

# Networking for web designers

A SUHAL

Networking will become part of the future trends in Bangladeshi digital media industry.

In most developed countries networking has proven to be the most successful and effective ways of finding work and improving business opportunities.

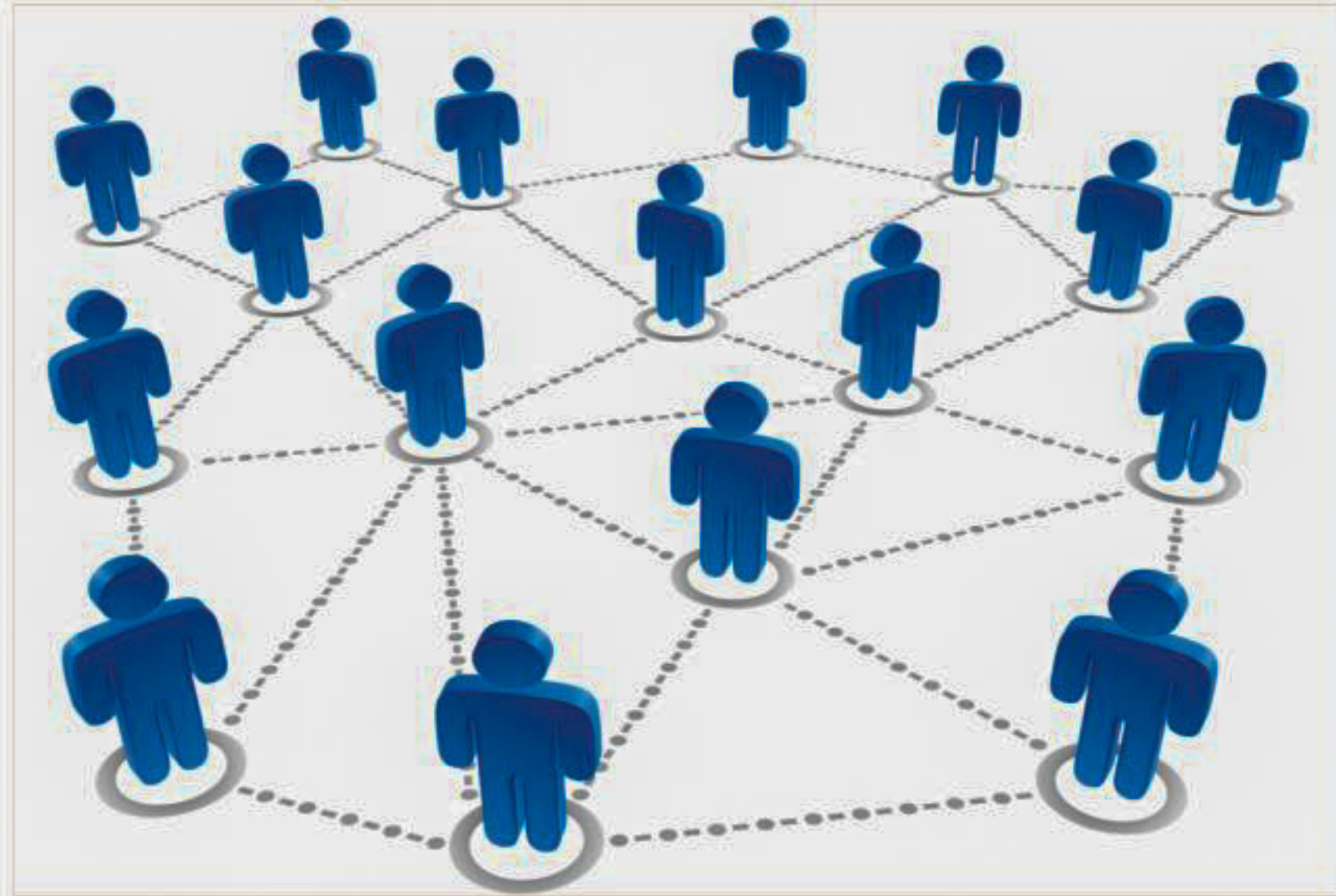
Bangladeshi digital media industry is still in its infancy, thus there are very little work and career choices available for young media professionals. Many have chosen to become freelancers and work for off shore clients and businesses. Being in a professional network for freelancers can be a great way of finding prospective new clients.

