



The power to do more

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e-mail: bytes@thedailystar.net

INFORMATION | GADGETS | TECHNOLOGY

BYTES

HANDS-ON REVIEW

DELL Vostro 5460

The Vostro 5460 is impressively handy. By handy I mean it's sleek and light. I carried it around everywhere for the couple of weeks I had it. At a little over 1.5kg in weight, you can lug it around all day without developing bodybuilder shoulder muscles.

It also has pretty decent power that offers good bang for buck. Boot-up times were consistently under 25 seconds. Although if you get the added 32GB SSD memory card upgrade, your boot-up times will be significantly faster as well as speeding up loading your most used programs. I tried editing a couple of my recent photo-shoot images. CS6 loaded quickly enough. But the 4GB of RAM can eventually get stressed when working on large files. What this means in real world terms is that the Vostro 5460 is great for image and to an extent even light video editing. But it needs the 8GB RAM module to make good use of all that snappy processing power from Intel's 3rd gen Core i5.

So who's going to be most benefitted from this? University students and office goers that need to

Verdict: It has great style, amazing portability due to light weight and very good computing power. It has all the modern toys like Wi-Fi and USB 3.0. We recommend getting the added RAM if you're going to be gaming or doing graphics work. And watch that battery meter. Otherwise it is quite an exceptional performer for those on the move.



travel but also demand a good amount of power. It also has a dedicated GeForce GT630M graphics card. Saints Row IV gave an acceptable 30+ frame rate at low settings. Racing games? Sure, Try Grid 2. It'll

happily render most games prior to 2012. Current ones stutter at medium to high settings. It's no Dell XPS but it will keep you entertained. We tried out couple of fun yet not to graphics intensive new games - Walking Dead and Monaco. Smooth, no hiccups. Best of all, the heat dissipation is very good. You can actually use this on your lap top without burning yourself. The keyboard also remains cool throughout. Of course, setting up your games might be an issue because it ships without any optical drive. It has USB 3.0 ports. Using a big

USB 3.0 flash drive should further help

make optical drives obsolete.

We have one complaint though. Could be just our review unit but the sound output is very low. Play it in a crowded place and it'll be drowned out. And the integrated subwoofer underneath just barely pops out the bass. Invest in headphones if you're playing music in your university common room.

Batter life is a little below average. Our tests drained the unit with continuous looped video as well as casual gaming in about under an hour. But that's when the processing power is maxed out. Casual use should extend the life easily to 3 hours or more hopefully.

Specs

Processor: 3rd Gen Intel i5-3230M 2.6 GHz
OS: Windows 8 (64bit)
Display: 14.0 inch LED Backlit (1366 x 768)
RAM: 4GB DDR3 1600MHz (4GBx1)
Storage: 500GB 5400rpm
Graphics: Nvidia GeForce GT630M 2GB
Ports: USB 3.0, HDMI, RJ45 Ethernet
Price range: Tk. 54,000-56,000/-



REVIEW: EHSANUR RAZA RONNY

Cellbazaar reinvents itself



Sets a new goal, launches new marketing campaign and aims for 30 million users by 2020. CEO Arild Klokkehaug shares the insights- with 'Bytes'

What is the projected growth of online classified ads platforms in BD?
In most countries there will be a classified ads platform growing into the top five local websites as the internet market mature. As such the projected growth for online classified ads platform is the highest of all internet services we see in Bangladesh.

Many multinational players are coming. Why do you think they are coming?
I think Bangladesh is one of the most exciting internet markets we see in the world. We are talking about a country of 160 million people with a rapidly growing economy and political will to facilitate the growth of a Digital Bangladesh. The internet penetration is still among the lowest in the world but most multinational and local players believe it will grow very fast with 3G mobile networks just around the corner.

Thus it is the perfect time to invest in growing online classified ad platforms in Bangladesh.

Cellbazaar underwent some significant overhaul recently. From users point of view how is that beneficial?
When we started the overhaul of Cellbazaar.com a year ago, the main limitation was the exclusive arrangement with Grameenphone as well as a rather outdated website. In January this year we launched our brand new platform built on modern technology for web and mobile. The first benefit was that we made Cellbazaar.com open for all now; users can register with email and a mobile number from any operator. Secondly, we are presenting Cellbazaar.com in Bangla as well as English, on mobile as on web. Communicating in Bangla is now our cornerstone for growth. In Facebook, we are reaching out to more than 5 million

local Facebook users by offering Cellbazaar login through Facebook. I would also like to stress that we do extensive user testing of new features and the learning we get we use to add small improvements to the site every single week of the year.

Cellbazaar was unique than any other Online classified ads platforms because of the SMS portal 3838 based services. Is the focus now not on sms based services anymore?
That is true, it was launched as an SMS service back in 2006 and from this year we stopped it. SMS had a mission back then as few people had access to Internet. However, 160 characters are very limiting and not suitable for the quality ads that we strive to get. In the end it was not much used, especially when most people now can access internet also through regular mobile phones

Is cellbazaar a part of Telenor group?
Yes, Cellbazaar.com is owned by the Telenor Group in Norway (not Grameenphone). This is indeed our strength, being a local pioneering brand availing the financial strength and technical knowhow of a global ICT giant. We now have the power and infrastructure to target 30 million users by 2020.

What three words come in your mind

if you want to describe Cellbazaar?

