



The power to do more

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INFORMATION

GADGETS

TECHNOLOGY



# THE TECHTOPIAN RACE NO ONE'S WINNING (NOT YET)

Microsoft and Apple have the same dream. Just like every tech enthusiast, every developer out there. But want to know what sets them apart? What makes them so different? Their approach to the future they both envision.

I've been following Microsoft's journey for quite a long time now. Their first big step was Windows 8, then Windows Mobile and then Cortana. But Windows 8 didn't feel like the correct portrayal of the "Everything at Once" notion because clearly everything was not at once. A lot of things, especially the metro style apps seemed more eye candy than something that's an important part of the whole Windows experience. And I expected a more Search Bar centric OS.

But that's alright. I'm okay with, everything not being at once, as long as you don't claim that they are. Eye candies don't hurt and metro style apps look beautiful anyway. And even though the new OS didn't blow our minds away, it still was significantly better than the previous versions.

But that's the Desktop side. There's the mobile part to take into consideration given the fact that everything is moving towards it. When it first came out, Windows on mobile lacked a very simple component- a self-sufficient app store. There just weren't enough applications to cover the needs of that diverse range of users. Not to mention the absence of some very basic ones. But isn't that a problem that can be solved quickly? Well, no. Developers didn't want to build apps for a platform that didn't have a large, stable user base. It's a waste of

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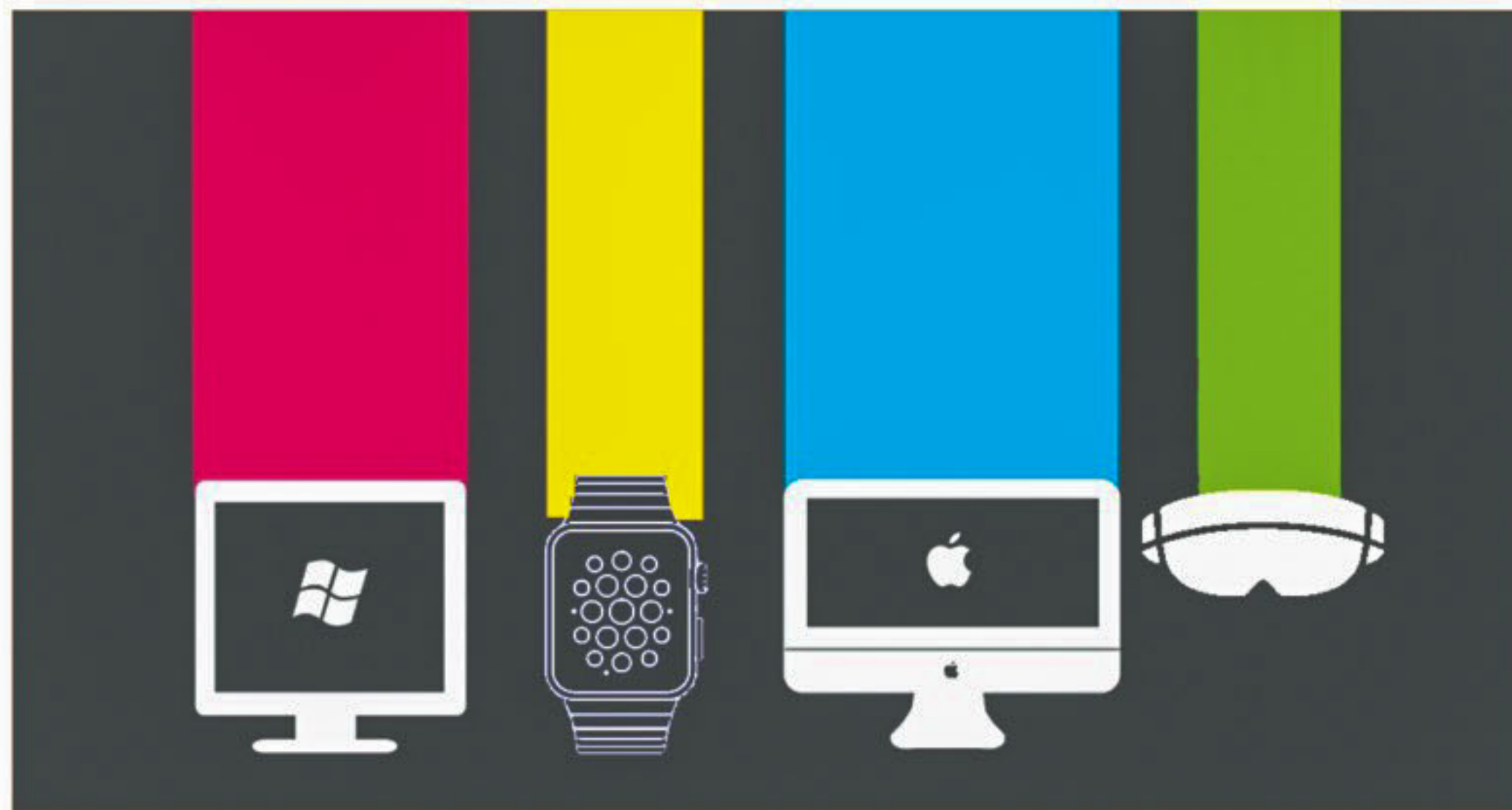
their valuable time and skill. Why didn't Windows for mobile have a strong user community? Because it didn't have enough apps. No one wants to switch to a platform that can't offer applications to do tasks that they can easily do on iOS or Android. It was always a hard bet. And the whole thing was stuck in an endless loop.

