

IT & TELECOM

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Is Nokia Lumia 1020 worth the investment?

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Nokia has once again produced a camera phone that will be unmatched in the image quality department with the Nokia Lumia 1020. It offers a mix of the PureView technologies found on the PureView 808 and Lumia 920, something tech enthusiasts have been waiting for since the launch of the PureView 808.

Evolution of PureView

The Nokia PureView 808 started Nokia's road to recovery. It had a 41 megapixel image sensor that combined many pixels to create a *superpixel* and produce 5 megapixel and 8 megapixel images. It also allowed users lossless zooming during video capture one of the many advantages of having such a big sensor and offered Nokia's patented 'Rich Recording' that delivers the best-in-business recorded audio quality.

Then came the Nokia Lumia 920 with PureView Phase 2 technology and offered unparalleled low-light imaging quality with an Optical Image Sensor (OIS). What the OIS did was basically move the lens in accordance with how much light it needed in it. The results not only produced images that were well lit and visible under poor light but also had blur-free, sharp images, even if it was a moving object. However, because of a regular sized image sensor, pictures outdoors never could match up with the PureView 808.

So this eventually brought about questions of when a true successor of the PureView 808 would come and with the 1020 Nokia has finally answered the call. The image sensor is actually smaller than that of the 808

which has a wider aperture than the old one (F/2.2 instead of F/2.4) so it lets more light in. Add in the OIS and there will be no doubt that the images are going to be beating dedicated point-and-shoot cameras and even reaching SLR levels. With all this technology added in a body that is thinner (10.4 mm vs. 10.7 mm) and lighter (158 g vs. 185 g) than the 920 is a remarkable achievement from the Finnish



PureView although there is a bump on the back of the device where the camera resides. It's 1/1.5" instead of 1/1.2" and this means it has somewhat smaller pixels - 1.12 microns instead of 1.4 microns. However, the new sensor has a Back-Side-Illuminated (BSI) design, which improves light sensitivity. There's also a new 6-element ZEISS lens

manufacturer.

Price of PureView

Windows Phone is still miles behind Android and iOS in terms of user adoption and is still finding its feet as an individual OS. It has its upsides and perks but some key apps are missing and 1080p screens and quad-core processors are still not supported.

The Lumia 1020 has a 300 USD price strapped for AT&T subscribers on a 2 year contract, whereas other mobile phone top dogs, the iPhone 5 and the Samsung Galaxy S4 are priced at 200 USD.

It's understandable that this groundbreaking PureView technology is not going to come cheap and the international price of the unlocked phone, especially here in Bangladesh, is still unknown. But aggressive pricing is something that Nokia is known for with the Lumia brand but even the pre-order prices are over the 700 USD mark, making it much more expensive than the Lumia 920.

Yes, the iPhone 5 and the Galaxy S4 are around the Taka 60,000 mark, making it more expensive than the 735 USD pre-order price. But at the same time, aside for the 2 GB of RAM (which is a first for a Windows Phone handset), keep in mind the internals are still the same as that of the Lumia 920, with a dual-core 1.5 GHz Snapdragon S4 processor and a 720p HD 4.5 inch screen (Windows Phone 8's limitation is to blame here). Although Windows Phone 8 runs perfectly without and lag or stutters with the given hardware this makes it theoretically inferior to the S4 in terms of processing power, screen size and resolution. The iPhone 5 is a different case as it has a cult following and its experience and app ecosystem are its main selling points.

Therein lies the issue for Nokia - once a prominent name, in the high-end mobile phone game, it has lost a lot of its brand value and is playing catch up. Recent numbers from adduplex show that the Lumia 520, one of the cheapest Windows Phone 8 handsets is also the most sold Windows

Phone handset. Nokia cannot use its brand name to charge that premium price like Apple can nor does it have the cutting edge hardware like a Galaxy S4.

Conclusion

Nokia has produced a fantastic smartphone and the best camera phone to date that is ultimately bogged down by its OS. Sony and Motorola are both expected to soon release smartphones with excellent camera's but are not expected to be better than the Lumia 1020. Pricing, availability and release date are all going to be key. Nokia has announced that the Lumia 1020 should be available worldwide by the end of September so that is still a couple of months away. Microsoft are to announce the next edition of Windows Phone this fall which would be introducing phones with 1080p screens and quad-core processors among its important features.

