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e-mail: bytes@thedadlystar.net

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Portable Bangladesh

Lenovo sees exponential growth of portable computing devices in Bangladesh

In his maiden trip to Bangladesh, Managing Director of Lenovo South Asia Region Amar Babu sits with Shahriar Rahman from The Daily Star to discuss Lenovo's plans and visions for Bangladesh

DS: Tell us of Lenovo's greatest hits of the first half of 2014?
Last quarter was a fantastic one for us. So was the first quarter of this year. Across all segments we have significantly increased our position. Globally, we ramped up our laptop and tablet business significantly; according to various surveys we are the no. 1 laptop brand worldwide. Although there was a downcast in the PC market, we still have been able to grow faster than the market. Particularly in Bangladesh, the brand presence has increased significantly. Moreover the customers have appreciated the recent product line as evidenced by a steep sale increase in Bangladesh. The enterprise business has been a little slow particularly in South Asian region. But we are seeing remarkable growth in smartphones and tablets.

DS: Lenovo bought Motorola. What does it say for the Bangladeshi market?

Well, right now Motorola does not formally operate any business in Bangladesh; but probably in the near future Motorola will also come to the Bangladeshi market as its still booming. In India, Motorola has shown very positive growth with new products like Moto G and Moto E which are especially designed for this market. The great thing



about this deal is that the acquisition allows us to compete in most emerging markets with local players and we are a full-range player – competing even at the entry level. So this acquisition will only add to our strength.

DS: Smartphone sales are overtaking PC/Laptop sales. How do you see that?

You will notice that over the last four-five years, smartphones have proven that they're immensely capable. Through the continuing miniaturization of tech, smartphones are now almost as powerful as a desktop or

laptop PC. In a few years, everything you do on your laptop today will be achievable on a smartphone.

This isn't to say that larger general-purpose computers won't live on, though. At least for the foreseeable future, there will be limits to just how much processing power you can squeeze into a smartphone — and there will always be people who need or want faster computers to speed up their workflow.

DS: Tell us about Lenovo's new business strategy 'Protect & Attack'. How good is it working in South Asian market?

As you said worldwide, we follow the strategy: 'protect and attack'. We try to protect our strengths, which are increasing sales in the growing markets i.e. Bangladesh and large enterprise business. We attack opportunities. So far this strategy is working great globally and locally. We are becoming a major player in this region. We still are the largest notebook seller worldwide. In the coming years we want to drive the transaction business model in the emerging markets, with focus on the consumer business and SMB (small and medium business).

DS: Why did the tablets of Yoga, A & S series fail to gain traction in Bangladeshi market despite being a global success?

Lenovo sees exponential growth in portable computing devices in Bangladesh. But to be exact, Lenovo tablets were introduced in Bangladeshi market not so long ago. So far the reception is really good. From the response that we register in this market we need to continue to invest in smart connected devices. We are looking at increased marketing and consumer outreach plans. In fact we launched a flagship store of Lenovo as part of the strategy. I believe soon we will be one of the top tablet vendors in Bangladesh.

DS: Finally, what's the future of Lenovo here and worldwide?

There are many exciting stuff from Lenovo in the pipeline. As I already mentioned we acquired a legendary brand in the technology world – Motorola. We will protect the Motorola brand and make it even stronger. When we acquired IBM's PC business in 2005 we had a similar opportunity with ThinkPad and we succeeded. We now have a much broader portfolio across all price points. Lenovo will also use Motorola's strengths in the United States, Europe, Asia and all other emerging markets including Bangladesh to push future growth.

INTERVIEWED BY SHAHRIAR RAHMAN

DirectX 12 : Microsoft's key to salvation

Among all other things, taking the negative publicity of Windows 8 into account, Microsoft's status in PC gaming isn't that commendable. DirectX12 might change that. Now let's not get our hopes up, because I said "might". Might means a 60 percent surety at most, we can do with an 80 if not 100.

All the previous iterations of the API up to this point have concentrated on improving visual fidelity by bringing a lot of new features to the table. DirectX 12, on the other hand, focuses on something else entirely; boosting performance on a hardware level. Good news is, DX12 will be supported by a wide range of GPUs. Most of Nvidia's DX11 lineup (GTX400 and above) and AMD's GCN, Graphics Core Next lineup (HD7000 series and above) are said to be compatible.

By far MS only unveiled the graphics component of DirectX 12 also known as



Direct3D API. While Microsoft has promised performance for its upcoming API, the company would like to present you with reduced power consumption as well.