Until it wasn't. Microsoft made developing apps for Windows, easier than ever. You can even get trained for free. And then a few days ago, they told the world that Windows for mobile is going to be compatible with apps built for iOS and Android. That's when it all

changed, that's how they will turn things around. That's the perfect solution. You don't need to build an app all over again for a new platform, it'll fit right in. It should be universally accessible. And a great thing about this is that we'll now have those apps which were limited to either the App Store or the Play Store, together in Windows Mobile. That's the first goddamn step towards a tech utopia.

And with Windows 10, Microsoft listened to what the users wanted, what we wanted. Through the Insider program they collected feedback and actually made it better. But what's great is that they also made a lot of things free.

and but not a better experience. No, I didn't forget the Apple Watch. But if you've been reading reviews, it's not exactly making a good impression. Whether future versions will, is an issue for another time. Right now, it's not putting a dent in the universe and as an Apple fan that bothers me. Apple devices are costly. And to make up for it, they need to make their software side, top of the line, WITHOUT GLITCHES AND BUGS. I love how I can bring out my creative side with Apple devices. How iOS and Yosemite are so beautiful and easy to use and yet you can do the most complex things on an Apple product. But that



Windows 10 is going to be free for the first year if you have an original copy of the previous 7 or 8. And IOT devices like the Raspberry Pi can now run Windows 10 (completely free!). And Microsoft Office is available on all mobile platforms, yes you guessed it, for free! Who's complaining?

Apple however, got one very important thing right a long time ago that others didn't- the smooth integration of Apple devices and how they all fit into your life and work together seamlessly. That is one of the primary reasons why Apple can hold their customers and they become so loyal. When you're in that Apple bubble, it's hard to get out and try other things because no one on paradise wants to go on an adventure. Macs, iPhones and iPads aren't just individual devices. Apple wants you to use them together. In their dream world, you own all these. They want to make products we would love to use- and that is what sets them apart.

But, when you want to rule the world you have to make sure that you are ahead of the game. And recently, Apple has been a mess. New announcements are great when you hear them, but at the end of the day they're just upgrades, which aren't 'very' significant. Better camera, better processor, better screen, new iOS

experience, still isn't perfect. Siri, Maps, iWork are some of the few things that come to mind. Rumors suggest that they are going to unveil a 12-inch iPad Pro, a new Apple TV and maybe a new iOS and iPhone at the end of the year. Okay, we'd love all that. But what then? We're going to have to wait a full year for a new number? That's not the Apple we know. They need a very big bang like 2007.

Let me undisclosed something, Google Now will become an independent platform. Soon. It won't need another system to run. Instead it's going to be an individual OS you can install on a device. Google Now's speech recognition is better than Siri and Cortana and Google should build on that. Speech recognition AIs can be more than just another way to interact with your device. Cortana and Siri should BE the operating system and not just a shiny screen that comes up when you press a button or say "Hey Siri/Cortana".

