

Nokia looking to turn things around

SHAHNOOR RABBANI

Nokia has had a busy month so far, first announcing the Asha 501 and then the Lumia 925 and 928 - all 'versions' of the successful 920. Now before delving into the specifications of any of the newly announced products, it must be mentioned that Nokia is a very proud OEM. Nokia has always looked to capture the market with its innovations with what it felt was good and sadly less of what people also agreed with (something that Apple has managed to do successfully). As a result, a lot of Nokia's innovations have gone unnoticed or more precisely under appreciated.

Nokia is still very true to that principle even to this very day - trying to differentiate itself from a market becoming increasingly crowded with Android smartphones - with Windows Phone and the ground breaking PureView technology in their cameras. However, unlike before, there is a more concerted effort, with buzzwords like 'ecosystem' and 'streamlined' being used, to appease the consumers' demands.

With the Asha 501, the difference between featurephone and a smartphone become even more blurred having the ability to conduct basic multitasking and install apps from the Nokia store. With a UI that is fluid and simple the new Asha UI is very reminiscent to that of the MeeGo running N9, and is the product of Nokia's acquisition of SmarterPhone.

Nokia promises excellent battery life with up to 48 days standby and a very durable, vibrantly coloured, exchangeable two part body and apps like WhatsApp preinstalled, a young demographic has been targeted. With a price of 99 USD (without taxes and subsidies) the Asha 501 should become a hit in developing countries and should help Nokia tackle the recent uprising of cheap Chinese touchscreen phones.

The new Lumia's - 925 and 928 - are thinner and lighter than its predecessor, the Lumia 920, which



was one of the biggest gripes with the phone when it was reviewed. Also the screen type has changed to AMOLED and Nokia claims it is the brightest AMOLED screen on a



mobile phone to date with 600 nits of brightness, so an even better screen than that of the Lumia 920 is expected. The Lumia 925 happens to be the first phone to feature a 6 element lens so that should produce even better quality photos on an already impressive PureView Phase 2 camera.

Overall, through the announcement of these phones, it is clear that Nokia is finding its way back to the smartphone and featurephone market, although it has yet to release a true flagship that can compete with the likes of Samsung's Galaxy S4 and the Sony Xperia Z. But that is mainly due to the hardware limitations of Windows Phone and that should soon change with the latest edition of the OS being released this fall and thus enabling phones to support full HD screens and quad-core processors (as Androids do).

Nokia could have caved into the recent trend of creating a water and dust resistant phone like Sony has done with its flagships. That would have gained the Lumia phones additional attention and perhaps better sales, as has been the case with the Xperia Z. But as noted before, that is unlike the Finnish manufacturer.

Nokia is still in transition and 2013 should see Nokia gaining momentum in the sales department and more importantly, once again start making profits. After a dark couple of years, with Nokia failing to make the shift from Symbian to Windows Phone a smooth one, repeated quarterly losses, losing the number 1 phone manufacturer spot to Samsung, Nokia are once again looking competitive.

BIPONEE.COM

New kid on the block

IT & TELECOM DESK

As technology has become an everyday accessory and rate of internet penetration is increasing like wild fire. Besides, while leading a busy life, time has become limited for all and shopping regularly for daily products has turned into an extravagance.

With a vision to capitalise the power of internet and to accommodate the shopping need in a busy life, Biponee.com, an online shopping store, started its journey in January this year with a tag line 'shopping is just click away'.

At Biponee.com, customers across the country can shop 24x7 and get their products at their doorsteps. It is a venture of Brainstation-23, a renowned software company of Bangladesh.

Initially the new online store is focusing on retail fashion and casual lifestyle products, specially clothing. Biponee.com has already become well known for its T-shirt collection.

Fashion accessories like branded watches, belts, wallets, and ladies bags are also available at the online store.

The shopping method at Biponee.com is very simple- customers can browse the store and choose their products. After choosing a product, they need to place order from the website mentioning a delivery address. Customers can also place order by giving just a phone call. After placing the order, items are home delivered within 2-3 working days. Interestingly, a customer does not have to register to shop there.

Biponee.com offers multiple methods of payment including credit card and debit card, bKash, cash-on-delivery (COD).

Biponee.com delivers products across the country. Although they don't have the option to deliver items abroad but any customers living abroad can purchase products with delivery address in Bangladesh.

Biponee.com delivers products through reputed couriers and their own delivery team.

All physical products sold on Biponee.com are covered by 7-day replacement guarantee.

Biponee.com dreams to revolutionise the shopping trend in Bangladesh with the service of online shopping. To make it happen, Biponee.com is continuing to move forward with diversifying their product line and enhancing their services.



