DELL — The power to do more

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BYTES

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CES 2015

Abhik Hasnain

CES 2015 ended on the 9th and it was nothing short of an explosion. Several explosions, in this case. Today, we bring you the highlights of this 4-day long event. The good, the bad, the ugly and the insanely awesome ones.

1. LG Flex 2:
LG introduced flexible phones a while ago with the LG Flex and it was anything but perfect. A lot had to be corrected and improved. But with LG Flex 2, not only are we hugely satisfied but it truly has left us awestruck as one of the best phones of 2015.

3. Sony Walkman ZX2:
This is probably the only device in CES 2015 that seems like a great product until you hear the price. Then it's utterly useless and a complete waste of money. At first look, it's a standalone media player and it has everything needed for a rich experience but asking $1,120 for it, is stupid. Why will I buy not-the-best media player for such an outrageous amount when I can get multiple devices under that tag which are arguably better (both in performance and design). The ZX2, quite confidently, made it to our worst list.

2. Hexo + Drone:
Drones these days pack all the high-tech stuff to make your flying experience sensational. From great cameras to self-stabilization, what more could one ask for? Well, for starters the Hexo+ wants you to ask it to follow you around while constantly taking pictures and recording everything.

4. Logbar Ring:
Gesture control for Apple devices didn't seem a like a very tempting deal. But we wanted to give it a shot anyway. And guess what? It's garbage that you can wear. Logbar claims to be an e-ring that connects to your iPhone via Bluetooth and you're supposed to be able to make gestures to execute certain actions like changing the volume or playing a music, etc. In reality, it doesn't always work and when it does, the whole thing is rather uncomfortable to use. Clunky, laggy and faulty, it is a tech nightmare.
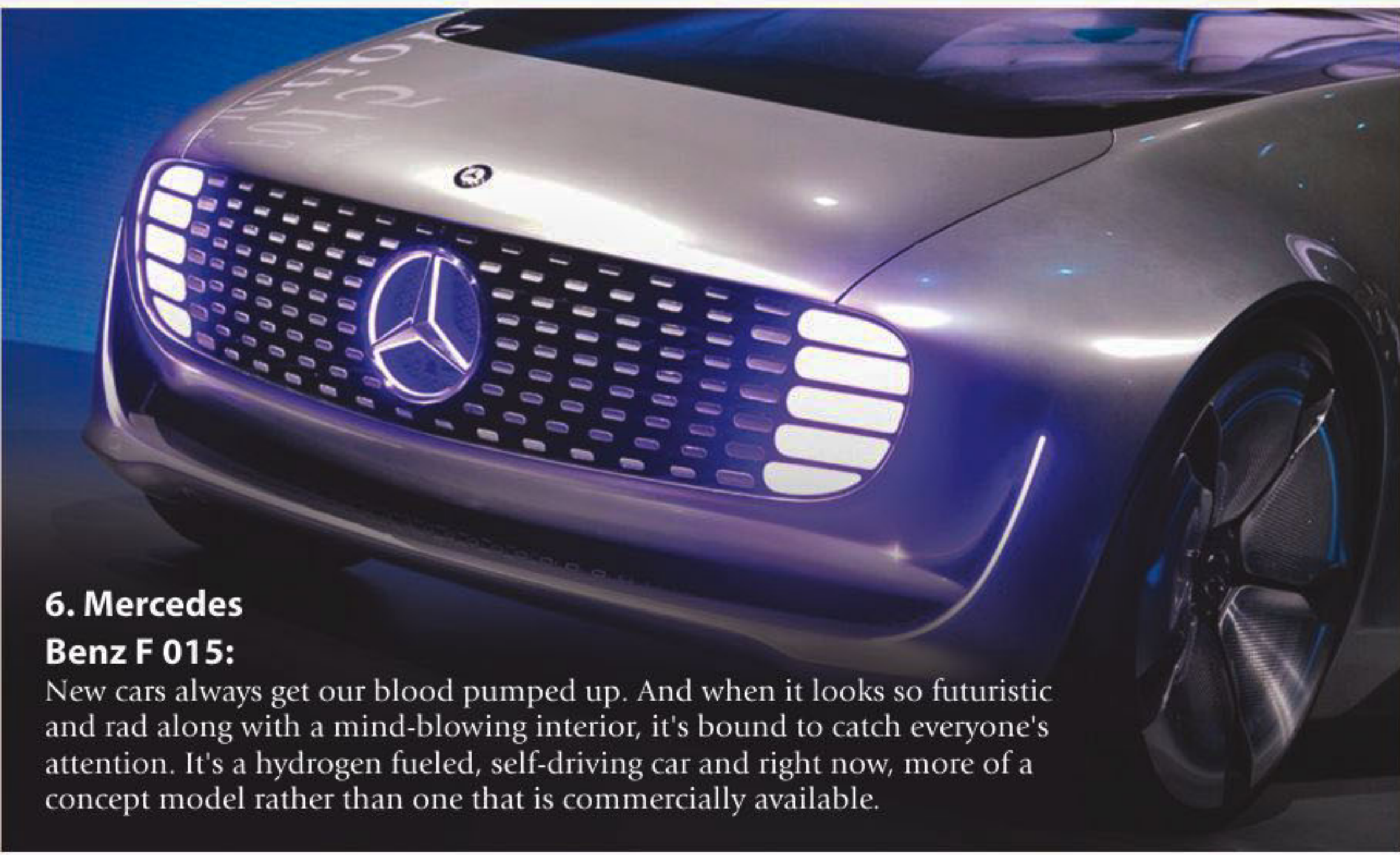
5. Sony's 4K Action Camera FDR-X1000V:
Image-stabilization in this this thing is perfect and you can shoot movement-packed videos at 4K. Deemed as GoPro's competition, Sony's FDR-X1000V is an amazing camera.