With the Finns making all the right noises with the Lumia line - the Lumia's account for over 85% of all Windows Phone 8 devices sold worldwide according to adduplex - they can ill afford to back themselves into a corner with the price of the Lumia 1020. The mobile phone imaging is a frontier that is going to be the next battleground for manufacturers after app ecosystems and hardware (chipsets) but it has not yet been proven to be the soul driving the sales of a smartphone. Thus, the Nokia Lumia 1020 can be a niche product only aimed at photography enthusiasts or it can be a smartphone everyone wants to and can afford to have because of its camera capabilities. The onus is upon Nokia to decide what they want the Lumia 1020 to be and price it accordingly.

Qubee revises its package prices

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Qubee has revised the prices of all its packages. Users will now be able to use a lot more volume, at higher speeds, for lower costs.

Qubee has designed its post-paid packages in such a way that users of 1/2 Mbps speed will get not only lesser price but also increased volume, even 512 Kbps users can expect significant reduction of cost per MB/GB with higher volume.

While the pre-paid users will have up to 25% extra volumes on card recharge. But the icing of the cake is the introduction of Nightshift, under which any volume used between 1-8 am will count for half towards the calculation of overall CAP or FUP (Fair Usage Policy) limit, which means during this time frame, all Qubee users can use double the volume they pay for.

Qubee pre-paid 1Mbps users can get 250 MB for 7 days at Tk 100, 1.25 GB for 1 month at Tk 400 and 2.50 GB at Tk 700 for 30 days. 512 Kbps pre-paid users can enjoy 375 MB for 7 days at Tk 100, 1.75 GB for Tk 400 and 3.75 GB at Tk 700 for 30 days. Post-paid users will also enjoy lesser price according to their packages.

Tasneem Ayub, head of brand and communication of Qubee said, "This major revision of Qubee's internet plans puts the consumer first. In our constant efforts to satisfy consumers, we have come up with packages that should enable them to enjoy the best of broadband at affordable rates."

Samsung's Eid offer

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On the occasion of Eid-ul-Fitr, Samsung has offered a grand opportunity to visit one of the greatest cities in the world, London, to watch one of the greatest football teams in the world- the Chelsea FC.

Not only the lucky winners will get to watch Chelsea play live in the English Premier League, but they will also get free accommodation.

In this ongoing campaign, 20 lucky customers buying any Samsung smartphones ranging from Galaxy Star, Pocket-Neo, Young, S Duos, Core, Grand, S3, S4, Note II, Note 8, Tab 2 and Tab 3, will get the golden ticket to watch a Chelsea FC match live.

The lucky winners will be selected through raffle draw.

All customers purchasing any of these devices will also receive exclusive Chelsea FC T-shirt.

The campaign started from yesterday would last until Eid-ul-fitr.

The offer is available at all Samsung Smartphone Cafes.

NEW PRODUCTS



ASUS FONEPAD

Asus has released Fonepad, an affordable 7-inch Android Jelly Bean tablet with 3G voice and mobile data that place a smartphone in it.

Powered by a new Intel Atom Z2420 processor with Android 4.1, the Fonepad features a vibrant HD display with IPS technology for wide viewing angles and outstanding clarity. Fonepad is a sleek and compact tablet with a metallic design that can be held comfortably in one hand, thanks to its light 340g weight and slim 10.4mm profile.

The Fonepad features perfect balance of performance and energy efficiency, with hardware-accelerated 1080p Full HD video decoding and up to nine hours of battery life, 8GB of storage, an SD card slot for up to 32GB of additional storage, a front 1.2-megapixel camera, rear 3-megapixel auto focus camera, 802.11 b/g/n Wi-Fi, Bluetooth 3.0. The device has price tag of Tk 24,000.

ASUS TRANSFORMER BOOK TX300

Asus has announced the launch of Transformer Book TX300 convertible notebook in Bangladesh. Asus Transformer Book TX300 comes with a 13.3-inch full-HD multi-touch display

that can be detached and used as a tablet.

The TX300 is powered by a 1.9 GHz third-generation Intel Core i7 processor with 4GB RAM. It features a 500GB hard disk in the base unit (keyboard/ dock) and 128GB SSD storage that is accessible in the tablet mode. The tablet is just 4mm thick at its thinnest, and the dock just 3mm at its slimmest point, prompting Asus to call the TX300 world's thinnest convertible Windows 8



notebook.