Facebook pledges improved response to hate speech

REUTERS

Facebook Inc said its systems to remove hate speech haven't worked as well as the company had hoped, amid reports that advertisers are pulling their brands off the social network in the face of a backlash from women's groups.

In a blog post by its safety team late Tuesday, the company acknowledged there had been problems with removing content that would be considered examples of gender-based hate.

"We have been working over the past several months to improve our systems to respond to reports of violations, but the guidelines used by these systems have failed to capture all the content that violates our standards. We need to do better - and we will," the company

said in the post.

Among other responses, Facebook said it would update the guidelines used to evaluate hate speech, and would encourage existing online anti-hate groups to add representatives of women's organizations as well.

Last week, a group called Women, Action & the Media released an open letter to Facebook, urging the company to improve its response to content that "trivializes or glorifies violence against girls or women."

They also called for Facebook members to contact advertisers whose ads appeared next to such content.

The British edition of MediaWeek reported on Wednesday that at least 13 brands pulled ads from Facebook in the wake of the campaign.



CSL brings touchscreen laptop

IT & TELECOM DESK

Computer Source Limited has brought touchscreen laptop Dell Inspiron N3421 in the local market.

The touchscreen laptop features Intel core i5 3337U processor with a hard drive of 500 GB and 4GB DDR3 RAM. The 14-inch Inspiron comes with NVIDIA GeForce GT625M 1GB DDR3 Graphics and also features four USB ports, a memory card reader and a HDMI 1.4 port.

It enables users to complete to-do list faster and more efficiently with 3rd Generation Intel Core processors, Windows 8 and optional discrete graphics.

The laptop has a price tag of Tk 68,200.



This illustration provided by PNAS shows miniature curved artificial compound eyes. Named CurvACE, it already equips some aerial robots a unique panoramic view with only a few hundred pixels. Its "ancestor" natural eye of the fly, it has the advantage of being reprogrammed at will. CurvACE was designed by five European teams including bioroboticians including the Institute of Movement Sciences (CNRS / AMU) and an electronics Center for Particle Physics of Marseille (CNRS / AMU). Published online on the website of the journal Proceedings of the National Academy of Sciences, these studies shed new light not only on the compound eye of the fly, but also on future visual sensors for robotics.

Kaspersky wins AAA award

IT & TELECOM DESK

Kaspersky Internet Security 2013 has received the highest prize from the independent testing laboratory Dennis Technology Labs in the Home Anti-Virus Protection comparative test of security products for home users. The test was conducted in the first quarter of 2013.

Dennis Technology Labs experts assessed how effectively solutions function based on two parameters: detecting and blocking urgent threats, and eliminating false positives where legitimate software is incorrectly blocked.

Nine internationally known products participated in the testing, but only 3 of them were awarded the highest AAA grade. Kaspersky Internet Security 2013 was in that top 3, detecting and blocking 98% of all the threats it faced and returning just one false positive.

Dennis Technology Labs does not focus solely on malware samples. Their experts also use web-sites seeded with malicious code which could infect computers. The tests were run on computers with Windows XP and Windows 7 and some popular applications, such as Adobe Flash Player, Adobe Reader, Oracle Java.

Samsung unveils Galaxy S4 mini

REUTERS, Seoul

Samsung Electronics Co unveiled a stripped down version of its flagship Galaxy S4 smartphone on Thursday, aiming to grab a bigger share in the mid-tier segment as growth in the high-end market slows.

The Galaxy S4 mini, which follows the debut of the S4 just a month ago, will have a 4.3-inch screen - still bigger than Apple Inc's 4-inch iPhone 5 - and a 8-mega pixel rear-facing camera.

By comparison, the original S4, which hit the 10 million-sale mark last week to become Samsung's fastest selling smartphone, has a bigger 5-inch full high-definition screen and a 13-mega pixel camera.

Samsung did not announce a price for the phone or give a launch date, but the market estimates the smaller type will be priced at around \$350.

The launch comes ahead of the widely speculated low-priced iPhone later this year and as Samsung, the world's top smartphone maker, looks to widen its lead with products spanning both the high and cheap-and-cheerful ends of the market.

Samsung is also expected to unveil more varieties of the S4 in the upcoming mobile event in London next month including a model with optical camera zoom functionality as well as a phone with water-proof features.



Qubee expands its coverage

IT & TELECOM DESK

Qubee has expanded its coverage area with bringing Comilla, Bogra, Pabna and Feni under its umbrella.

This expansion is a step towards Qubee's bigger plan to gradually provide fast and reliable internet nationwide. These initial four districts is a result of the first phase the Wimax company's enhancing its footprint in Bangladesh beyond divisional cities.

Qubee, the first WIMAX service provider in Bangladesh has been on a continued endeavour to increase high-speed internet penetration in Bangladesh.

The company will soon launch its local customer service point with on-location support in the newly covered regions.