7. Logitech UV Mega Boom:
An upgraded version of the UE Boom, this ultra-portable, ultra-durable, water resistant speaker is a beast for every context.

8. WithingsActivité Pop:
We had to add a fitness tracker. We just had to. Activité Pop is a rather decent watch. It looks classy, keeps you healthy, tracks your fitness for you, wakes you up and comes with an user-friendly companion app- all that for $150.

6. Mercedes Benz F 015:
New cars always get our blood pumped up. And when it looks so futuristic and rad along with a mind-blowing interior, it's bound to catch everyone's attention. It's a hydrogen fueled, self-driving car and right now, more of a concept model rather than one that is commercially available.

10. ZBoard 2:
It's an electronic skateboard and one of the coolest things we saw at CES. You simply lean to move and brake and turn to rush past all the slow people around you. I'm definitely saving up for something so awesome.

9. DELL Venue 8 700:
I've always liked Dell products and their new tablet reminded me why. With an 8.4-inch 2560x1600 OLED display, the visuals are stunning. And adding to the sweet hardware is the 8 megapixel camera which uses Intel's RealSense Technology.

A MORE COMPREHENSIVE LIST OF PRODUCTS IS AVAILABLE ONLINE

Dell eyes Bangladesh as a major device market

Interviewed by- Shahriar Rahman

Dell has been a major IT player globally. With growing no. of server solutions, PCs and laptops- it's becoming a dominating local player as well. Shahzad Aslam Khan the General Manager of Dell SADMG sits with Shahriar Rahman from BYTES to talk about Dell's plan for the coming years.

How was Dell's business in Bangladesh and globally last year?
As you may have heard, Dell went private last October. So basically we embarked on a new journey. Interestingly it has been just over a year from then. Dell worldwide has over exceeded the targets set by our leadership. We have set higher target for ourselves because once we went private we knew we could do things faster. Our goal is to meet our customer's expectation and to provide technical solutions to them. Dell is currently no.1 globally in terms of server solutions. In the last 3 out of 4 quarters Dell has been no.1 provider of server equipment and solutions in the Asia Pacific Region. One milestone that I personally am proud of is Dell being the world's no.1 storage solutions in terms of Terabytes shipped. That is definitely a new high for us. It is also a strong indicator of Dell becoming a complete technology provider.

Dell has been officially in Bangladesh since 2011. So in larger scheme of things it is not that long time. But we have done phenomenally well in these last 3 years. We have established ourselves as a strong IT player. In Bangladesh we are currently in leadership position both in terms of X86 servers as well as on the client side i.e. desktops and laptops.

