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The Daily Star

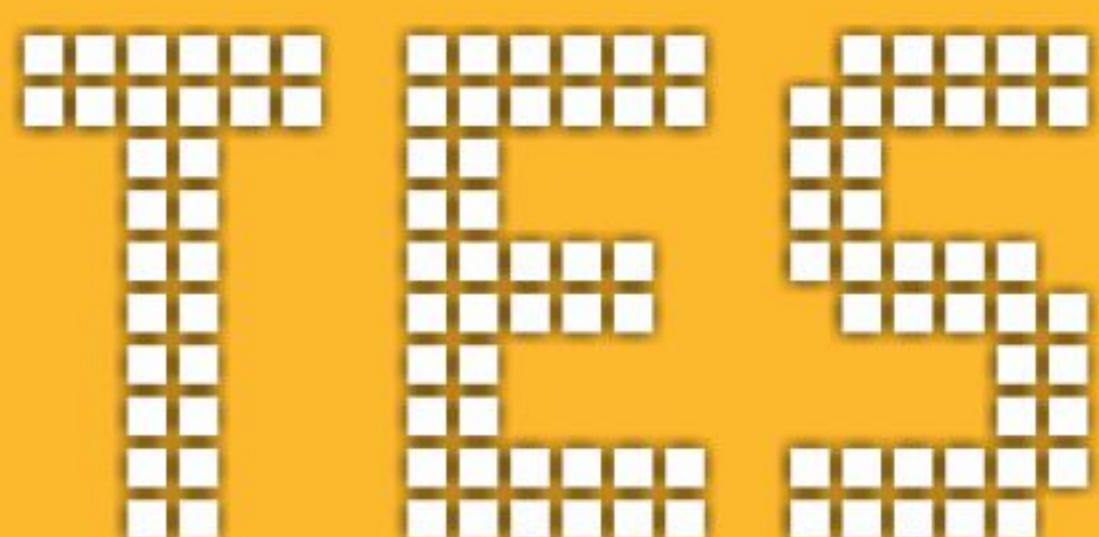
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INFORMATION

GADGETS

TECHNOLOGY



## TECH HAPPENING

### BASIS Outsourcing Award winners reception held

Daffodil Institute of IT (DIIT) and Bangladesh ICT Journalist Forum (BIJF) honored the winners of BASIS Outsourcing Award 2014 at DIU auditorium on 10th May 2014. Mr. Zunaid Ahmed Palak, State Minister of Posts, Telecommunications and Information Technology, Dr. Muhammed Zafar Iqbal, Professor and Head, Dept. of Electrical and Electronic Engineering of Shahjalal University of Science and Technology (SUST) and Mr. Md. Sabur Khan, Chairman, Daffodil Group were present in the program as guests. Presided over by Mohammad Nuruzzaman, Executive Director of DIIT, the welcome address was delivered by Mr. Muhammad Khan, President, Bangladesh ICT Journalist Forum.



### Citi UCEP Pre Technical Education Program graduation ceremony held

Citibank, N.A., Bangladesh and non-governmental organization (NGO) partner Underprivileged Children's Educational Program Bangladesh (UCEP) organized a graduation ceremony for 345 students who were enrolled in the Citi UCEP Pre Technical Education Program in 2013. Special Guest was Ms. Ella de Voogd - First Secretary - SRHR, Education and Gender, Embassy of the Kingdom of the Netherlands. Also present were Michael Zink, Head of ASEAN, and Citi Country Officer (CCO) for Singapore, Citi; Dr. Muhammad Alauddin, Vice Chairman, UCEP, Board of Governors; Zaki Hasan, Executive Director, UCEP Bangladesh, and Rashed Maqsood, Managing Director and Citi Country Officer for Bangladesh.



### bdNOG1 & APNIC Regional Meeting will start from May 19 till May 24

A week-long computer technology conference & workshop organized by Bangladesh Network Operators Group (bdNOG) by the name "bdNOG-1 Conference & APNIC Regional Meeting" will be start from May 19-24 in the capital city of Dhaka.