Connectivity options on the Asus Transformer Book TX300 include Wi-Fi 802.11 b/g/n, Bluetooth 4.0 and 2 x USB 3.0 ports. It comes with a 5-megapixel rear camera and HD front camera. The TX300 comes with built-in 4 speakers, microphone and MaxxAudio support.

The device has a price tag of Tk 1, 30,000

SAMSUNG ATIV BOOK 9

Samsung has launched Samsung ATIV Book 9, an easy to carry and a unique laptop in the local market.

The Samsung ATIV Book 9 is priced at Tk 1, 27,888. The laptop is also available in EMI at Tk 10, 657 per month with limited stocks.

The laptop is uniformly flat and only 0.51-inch (13.2 mm) deep. Its super slim components, like the LCD panel, fan and memory, are tailor-made just for the ATIV Book 9. And an innovative single

shell body enables them to be seamlessly and precisely built into the frame.

Its sleek, full metal body is resistant to fingerprints and marks. And it's accentuated by a sophisticated Mineral Ash Black colour and beautifully crafted feature.

The Samsung ATIV Book 9 is powered by 3rd generation Intel Core i7 processor and features 4GB DDR3 RAM and 256GB SSD drive.

It has an HD+ (1600X900) high resolution display powered by Intel HD Graphics 4000 that gives you much more viewing area and images and text are incredibly sharp.

It also features 1.3 megapixel HD webcam and Bluetooth 4.0 among



others.

It's easy to get things done-night and day. Its screen and backlit keyboard automatically adjust to the light conditions using an auto-sensor. So, they always provide the optimum brightness for maximum comfort and ease of use, even in particularly dark and bright environments.

This is the most premium notebook model that Samsung competing with Apple's Macbook pro and HP's ultra-book.

4G Inter core processor launched



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Intel Bangladesh has introduced the 4th generation Intel core processor family in the local market.

The 4G Intel core processor delivers optimised experiences personalised for end-users' specific needs, packing extraordinary battery life capability, breakthrough graphics and new usages in devices such as 2-in-1s, tablets, robust enthusiast and portable all-in-one systems and secure and manageable business device with Intel vPro.

This is the first chip to be ever built from the ground up for the Ultrabook and the most significant roadmap change since Intel Centrino technology, 4th gen Intel core processors combine stunning PC performance with tablet-like mobility, accelerating a broad new category of 2-in-1 devices.

With power levels as low as 6 watts in scenario design power, Intel is enabling thinner, lighter, cooler, quieter and fanless designs. New Intel Core processors also power designs such as all-in-one PCs with great battery life, bringing portability to the growing category. The highest-performing processor family, 4th gen Intel Core processors are capable of delivering up to 15 percent better performance than the previous generation.

Consumer and business systems based on quad-core versions of 4th gen Intel core processors are now available in the market. New mobile business products with 4th gen Intel core vPro will be available later this year.



Dell Computer Lab at JAAGO

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Dell Bangladesh has launched the Dell Computer Lab at JAAGO Foundation at Rayer Bazar in the capital.

Dell Country Manager Sonia Bashir Kabir inaugurated the Lab. Founder of JAAGO Foundation Korvi Rakshand was also present at the occasion.

JAAGO Foundation is a Bangladesh based non-profit organisation catering to the education needs of children from socially and economically disadvantaged background. Since its inception in 2007, JAAGO Foundation has grown from a 1-room school for 17 students to 6 schools providing free-of-cost English medium education to 1200 underprivileged children.

Sonia Bashir Kabir at the launch event said "Almost 50% of the population of Bangladesh is under 20. This segment of the population is our future and investing in them will enable us to fight illiteracy and poverty. Dell Bangladesh with Jaago will help build the nation by educating poverty stricken underprivileged children. The Dell Computer Lab in Jaago will reinforce JAAGO's nation building journey by bridging existing gap between technology and these children."



A Liberator pistol appears next to the 3D printer on which its components were made. The single-shot handgun is the first firearm that can be made entirely with plastic components forged with a 3D printer and computer-aided design (CAD) files downloaded from the internet.

TECHPHOTO

PHOTO : AFP