Trusted, easy and fast-growing.

Cellbazaar had a head start of eight years in a market with almost no competitors. But now there are more than fifty online classified ads platforms in Bangladesh and counting .So you are much more aware of the market situation than most of the competitors. How do you intend to utilize this advantage and how the users are going to be benefited from it?

Understanding the needs and wants of our local classified ads users is not learned overnight. The last eight years where every day has given us learning and experience that we now use to develop the best possible service. We have a very strong and sincere owner, a fantastic team in Bangladesh and solid local knowledge and experience; we could not want a better position than what we have now. This week we launched a strong marketing campaign to make new users more aware of our services; a campaign that aims at showing people that we all have something to sell for cash so that we get more freedom to upgrade our lives. At Cellbazaar.com, its easy to sell and a pleasure to buy.
Bechte shoja, kinte moja.

SHAHRIAR RAHMAN

Charging those smartphones of yours with....PEE!

In this brave new world, the scientists are our heroes. Despite their idle senses of humor and their intellectual triumph over exam scripts, they continue to venture in uncharted territories. Since resources are limited, 'let's go for recycling' they thought. And it is true that recycling is the ultimate cure to every problem in the world, it seems, and if the cure can charge our phones- then voila!

So scientists now want to recycle our urine and generate electricity using microbes in fuel cells. Because as Earl Braxton, who runs an American portable toilet company and loves making medicines using proteins extracted from urine, says, "There's a lot of urine out there. Mining urine is far greater value than mining gold or oil..."

We should know. We try to avoid the urine-drenched sidewalks as much as possible, especially when we are trying to walk hand-in-hand and side-by-side with our special ones.

The idea actually makes sense though. Dr. Ioannis Ieropoulos, one of the leading scientists working on this, says that human urine is all together 'the complete package' with its higher content of organic compounds and better properties. This is one of those moments where we should be proud of being human beings.

And Dr. Ieropoulos and his team are trying to improve the technology to develop much more practical applications. For example, smart toilets. "We have on the side of the urinal or the toilet a USB plug that's giving enough electricity to charge any USB device," says the scientist.

Research is now being carried out with the help of urine donations from fellow scientists. This is where, I'm very sure, the people of our country can help too if they start bottling their urine up instead of charging out in the public. When this technology becomes widespread and saves our comfort by providing energy for the most common everyday needs, we can say we provided the source material for the research and played a crucial role.

And then, we can go to the loo and charge our phones.

MALIHA MOHSIN

JUST IN

WD 'My Passport' for Flexibility, Style and Data security

For those who like a little extra when purchasing a portable drive, WD's My Passport Ultra offers a compelling package. In addition to the inclusion of a soft pouch that helps keep the drive looking new, a robust backup solution is also included that's easy-to-use and effective - and even sports the option of backing-up to the cloud, via Dropbox. It also features ultra-fast USB 3.0. The Ultra's densities range from 500GB to 2TB, with the physical size being based on that.

My Passport Studio comes standard with the high-performance features and premium style that creative professionals demand. Two super-fast FireWire 800 ports, massive capacity, password protection, and a MacBook-inspired, metal enclosure - it has it all.

The price of the 500 GB WD My Passport is **BDT 5,500** and has 36 months warranty.



Singer brings in Huawei Ascend Mate

Huawei's flagship fablet 'Ascend Mate' is now available in Bangladesh. This handheld device comes with 720 X 1280 mega pixels resolution, Coming Gorilla Glass 2 and offers a scratch proof smooth touch screen experience. It is powered by a 1.5 GHz Hi-Silicon K3V2 Cortex A9 Quad Core CPU, has 1 GB RAM and 8 GB ROM. It has Emotion UI version 1.5 features with Android 4.1 which is getting further upgrades. Ascend Mate has an 8 MP Full HD rear camera with LED Flash and a 1.0 MP HD front camera. It also allows 1080p Video Recording and Playback. The model is 3G enabled, supports WiFi Direct, a gigantic 3900 mAh battery that will give you a 48 hours backup. Standard Chartered credit card holders can enjoy 0% interest under InstaBuy (EMI Plan) from selected Singer outlets.

Price: Tk.38,900/-



NEC L51WG portable projectors are here now

NEC's innovative LED technology based L51WG micro portable and stylish projectors are now available in Bangladesh. Get innovative LED technology in an extremely compact and lightweight format and with a very stylish look. It has 500 ANSI Lumen brightness, 4000:1 contrast ratio, remote control etc. Weighing around 1.2 kilos, this projector has comprehensive input panel as well as an integrated office viewer for less PC - more wireless operation.

Price: Tk. 60,000/-

LG launches EA93, the 21:9 ultra wide monitor:

Behold 29-inch LG 29EA93, world's first 21:9 ultra-widescreen monitor. The monitor also uses IPS display technology and has 4-screen split feature, 2560 x 1080 pixels resolution, 5000000:1 contrast ratio and 5 ms response time. The monitor has a DVI-D Dual port, a pair of HDMI connections, three USB 3.0 ports, a Display Port, plus PC



audio I/O out port. In addition, one of the HDMI ports is a mobile high-definition link, which means you can share the display with a mobile phone and play games via the included MHL connection. The addition of two 7W stereo speakers adds to the entertainment experience.

Price: 60,000/-

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