People working in web design and development industry will find this particularly beneficial, as being

in a network can lead to meet new clients and regular business through word of mouth and referrals. BNI, an international Business Networking and Referrals organisation has done research on networking and found that web designers are one of the top five professions to benefit from joining networking groups.

In UK, Web Design Association currently has over 10,000 web designers and UK's web agencies have realised that networking meetings are one way to coupe with its current turbulent economy.

Many professional networkers from various sectors has found that being part of a structured networking group or organisation helps stay ahead in business and such networking groups don't just offer members a



formal place to meet new business contacts, they also provide powerful training events both on and offline,

including how to get prospective clients to talk to you and how to convert them into business.

Though, in Bangladesh business networking groups do exists online. However, nothing seems to be specifically available for the digital media professionals. Therefore, this is a great opportunity for young professionals to start something from the scratch. As the digital media industry evolves here in Bangladesh, we will see people in businesses are finding new ways of improving business prospects, and networking will become one of the top priorities.

Joining online business networking groups, or creating your own network group through established social networking platform such as facebook or LinkedIn can be a great way of exploring this idea and make yourself future proof for the Bangladeshi digital media industry.



## Mozilla unveils preview smartphones

AFP, San Francisco

The Mozilla Foundation unveiled two preview smartphones as it recently invited developers to try its new open-source mobile operating system challenging Apple's iOS and Google's Android.

The announcement marked a major step forward for the new Firefox OS mobile operating system which is being built using open Web standards, like its Firefox Web browser.

The two preview phones being offered come from the small Spanish-based manufacturer GeeksPhone, the first in what the nonprofit group hopes will be a series of low-cost smartphones which can be sold around the world.

"This week we are announcing our new Firefox OS developer preview phones because we believe that developers will help bring the power of the Web to mobile," said a blog posting from Stormy Peters, head of websites and developer engagement at Mozilla.

The developer phones are being made by GeeksPhone in partnership with the Spanish carrier Telefonica.

By using the open platform, she said, "you're not locked in to a vendor-controlled ecosystem. You can distribute your app through the Firefox Marketplace, your own website, or any other store based on Mozilla's open app store technology."

GeeksPhone said on its website that the two new phones were named Keon, with a 3.5 inch display, and Peak, with a larger 4.3 inch screen. Both will use Qualcomm Snapdragon chips.



TECHPHOTO

An employee of Japanese toy maker Tomy displays a new virtual dancing robot "Dancing Face-stand for iPhone", which is used to dock iPhones on its face and react to the music stored in the iPhone at a press preview in Tokyo. The face morphing application is provided by software venture Motion Portrait at App Store.

PHOTO: AFP

## NEW PRODUCTS

IT &amp; TELECOM DESK

### Asus Eee Pad Transformer

Asus has brought its Eee Pad Transformer in the market.

The Transformer sets itself apart from other tablets on the market by featuring an optional docking station. This provides access to a full QWERTY keyboard along with unique Android function keys, turning the



tablet into a full-fledged notebook.

With 10.1 inch with 1280 x 800 pixel IPS capacitive multi-touch display, the Pad is powered by 1 GHz NVIDIA Tegra 2 dual core processor and comes with Android Honeycomb 3.2 operating system.

It also comes with 1GB of memory and 16GB of storage, 802.11b/g/n Wi-Fi, Bluetooth 2.1, a mini-HDMI jack, microSD card reader, GSM SIM card reader.

The product has a price tag of Tk 46,000.

### Graphics card:

The Asus GTX650-DC-1GD5 graphics card is now in available in the market.

