



The power to do more

BYTES

Sand, surf & Samsung in Bali

Sand, sun and the beach. That's what you expect when you head to Bali, Indonesia. You go there to chill except I was there for work. That meant tearing myself away from the natural beauty and trudging off to a seminar room full of people in suits. Okay, so it wasn't that bleak as I was actually looking forward to the seminar and suits. This was Samsung Forum 2014 held Feb 17-19, where all the cool stuff from Samsung for Asia was to be revealed.

The whopper of the show was presented early on with the introduction of the largest curved screen UHD TV from Samsung. 98 inches. Blazing contrast ratio. Stuff to make tech geeks get a tingle in their nether regions. I can't imagine what the gaming experience would be like on the UD590 model. In fact I was trying to imagine as the presentation went through an automated vacuum cleaner and a refrigerator with multiple doors and hidden compartments. Yes, that refrigerator. Sleek, aluminum bodied, it featured layered doors that took into account that one common feature in families – opening a door and staring into a fridge to see

what's ion there. What Samsung has done is create a glass door inside so you can stare into the content as much as you like without wasting precious cool energy.

That's not all, Samsung has also unveiled a new tab and a refreshed Note 3. The newer NotePRO tab is much bigger than the conventional models offering 12.2 inches of real estate. The octa-core with 3GB RAM provides fluid performance as tested. It also comes bundled with the S-Pen which should help not just with simple note taking but also those with an artistic bent. This is the tab to have if you want something big and light. It's pricing in India is set at INR 64,900. Not cheap especially when it comes to our shores but size just might be the tipping point for many. The vast Android market is icing on the cake. It seems to be the perfect blend for reading, gaming and web surfing. The tab lineup is followed up with a mid-low range device called the Tab3 Neo. Not quite sure how well that will be accepted herein Bangladesh considering alternatives have a sharper screen and pack more juice for similar price ranges. Unless this 1.2 dual core device is offered with very, very competitive pricing and a good bundle of software, I don't see it catching on very well. It's priced at INR 16,490. Let's see what the rates are here.

The class leading Note 3 has also got a slight revamp with the Note 3 Neo. Leather back, classy stitching and a minty new color add more class to the previously cheap feeling plastic. Let's face it, you sell a high end device for a premium tag, you don't give plastic that creaks. Competitors like LG have shown how to make a device cheap but with plastic that oozes quality. No word yet on whether the S4 will see an upgrade.

I headed off quickly to the display hall where everything was there to be tried, tested and pushed to the limits. Our communication device market is booming like never before. Now with the advent of 3G, everybody wants a device that is faster, sleeker and cooler. I ran my most anticipated Samsung devices through their paces. Expect the 'First Impressions' next week. Suffice to say, the S-Pen had me drooling. Competitors? All that will come.

Samsung also unveiled their new line of speaker systems and office printing solutions. We'll have more on that later as soon as we get word on what's coming to our shores. Speaking to Samsung South West region President B D Park, he told us how the products will roll to BD in about a month following the India launch.

The tests and trials took most of the evening which meant less enjoyment of the Bali surf. It was a tight schedule albeit neatly arranged by Forethought PR. I did get my fill of tech for the day but I'm waiting to see how the devices stack up on a proper usage as soon as Forethought/Samsung BD brings us the test units. Emran Mahbub, my hard working PR contact from Forethought PR, who scraped his elbows falling off a bike, assured me that I'd get a device soon as it falls off a ship at the Bangladesh port. Watch this space for more.

EHSANUR RAZA RONNY

Overpriced Gaming Gadgets

You'd think there's a limit to the sheer unrelenting, blind consumerism a sub-culture can breed. There are the iPhone geeks, who will say a \$200 phone cover is somehow warranted for their already needlessly super-expensive phones, and then there are the “hardcore” gamers, who will say a 8000 taka “gaming mouse pad” is worth it.

Are there any truths to these gamer claims, though?

Gaming keyboards

Mechanical keys, pretty lights and shortcut keys. How much of it do you actually use while gaming? Well, to be completely honest, very, very little. A keyboard is a crucial instrument, and a good keyboard is necessary for a well-rounded PC experience, but a gaming keyboard offers very little in terms of actual advantages. The backlit keys help during stealthy late night



gaming sessions if you don't want to let your parents know, and the solid mechanical *thunk* of some top end keyboards are very nice and makes you want to press buttons like DeeDee from Dexter.

Any advantages of the extra keys? Unless you're competing in the top leagues of a strategy game and you need to have easy access keys close at hand, no, they absolutely do not justify the extra money you have to pay over a regular keyboard.

Mice

Razer, Thermaltake, Steel Series, Logitech- all of these big-shot companies make hardcore gaming mice with a gazillion buttons and hyper-sensitive clicks. Here, we have to admit, they do offer a significant improvement over the middling pointers, with much better sensitivity and smoothness, as well as ergonomic designs that make them fit perfectly in your palm. For first person shooters and strategy games, they offer a genuine plus for the high-end mice equipped gamer, but is it still worth the price?



