

The new iPhone is a people's evolution

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Revolutions can be exciting, but sometimes evolution can be even more powerful. With the curtain drawn back today on what exactly the new iPhone will do (and will be called), Apple is entering a period of consolidating its lead. Its next trick is to outflank smartphone competitors as deftly as it has in the tablet wars.

The news on iPhone 5 Day began with some telling iPad statistics: The tablet's market share has grown from 62% to 68% year-over-year through June, despite strong (relatively speaking) competition from Amazon's Kindle Fire. And the iPad accounts for a borderline inconceivable 91% of all web surfing with tablets.

Why did CEO Tim Cook drop these little tidbits before the main event? To force the audience, as only the great magicians can, to look "over there" at the shiny stats instead of "over here," where the devices generating those stats aren't much changed. And to telegraph his master plan.

All told the newest things about the iPhone 5 aren't really new. It will sport a four-inch screen, catching up to the standard of most other top-end smartphones. It will access the world's fastest 4G LTE data networks. The camera gets an upgrade. There will be three mics, the better to allow Siri to give you questionable advice. As I tweeted during the presentation: "Tall, thin, dark and handsome. What's not to like?"

All fine and dandy, but not worth champagne sipping and a balloon drop.

But there's the rub. Since Apple disrupted the smartphone business with the original iPhone five years ago, it has maintained a significant market share advantage. But it has also seen the competition mushroom and ... flatter the company with imitation (sometimes illegally). Most smartphones look astonishingly like the iPhone, and nothing did before the iPhone.

And while we obsess about what our phones look like, what goes on beneath the hood is as important. Google, with an even more remote connection to the business than Apple had before 2007, designed credible alternative mobile phone software that it gives away and which powers the vast majority of iPhones competitors. And it bought its very own handset company, Motorola Mobility.

But there is now chaos in the smartphone world and out of this chaos, Apple intends to impose order. Nokia and Microsoft have stumbled out of the gate with the new Lumia. Blackberry surrendered the keyboard wars, alienated customers with network outages, and



Apple CEO Tim Cook takes the stage during an iPhone media event in San Francisco, California on September 12.

PHOTO: REUTERS

is watching helplessly as its big business customers happily allow their employees to bring their own Apple devices to work. Samsung, still the global smartphone market share leader, is on the ropes, as Apple savors a sweet patent victory. The billion-dollar judgement is inconsequential. The complete shattering of Samsung's strategy is utterly destabilizing.

And then there's Apple's main rival, Google, which is still re-tooling Motorola Mobility. It, at least, still has the Near Field Communication payments turf to itself as Apple once again declined to include the still somewhat arcane NFC technology in the latest iPhone.

Now Apple hoarding more than \$100 billion in cash is looking on in amusement. It has finally added missing features that its competitors thought up, but that it couldn't be bothered to include earlier. (243 million sold iPhones offer luxury in that department.) It's relishing a historical company valuation, driven primarily by iPhone sales. A JP Morgan analysis says iPhone 5 sales could be so strong, Apple might even account for 0.5 per cent of the United

States' Gross National Product.

As the iPad bulldozed each new comer, every competing tablet has been met with a rhetorical question: "Why wouldn't you get an iPad?"

Now Apple is trying to make sure competing smartphones are met with a version of the same query. If you can't exactly beat the iPhone on price, power, features, screen size or access to data networks, well, then, why ...

Was this the most exciting reveal in Apple history? Hardly. Will any one thing the iPhone 5 does really prompt one sale? No.

Nevertheless, Tim Cook sees a roadmap in evolution. It leads to hegemony. By keeping the most innovative aspects of the iPhone while adding the handful of things that differentiated competing phones, Cook has positioned Apple as a company that makes devices that can be all things to all people.

If Steve Jobs was Willie Wonka, the reclusive genius iconoclast, Tim Cook is the Wizard of Oz: a conjurer of dreams you already have.

The Author writes for Reuters Mediafile.

Apple goes big screen with iPhone 5

AFP, San Francisco

Apple on Wednesday introduced the iPhone 5, with a bigger screen and slimmer body that analysts quickly branded a sure hit for the culture-changing tech giant.

Apple chief executive Tim Cook called the launch "the biggest thing to happen to iPhone since the iPhone."

The California company called the iPhone 5 "the thinnest smartphone in the world," with a glass and aluminum body that is 18 percent thinner and 20 percent lighter than iPhone 4S.

The new iPhone has a rich four-inch (10-centimeter) display prime for the red-hot smartphone market, in which screen size is a key factor for buyers, according to Nielsen senior vice president Jeff Wender.

At a packed launch event in San Francisco, Apple marketing chief Phil Schiller praised the new iPhone as "an absolute jewel."

Apple will start taking orders for the phone Friday and begin shipments on September 21 in the United States, Canada, Britain, France, Germany, Australia, Hong Kong, Singapore and Japan, and the phone will be available in 100 countries by the end of the year.

Pricing for US customers will start at \$199 with a two-year telecom service contract.

Schiller said the taller iPhone nestles in one's palm to naturally align with thumbs and works on the faster mobile Internet networks known as LTE.

The new device features Apple's own new A6 processor, which according to Schiller doubles the speed for loading Web graphics.

"The primary purchase drivers for smartphones are price, features, operating system, apps and screen size," Wender said during an iPhone 5 hands-on session. "Apple addressed all those key drivers today in spades."

