimised for mission-critical applications ranging from collaboration to high-performance computing.

The second generation of lifecycle automation defines industry standards with streamlined systems management and improved efficiency.

Dell updated the industry's first embedded systems management tools, the Integrated Dell Remote Access Controller 6 (iDRAC6) with Lifecycle Controller 1.0, which shipped in more than 3.5 million 11th Generation Power Edge servers

since its inception in 2009, according to IDC. Now the second generation, iDRAC7 with Lifecycle Controller 2.0, enables customers to uniformly manage the deployment, updating, monitoring and maintenance of the server lifecycle.

Dell also announced Open Manage Essentials, a new management console, which monitors the health of Dell servers, storage and switches. By interfacing with the Dell KACE K1000 Management Appliance, Open Manage Essentials sends user-defined server, storage and network health status alerts to the K1000 service desk.

Samsung rolls out new handset

IT & TELECOM DESK

Samsung has launched its latest entry-level smartphone Samsung Star 3 Duos in the market, says a press release.

The Star 3 comes in stylish and sleek design and has almost all the features of a high-end smartphone.

Its 3.0" full touch display is big enough for crystal clear display of images, videos and web pages. It is wide and smooth enough for exchanging SMS with friends, downloading apps from Samsung Apps, or playing games.

The Dual SIM support gives users the performance of two mobiles in the convenience of one handset. Both the SIMs remain standby for incom-



ing calls. For outgoing calls, users can easily switch to the preferred SIM by touching the dedicated SIM switch button.

This device allows its users to enjoy their social life to the fullest. All time messaging service, push e-mail and social networking applications allow communicating on the move. ChatON communication service enables sign-in without ID or PW to send personalised multimedia messages, group chat and buddy management.

It features 3.2MP camera with video recording, FM, MP3 and MP4 player, 3.5mm jack, MicroSD up to 16GB, Bluetooth 3.0, Wi-Fi 802.11 b/g/n, and 1000 mAh battery.

The set has a price tag of Tk 9,990.

Citycell brings pocket router

IT & TELECOM REPORT

Citycell, the CDMA mobile operator in the country has launched its My-Fi pocket router in the market.

My-Fi is basically a mobile Wi-Fi router.

The router is available at Tk 8000. However, you can also buy the router with pre or post-paid connections. Citycell offers three packages with it 300kbps, 512 kbps and 1Mbps.

Price of the router with packages is available at Citycell's website.

My-Fi works across the country as Citycell has nationwide coverage. The router lets its users make their own hotspots and can connect up to 5 Wi-Fi enabled devices (smartphones, tablet PCs, notebooks) simultaneously.

The pocket-sized router weighs 80g and can be kept inside pocket or bag while using.

It has a rechargeable battery that can serve up to 4 hours of working time and 100 hours of standby time.

The router covers a distance of 30 meter indoor and 50 meter outdoor.

It can also be used as a modem.

The pocket router comes with default password for security reason and can be changed afterwards.



Apple chief vows innovation in TV and more

APP, California

Apple chief Tim Cook on Tuesday vowed that creativity would remain in the company's "DNA" and hinted that products on the horizon could come in the area of television.

Cook was the star opening guest at a prestigious All Things Digital conference hosted by the Rupert Murdoch-owned technology news website at a resort in the Southern California town of Palos Verdes. "We're going to introduce some great stuff," Cook said. "I think you are going to love it."

Cook declined to reveal details of products set for release by the Cupertino, California-based maker of iPads, iPhones, iPods, Macintosh computers, and Apple TV devices.

The first unveiling could take place as soon as June 11,

when Apple kicks off its annual Worldwide Developers Conference in San Francisco.

"Juices are flowing and we have some incredible things coming out," Cook said. "For years Apple's been focused on innovation and this will not change."

While avoiding specifics, Cook said that the Apple TV business is "an area of intense interest for us."

Apple has long referred to its Apple TV as a hobby. The devices are boxes that route content from the Internet to television screens.

"We're not a hobby kind of company, as you know," Cook said. "The company tends to put a lot of wood behind a few arrows. We've stuck to this."

Apple sold 2.8 million Apple TV devices last year and nearly that many in the first few months of this year, according to Cook.



banglalink internet

log on to your world

• to register to this pack, dial *500*2*2*1#

• if usage exceeds 50 MB, BDT 0.01/10KB rates will apply

• VAT applicable • for details call 12143 (toll free) or visit www.banglalinkgsm.com

become our fan on facebook:
[facebook.com/banglalinkmela](https://www.facebook.com/banglalinkmela)

per week
50MB
only @Tk. 50

internet is now
even **more affordable**
in a convenient
weekly mini pack



banglalink