Nope. It's not about the equipment you have; it's about how you play your game. If you suck with a regular mouse, you wouldn't experience much of a difference with a high-end gaming mouse. So skip the overpriced furry animal.

Mouse Pads

These are massive, textured mouse pads which apparently serve as the perfect surface on which



you should operate your gaming mouse. Sounds useful and it actually works. But what it doesn't do is justify the insane prices for what is effectively a slab of rubber and some padding. 3000 taka plus for a mouse pad? No, thanks.

Headphones

Over 10,000 taka for a pair of pink headphones? Why? A gamer will tell you a good pair of “gaming headphones” gives you a solid chance of countering a stealthy attack from the rear, because you can hear the said attacker before he can stab you in the back. What.

If you use them, fine. We won't question your judgment. But we might ask NBR to look into your accounts. However, when it comes to someone planning on a budget and trying to think rationally, these products are genuinely irrelevant options that they do not need to obsess over. Unless you get them as gifts from that rich aunt or friend, don't bother.



SHAER REAZ

TECH HAPPENING

The Indus Entrepreneurs (TiE) starts journey in Bangladesh

The Indus Entrepreneurs (TiE) starts its journey in Bangladesh. The formation of TiE Dhaka has been announced at a recent press conference held in the Westin Hotel, Dhaka.

The Indus Entrepreneurs (TiE), was founded in 1992 in Silicon Valley by a group of successful

entrepreneurs, corporate executives, and senior professionals with roots in the Indus region. TiE's mission is to foster entrepreneurship globally through mentoring, networking, and education. Dedicated to the virtuous cycle of wealth creation and giving back to the community, TiE's focus is on cultivating and nurturing our next generation of entrepreneurs. TiE is a unique volunteer driven organization. There are currently 11,000 members, including over 2,500 charter members in 60 chapters across 17 countries.

Sonia Bashir Kabir, the Founder President of TiE Dhaka (CEO of Dell Bangladesh) & Shameem Ahsan, Vice President of TiE Dhaka (CEO of Akhoni.com) spoke at the press conference. The top brasses from the tech and telco were present during the event.



Acer brings ICONIA W4 Windows Tab in Bangladesh

Acer Inc, the leading global PC vendor, recently unveiled their new 20.32 cm (8-inch) ICONIA W4 tablet for the Bangladeshi consumers. Powered by IPS and Zero Air Gap technologies that provide a brilliant display with enhanced picture clarity and brightness, the Iconia W4 is also equipped with Windows 8.1 and the 4th Generation Intel® Atom™ Quad Core processor that offers faster tablet performance as well as battery life up to 10 hours for web browsing and up to 8 hours for video playback. Mr. Rajendran, Chief Marketing Officer, Acer India, Mr. Salman Ali Khan, General Manager, Executive Technologies Limited. Mr. Zia Manzur, Country Business Manager, Intel EM Ltd., Mr. Pubudu Basnayake, Country Manager, Microsoft

Bangladesh etc were present in the device unveiling ceremony
Price: Wi-Fi: 32GB: Tk. 29,800/- & 64GB: Tk. 32,800/-; Wi-Fi + 3G: 32GB: Tk. 34,800/- & 64GB: Tk. 37,800/-



Asrock motherboard in town

There's a new model of motherboard in the market! The ASROCK H81M claims that enriched with a fully solid i7/ i5/ i3/ Xeon/ Pentium/ processor. Its features Card slot, 7:1 audio, 4 USB connectors and 2 dual-memory (maximum 16GB)
Price: Tk. 5900/- with 3 years warranty

NETGEAR JNR1010

The NETGEAR N150 JNR1010 enables Wireless-N Internet, email and online an external antenna for coverage, on/off buttons for software



now in market

Wireless Router-speeds for surfing the chat. Features include improved Wi-Fi energy savings. The

NETGEAR genie is also provided for easy connection of iPads, etc. and FastLane for speed optimization. The external antenna makes improved Wi-Fi coverage possible. NETGEAR genie comes with easy CD-less installation for tablets, smartphones, and computers. FastLane enables Internet speed optimization at a push of a button for critical tasks. Live Parental Controls option blocks unsafe Internet content and applications and can be managed from anywhere. It protects connected devices through the router such as PCs, gaming consoles, and iPod touch.

Price: Tk. 2,600/-

MSI Wi-Fi Motherboard

With Wi-Fi facilities, Computer Source has brought an over clocking mother board in the local market for Gamers. This MSI Z87 MPower Motherboard Supports 4th Gen Intel Core/ Pentium/ Celeron processors for LGA 1150 socket and Supports DDR3-3000 (OC) Memory. This Motherboard Supports 3-Way AMD CrossFire Technology and Supports 2-Way NVIDIA SLI Technology. The MSI Z87 MPOWER motherboard is equipped with all the Enhanced PWM, Thermal Design and Military Class 4 components, Audio Boost. The OVERCLOCKING motherboards come with an easily unplug able Intel Wi-Fi or Bluetooth module which also support Intel WiDi.

Price: Tk. 19,500/- and 3 years warranty