Battery life, a key complaint of smartphone users, is extended to eight hours with mobile phone and browsing and 10 hours if Wi-Fi connections are used.

Apple also customized a sophisticated mapping program, upgraded its voice-activated assistant known as Siri and more tightly integrated Facebook.



Apple's new iPhone 5 (L) and previous generation 4S (R) are displayed at the launch event.

PHOTO: AFP

Kaspersky now available online

IT & TELECOM DESK

Kaspersky AV products can now be bought online in Bangladesh.

An agreement has been signed between Officextracts Kaspersky Lab's distributor in Bangladesh and Bhutan and Shurjomukhi Limited.

Under the agreement, customers from any part of Bangladesh can now buy Kaspersky software through Pay & Buy web portal paypoint.com.bd which is a concern of Shurjomukhi Limited.

Roots Communication starts operation with ZTE

IT & TELECOM DESK

Roots Communication Ltd, a leading International Gateway provider of Bangladesh, is the first among the new licensees to deploy the IGW network, including overseas sites within a very short time.

Roots chose ZTE Corporation as their sole equipment and solution provider, and the future strategic partner from since the inception.

NEWCOMERS

IT & TELECOM DESK

Acer Aspire

V5-571G laptop

Acer has released Aspire V5-571G laptop in the local market.

The laptop is equipped with 2nd Gen Intel Core i3, 1.40 GHz processor.

It also comes with the Genuine Windows 7 Home Basic and NVIDIA GeForce GT 620M with 1 GB of dedicated memory for better visual performance.

The laptop has 15.6-inch HD Acer CineCrystal LED backlit display, 2 GB Ram and 5000 GB hard disk.

Its other features include card reader, Bluetooth 4.0 + HS, webcam, DVD writer, Wi-Fi, 1x USB 3.0 and 2x USB 2.0 ports, HDMI port. Color Silver. The 2.3kg laptop is 23mm thick and has battery backup of up to 5 hours.

The laptop is available in the market with 1-year local and 1-year international traveler's warranty at Tk 57,800.



Asus

A43E laptop

Asus has introduced A43E laptop in the local market.

This laptop comes with an innovative new IceCool Technology to keep palm rests cool, placing heat-producing components away from users.

The laptop features 14-inch display with a resolution of 1366 x



768, Intel HM65 chipset and 2.5 GHz speed of Intel 2nd Generation Core i5 processor.

The laptop is equipped with Intel GMA HD graphics, 2GB DDR3 RAM, 500 GB HDD, 802.11 b/g/n Wireless LAN, 2 USB 2.0 ports, 1 USB 3.0 port, an HDMI port, RJ45 LAN, VGA port, memory card reader, webcam.

With a sleek metal design and elegant color scheme and textures of aluminum, the laptop offers a combination of technology and expressive style. The laptop is

available in red and blue colours.

The A43E has a price tag of Tk 48,900.

Blu-Ray writer

Asus has launched its award winning SBW-06D2X-U, an external Blu-ray writer in the local market.

The Blu-Ray writer won 2011 iF design award for its innovation, versatility and aesthetics.



It can store up to 128GB of data on a single Blu-ray disc. It uses smart burn management to guarantee better and faster data backup performance at 6X Blu-ray writing.

This slim Blu-Ray drive can scale up DVDs to full HD 1080p and transforms 2D movies with 3D effects, taking your entertainment experience to greater height.

Moreover, this Blu-Ray drive's Drag-and-Burn feature provides three simple steps to burn a disc. The product has a price tag of Tk 12,000.

Oracle discusses new enterprise security

IT & TELECOM REPORT

Oracle at an event recently discussed about its new enterprise security, Oracle Identity Management 11g Release 2.

The product was officially launched in July this year.

Siva Belasamy, regional sales director, enterprise security, Oracle Corporation Asia Pacific introduced the product at an event in the capital.

At the event he said as the organisations now use more and more applications for their business, they use separate IDs and passwords for each application for a single user. Remembering so many passwords can sometimes make users frustrated and productivity can go down. To help organisations on this issue and make it convenient for the users, Oracle has released this identity management software.

He said "Oracle as an organisation provides enterprise security software. The objective is basically to simplify and putting single platform to address all security requirement across enterprise application."

He said it doesn't matter what application it is, it could be infrastructure application, it could application running on .Net, application on JAVA platform and so on.

Applications can be plugged into this platform at any time. User can log on to

applications with a designated single ID and password.

Identity Management Security is important for Bangladesh because online purchasing are increasing day by day and it is important to have a secured online financial transaction system for making payment and users also must have the confidence to do the transaction.

Belasamy said this solution is hack-proof.

Without taking any names Belasamy said Oracle has clients in Bangladesh who are already using it. He also informed that oracle has clients in telecommunications, banking and government sections.

The Oracle Identity Management 11g Release 2 with optimised new and enhanced features secures the new digital experience and enables organisations to securely embrace cloud, mobile and social infrastructures and reach new user communities to help further expand and develop their businesses.

It is the industry's only complete, open and integrated Identity Management solution with enhanced features that enable customers to efficiently comply with the latest regulatory requirements, secure critical applications and sensitive data and streamline password management for high risk accounts, in addition to still lowering operational costs.



Siva Belasamy