Why aren't we seeing Dell's handheld devices i.e. tabs, hybrids and 2 in 1's in the market?
As a matter of fact we are currently having discussions about the very same thing. We do intend to bring tablets. And you may see them within a couple of months. We are really excited about that. Regarding hybrids and 2 in 1's – we have some products available already in the market. In the coming months you will be able to see more of these products.

This year what products can we expect to see in Bangladesh from Dell?
We already launched a couple of key products for Bangladeshi market. So I will just start with the first thing that we launched: it's an Inspiron all-in-one PC. This is the thinnest all-in-one product which is touch enabled and has battery within the device itself. And it is 19.5 inch and if you want you can use it like a huge tablet too. This is a new category for Bangladesh and we brought it just because we saw many of our customers were really interested about it.

We already covered about tablets. Again that's another new area for Bangladesh. We will also be launching some specialized storage solutions. We are hoping that these storage solutions will be doing extremely well based on the discussion we had with our partners. The great thing about Dell is it provides end to end solution for Hardware and software. So to summarize: do expect to get great products from us throughout the year with excellent performance and great price-points. All in all: Dell eyes Bangladesh as huge device market.

Why isn't Dell stepping in the mobile device market?
Well, as you know mobile devices are a huge market and the opportunity is tremendous. But being a huge market means the competition is really stiff. Already there are hundreds of big player competing every day. We think that Dell could do much better by keeping its focus on what it does best: bringing out PCs, laptops and server solutions.

There are rumors about Dell splitting its business in two segments: PC & server; like the way HP did. Is it true?
It's a really good question. Yes we have seen companies like IBM spin off their PC business to Lenovo; we have seen HP on the verge of splitting its businesses as well. But it's not true for Dell. Our leadership feels strongly that the best to provide what the customers need is by keeping Dell as one whole entity. The reason is customers can rely only on one company for all the solutions. We humbly submit- Dell is the only company able to provide complete end to end solution and we do want to keep it that way.

Being a tech professional with 15 years of experience, what is your opinion about the paradigm shift happening in this industry? What would be the Next Big Thing?
The industry has evolved tremendously over the last couple years. Now the name of the game is: cloud infrastructure, virtualization, big data, security and so on. But my personal opinion would be 'Internet of Things'. It's a concept that we were barely able to scratch the surface. I think this would be the next big thing.

TECH HAPPENING

Govt. reveals 4 year long ICT roadmap incorporating Vision 2021

Govt. announces a 4 year long master plan keeping in mind the Vision 2021 set by PM. State minister Zunaid Ahmed Palak while addressing the press about the achievements of ICT Division in the last one year, divulged the roadmap towards a Digital Bangladesh. In the event titled "One more year in journey towards Digital Bangladesh" which took place in in Bangladesh Computer Council (BCC), he also discussed the key highlights of 2014. Palak on his address said that govt. expects to launch 4G network in Bangladesh by 2016. Before that the first phase construction work of the Jessore hi-tech park will be finished by March 2015. He also informed that the construction of 10 software

Technology Park also underway. Around 70 thousand skilled professionals will be trained in these parks in next four years. Incubation centers will be setup to help the new entrepreneurs built their startups.

Palak also said, "The ICT sector made remarkable progress in the past couple of years as we formulated effective and time-befitting policy initiatives as well as took steps for infrastructural development aiming to make Bangladesh a technologically advantaged country."

Senior officials of ICT division, IT professionals, entrepreneurs, journalists, among others, were present at the press conference.

Samsung's smart discount offer for New Year
Samsung Mobile Bangladesh has offered a smart start for the New Year with sure shot discounts. Now customers will receive discounts on every purchase of Galaxy Core 2 and Galaxy S Duos 3 and will enjoy special price for the purchase of Galaxy Grand Prime. With the new offer, the Galaxy Core 2 is now available at BDT 12,500 which is a flat discount of BDT 2,000 from the previous price. For Galaxy Duos 3, customers will get a sure shot discount of BDT 1,000. The latest addition to the Grand family, Samsung Galaxy Grand Prime is now available at a special price of **BDT 21,500.**