A demonstration of this was given at this month's SIGGRAPH show in Los Angeles, where Intel and MS showed a custom run-through powered by a low power version of Intel's latest "Haswell" processor. Having switched the graphics renderer from DX11

to DX12, the power consumption of the system dropped by no less than 50 percent. That's a pretty big number, given how power hungry a big portion of the GPUs are becoming.

DirectX12 will also prove to be a good news for future games. PC gamers often suffer from disease called "Console Ports". More often than not, these ports are dumbed down and are light years behind compared to other PC exclusives. Needless to say, porting from Xbox One to a High End PC is easier than vice versa. Since cross platform development tools are growing in popularity, DirectX12 coupled with its smarter control of resources can allow most PC games to be ported to the Xbox One with little to no issue. This way, no more dumbed down ports and everyone wins.

SHEIKH SHEFATH SAADMAN

KASPERSKY SECURITY UPDATE

7 tips to stay secured in iCloud

The last week was marked by an internet-wide newsbreak: anonymous hackers somehow obtained explicit photos of various Hollywood celebrities, including many A-listers, like Jennifer Lawrence, and publicized this material on the Internet. Such leaks are not new; however, this one was on a massive scale. To avoid such private data leaks via computers, mobile devices or cloud services, Christian Funk, Senior Security Researcher at Kaspersky Lab, recommends the following measures:

1. Use strong passwords, unique to each account.
2. Use endpoint security solutions to protect your devices, because every device is a gateway to your cloud storage.
3. Enable and use two-factor authentication services whenever available.
4. Sort out which information should or should not be stored in the cloud. Your most sensitive information should never be trusted to the cloud.
5. It's easy for a mobile device to be lost or stolen, so make sure the device itself has no sensitive data stored on it. If this is impossible, make sure there is appropriate encryption in place.
6. If you're about to store highly sensitive information (including photos and videos), double check that your device doesn't automatically upload data into the cloud.
7. Before sharing your personal data or allowing someone to take a picture of you, make sure that the other device is sufficiently secure to keep your private data safe from inadvertent exposure.



JUST IN



Five new Fujitsu Lifebook launched in Bangladesh

Five new models of Japanese Fujitsu Lifebook have been launched in the Bangladesh market recently. These fourth gen Lifebooks are: UH 574 (touch Screen), UH 554, E-734, AH544, E 734, AH544 and S904. The S904 model comes with a battery backup of 19 hours. The prices of these life books vary from BDT 49k to 1,49k. Amongst these, AH544 comes with three different configurations and can be used as desktop replacement laptop. It has 750 GB HDD, Core i3/ Core i5, 4/8 GB RAM and for gaming 2GB dedicated graphics card. These laptops also have HDMI, TPM, RJ45, VGA, Gigabit LAN port etc.

Symphony launches Xplorer P10 Phablet with Hexa-core processor

Symphony has recently launched Xplorer P10 Phablet. The Symphony Xplorer P10 features a 5.5 inch HD IPS display. This dual SIM supported phablet is 7.9 mm slim and runs on Android 4.4 KitKat and has 1.5 GHz hexa-core processor with 1GB of RAM. The phablet has 8 GB of inbuilt storage expandable up to 32GB. Xplorer P10 sports an 8 megapixel rear camera and a 2 megapixel front facing camera. Camera features include auto focus, HDR, panoramic photo, gesture, smile shot and so on. The dual crystal loud speaker with DTS technology will provide optimal audio output for a mobile device. This 3G supported Phablet supports EDGE, GPRS, Wi-Fi, GPS, A-GPS and so on. Finally, the new Xplorer P10 sports a 2400 mAh battery.

Price: Tk. 15,990/-



Hybrid PC by Dell in the market

Dell has brought next generation hybrid computer which has been just released in the world market. This Dell branded laptop can be used as a regular notebook and a tablet as well. This sleek design silver color notebook is 11inch. It has 2.16 GHz processing speed, Intel graphics, 4 GB RAM, 500 GB HDD and all other abilities of a portable PC. It also has HDMI port, USB 3.0 port, Bluetooth 4.0 and SD card slot. This lightweight laptop can provide 8 hours backup.



Price: Tk. 40,000/- plus 1 year warranty and a carrying case.

KASPERSKY lab

THINK
SECURITY



Android-powered smart hard hat comes with augmented reality features

Boeing's drone-killing laser takes down targets with an Xbox controller



Samsung unveiled Galaxy Note Edge and Galaxy Note 4



Buy 'Destiny' on PS3 or Xbox 360 and upgrade to new-gen for free



Fossil teams up with Intel to produce its line of wearables