During the first part of the event, there will be a technical workshop and tutorial from May 19-22 in the capital city for Internet Service Provider (ISP) and telecommunication engineers organized in three different parallel tracks. Those workshop tracks are called "BGP Routing (IPv4 & IPv6 Protocol)", "Computer Network Security" and "Virtualization and Cloud Computing". Tutorial tracks are titled "Routing Registry Automation", "Advanced Multi-homing" and "Application & Transport". The second part of the event will be a two day conference from May 23-24 at Goldwater Convention Centre, Bashundhara City Tower (17th Floor), Panthapath, Dhaka.



### US-Bangladesh Tech Investment Summit 2014 starts this week

To further encourage and attract US Investors & investment, Bangladesh Association of Software and Information Services (BASIS) has organized US Bangladesh Tech Investment Summit 2014 in Silicon Valley, Santa Clara, California, USA on 17 May, 2014. This summit is going to be a high level meet-up of senior policy makers, technology entrepreneurs and industry leaders of Bangladesh with potential investors and business partners from USA. Mr. Sajeeb A Wazed, ICT Advisor to Hon'ble Prime Minister of Bangladesh addressed the summit as the keynote speaker whereas Mr. Zunaid Ahmed Palak, State Minister, Ministry of Post, Telecommunication & Information Technology of Bangladesh was the speaker and Mr. Shameem Ahsan, President, BASIS attended as the session Chair. Many other top IT professionals also attended this summit as distinguished speakers.

# MSI plans big for Bangladesh

Micro Star INT'L CO. LTD or popularly known as MSI, is not just a brand rather it has become part of the lifestyle amongst the gaming community of Bangladesh. Slowly and steadily MSI now is bringing in its low to high end products in the country. Michael Liang, Section Manager & Victor Yeh, Account Manager of MSI explained their plans for Bangladeshi market to Shahriar Rahman from BYTES.

**Shahriar:** Firstly, what sort of products currently you are bringing in Bangladesh?

**Michael:** We have quite a few ranges of products in Bangladesh. We divide our products in two groups: AMD & Intel. In both groups we bring motherboards, Graphics cards and laptops. Mostly we are focusing on motherboards and graphics cards of mid and high end.

**Shahriar:** MSI products are in the country for quite a while. How is the response so far?

**Michael:** So far we received an overwhelming reception in Bangladesh. Since our inception we were one of the most demanded brands in Bangladesh. Bangladesh is actually highly potent in terms of pc based gaming equipments. So we have high hopes for this market.

**Shahriar:** How much popular is AMD based accessories in Bangladesh?

**Michael:** Honestly, the market of AMD in Bangladesh is huge. In fact bigger than



Victor Yeh



Michael Liang

what we expected to be. We are constantly getting request of AMD based motherboards and laptops from various consumer segments. Also we have brilliant partners here, who are doing a really good job in pushing the AMD products to the market.

**Shahriar:** What are the new gaming motherboards you are shipping in?

**Victor:** We have several new motherboards that we have in the pipeline. MSI Military class 4 Motherboard- Z87 & Z97. Gamers have to try these out for the most immersive gaming experience. With the focus on Speed, Sound and Stability, MSI GAMING provides every essential component of a true gaming system and then some! Audio Boost 2 powered by Creative Sound Blaster Cinema2 and USB Audio Power give your ears the detailed and richness in sound they need. To top this off, every MSI Z97 motherboard

comes with an XSplit Gamecaster premium license to kickstart your own online streaming of gameplay for both young and aspiring, and seasoned gamers.

**Shahriar:** Seems really exciting. But MSI Gaming motherboards are not publicized/advertised enough as the competitors are doing. Why is that? And what is your long term plan with MSI in Bangladesh.

**Michael:** You are 100 percent correct. We, unlike our competitors, used to focus on the niche market. But we are changing our approaches day by day. We now have a very aggressive mindset for the emerging markets like Bangladesh. We have now planned various promotion activities that are going to embolden our presence in Bangladesh. We will be arranging campus based promotional activities. We also plan to arrange gaming contest with

pc's powered by MSI hardware. And we intend to bring regional activities to enlighten the divisional cities of Bangladesh.

**Shahriar:** MSI products are in the country for quite a while. How is the response so far?

**Michael:** Well we received very good market response considering the time we entered the market. Bangladesh is potential for gaming market having a large pool of youth and IT professionals. We start our journey in the year of 2013 and considering the time response is impressive.