The card brings 28nm GPU advancements to a coolest and quietest performance that combines great gaming and overclocking performance with the value sought by high-end computer gamers.

It features PCI Express 3.0, NVIDIA PhysX ready, Super Alloy Power technology or ready for DirectX 11.1 Support. Powered by NVIDIA GeForce GTX650, the graphics card equipped



with this DirectCU feature; thermal solution utilises direct-contact GPU heat-pipes for 20% cooler and significantly quieter performance than reference. It also has 1058 MHz Engine Clock, 5000MHz Memory Clock, GDDR5 1GB video memory, DVI output, HDMI output, D-sub interface for better performance and gaming experience.

The graphics card has a price tag of Tk 14,300.

## Huawei's Windows phone in November

IT &amp; TELECOM DESK

Huawei's first Windows Phone 8, Huawei Ascend W1, will come to Bangladesh by November this year.

Huawei, a leading global information and communications technology (ICT) solutions provider, unveiled the smartphone at the recently held 2013 Consumer Electronics Show in Las Vegas.

The smartphone will be priced at Tk 28,000-30,000. The Ascend W1 is 10.15 mm thin and features a 4-inch IPS LCD 480 x 800 touchscreen with OGS Technology. It is powered by the high-end Qualcomm Snapdragon S4 MSM8230 dual-core 1.2 GHz processor and Adreno 305 GPU.

With a 1950 mAh battery, the Ascend W1 has 470 hours of standby time, the longest among all smartphones in its class.

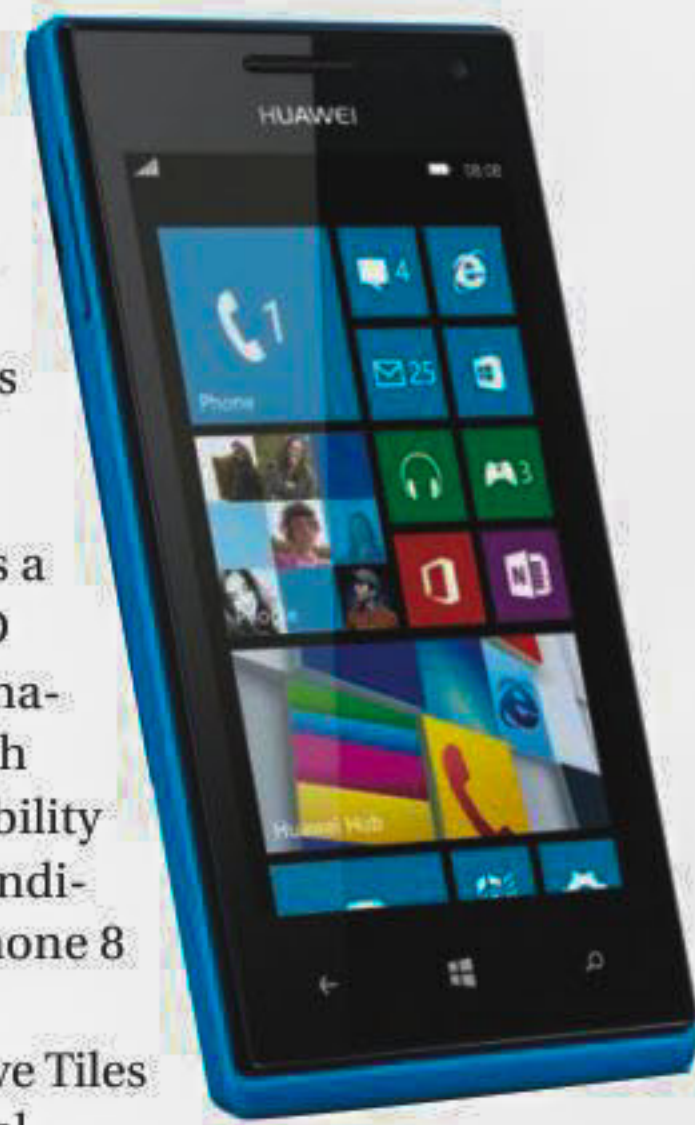
It features a visually iconic design inspired by a tropical island and comes in an array of bold colors including blue, red, black and white.