**Shahriar:** How competitive is the market now, particularly the segments which MSI is now targeting?

**Victor:** To be frank the competition is really intense. But MSI has a long tradition to strive in competition so we encourage it. Moreover the brand image that MSI portrays in worldwide is a bit different than our competitors. So you can't exactly compare us with it in terms of the sales volume. But in terms of product valuation and technology we are confident, we are doing much better than our competitors.

**Shahriar:** After-sales service is a big issue in Bangladesh. How is MSI dealing that?

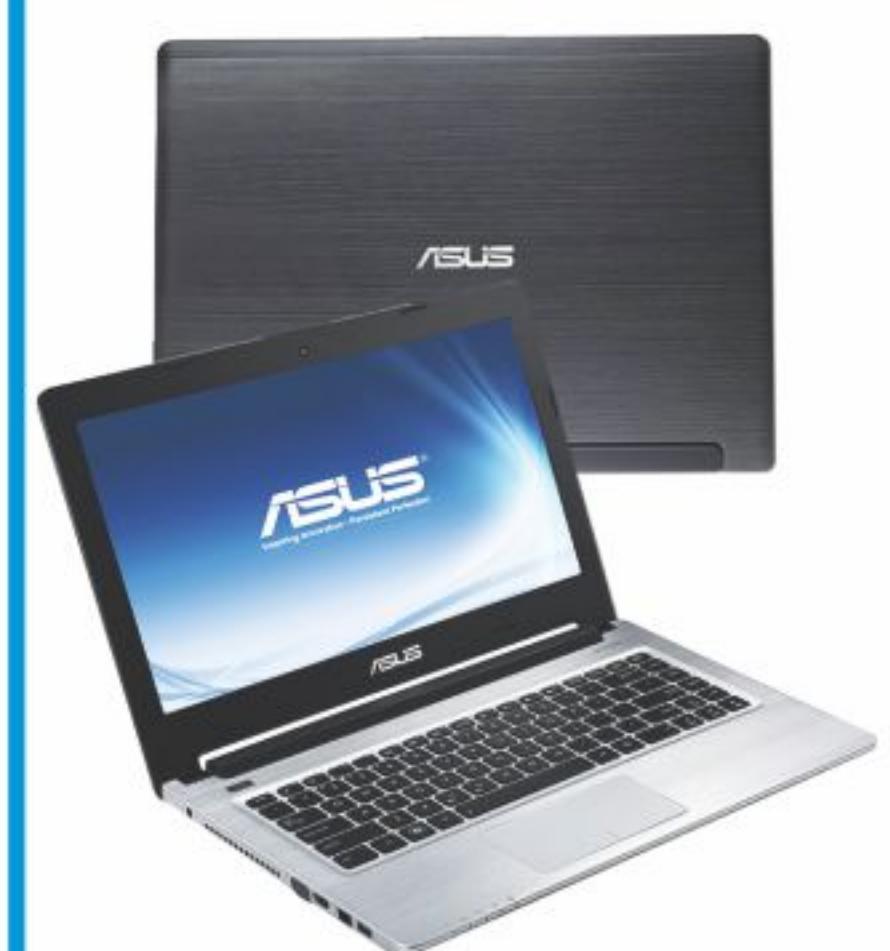
**Michael:** We at MSI put utmost importance on after-sales service. We already have trained our local partners regularly. Moreover we have introduced a service point in Dhanmondi to ensure round-the-clock service.

**Shahriar:** Thank you very much for the interview. Have a great trip!

**Michael & Victor:** You're most welcome!



## JUST IN



### ASUS K46CA-Extra-slim notebook with optical drive

Beyond being extra thin and light, ASUS K46 notebooks pack a full feature set in just 21mm. The cool grey hairline design expresses a personal professional approach. The ASUS K46CA is powered by 1.80 GHz 3rd generation Intel® Core™ i5 processor with Ivy Bridge technology. Other special features are- Instant on in 2 seconds and longer standby time with the efficiency of Super Hybrid Engine II technology, Smart Gesture touchpad for always fingertip-natural computing, Seamless chiclet keyboard back-assembled to assure extra-solid typing. Moreover, the notebook is having 4 GB memory, 1 TB Hard Disk, 14-inch display, DVD writer, and wireless LAN, Bluetooth, Webcam, USB 3.0 and HDMI port.

Price: Tk. 48,000/-



### TECHSHOHOR LAPTOP FAIR 2014 AT A GLANCE

PHOTOS: SHAHRIAR RAHMAN