The Ascend W1 has a low reflective IPS LCD display with full lamination technology, which provides brilliant visibility under any lighting condition. The Windows Phone 8 Start screen lets user customise and pin Live Tiles with topics of personal interest, providing real-time updates.

Additionally, a dynamic lock screen allows you to select the photos or updates most important to you and have them ready at a glance, even when the phone is locked.

"Inspired and powered by people, the Ascend W1 is a combination of Huawei's user-centric design philosophy and Windows Phone 8 software, bringing consumers a truly compelling alternative," said Richard Yu, CEO, Huawei Consumer Business Group.

The Ascend W1 is now available in China and Russia 2013, with Western Europe, Middle East, USA and other selected countries.



# Facebook's search has been found

JOHN C ABELL, for Reuters

With "Graph Search," Facebook's newsearch engine announced recently, the world's largest social network has finally begun to index a trove of Big Data that's been piling up for years. Even Facebook probably doesn't know what's been deposited in by its 1 billion members. Suddenly there is a way to find out.

For all its popularity, Facebook has lacked something that could be described as "purpose." For co-founder and Chief Executive Officer Mark Zuckerberg, sharing isn't a platitude - it's world-altering. As he once said: "By giving people the power to share, we're making the world more transparent." Yet Facebook is, for the most part, fun and games. It's also, in the opinion of some, including me, a Faustian bargain that gives the company valuable information with which to make

money, and its members the ability to do things they can do any number of other ways.

For all the information Facebook members share with one another — pictures, opinions, "likes," preferences, the companies and celebrities they follow — none of it has been searchable. So if you have friends who like science fiction and live nearby, you wouldn't have known it (unless you, you know, knew it), and that Avatar movie night wouldn't have happened — or, worse, would have happened alone, like always.

The sum of all that information makes it much more valuable than its parts, not only to Facebook but also to its members. That's why Graph Search makes Facebook membership an entirely new proposition, compelling not just because of some raw network effect - all my friends are there, so I have to be - but because you can now be discovered



by strangers who can do things for you, like offer you a job.

This new relationship could go a long way toward tempering privacy concerns at Facebook, which maximises sharing and minimises discussion of sharing's pitfalls. I suspect the vast majority of Facebook members are blithely indifferent to the extent to which their lives are open books, even as they do things on the

larger Web, not realizing they're being logged on Facebook. It's pretty clear that Facebook's members largely don't care about the consequences of a privacy breach until it happens.

Graph Search may be just the gentle persuasion Facebook members need to seriously manage their privacy settings, and thus give Facebook more cover in the

privacy tango.

And if profile management becomes a more rigorous pursuit, then Facebook's internal search transforms Facebook into a more professional-oriented site. "Facebooking" yourself may replace "Googling" yourself as the gold standard in vanity search, if only because you'll be more concerned about seeing yourself as others see you. Your social life would become more compartmentalised to a small circle of confidants — Graph Search is designed to respect individual privacy settings — while you give your professional identity, and all of its poise and polish, more prominence.

Facebook with Graph Search could remain a playground for the college crowd while giving grown-ups a bigger reason to stay and share even more about themselves. And now it needn't be a deal with the

devil but a collaboration, where the payoff is simple and direct. You wouldn't just be the product anymore, fodder sold to third parties, but a full participant in a market made and facilitated by Facebook.

Graph Search is still in limited beta release, so it will be some time before the competitive threat to Google or the business-focused social network LinkedIn can be assessed. Share prices in both companies fell after Facebook's announcement.

With the development of Graph Search, the irony of Facebook's own timeline continues. Once the most exclusive private network in the world, it's now the biggest public network the world has ever seen. And after years of prodding, cajoling and tricking people into sharing, Facebook is finally sharing back.

John C. Abell writes about tech, business and politics.