But all that is a very idealistic future of the tech world. Will we see it? Maybe, maybe not. It's 2015 and the world isn't coming to an end. So, we'll just have to wait.

ABHIK HASNAIN

## TECH HAPPENING

### Samsung brings 'Smart Exchange Offer'

Samsung has introduced a new offer under which users can exchange their old brand and purchase a Galaxy S6. Samsung authority has claimed 'Smart Exchange Offer' easily buy the latest Samsung.



introduced a new offer exchange their old brand and purchase a Galaxy S6. Samsung that they began this to allow customers to flagship from

Under this offer, determine the price of customers will then remaining amount to Galaxy S6. This offer any verified Samsung can also pay the 3 or 6 month

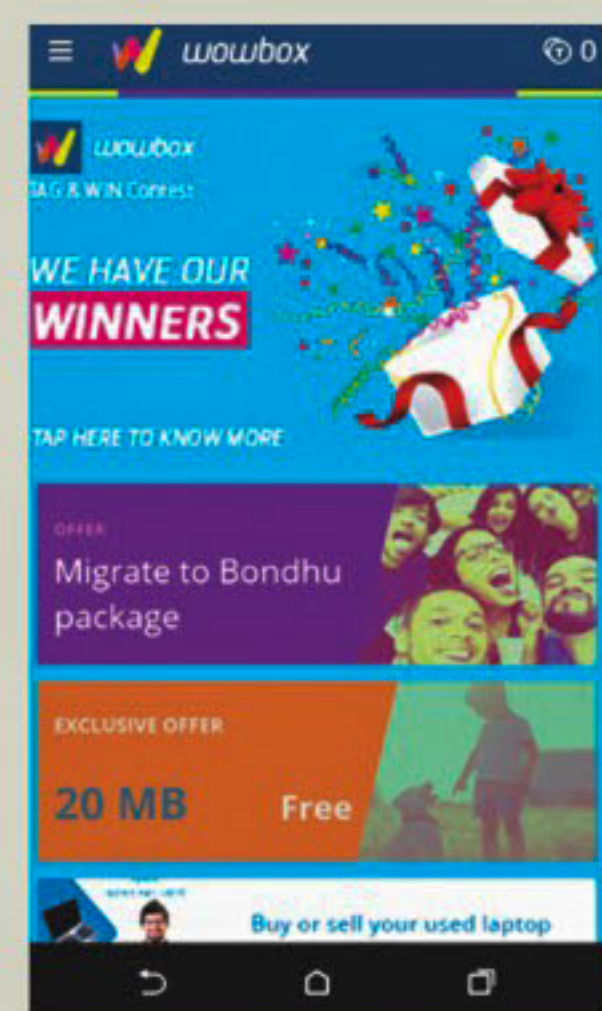
Samsung will the used phone and have to pay the be able to purchase the can be availed from store and customers remaining amount in installments.

To avail this offer, customers must show their passport or national ID card at the outlet and submit one copy of passport sized photograph and a copy of their passport of national ID card as well.

The current price of the S6 in the market is Tk. 69,900.

### GP launches digital lifestyle app – 'WowBox'

WowBox, a digital lifestyle application, was introduced for Grameenphone customers recently for users to provide easy access to lifestyle promotions and discounts from popular outlets and more. WowBox, developed by Telenor Digital for Bangladesh, is available exclusively for Grameenphone subscribers using Android Smartphones. Users can install the app on their smartphones to earn free data and get great deals and rewards. The app does not use data from the user's data plan or account balance as it is zero rated for Grameenphone and selected Grameenphone partners – as long as the users remain within the WowBox app. In addition to that, GP Bondhu customers will get a 20 MB free data pack every day (Up to 1 GB in total) from Wow Box.



### Shunno joins Bitdefender



Bitdefender antivirus technology has appointed popular musical band "Shunno" as Brand Ambassador for Bitdefender in Bangladesh. This was announced at a press meet titled "Shunno joins Bitdefender" recently. With the tagline "Ekhon PC Ke Rakhun Virus Shunno", Shunno plans to carry the brand image of Bitdefender.

## Bumper crowds throng to 15<sup>th</sup> Laptop Fair



Despite heavy downpour, 15th Laptop Fair which took off at the Bangabandhu International Conference Center (BICC) saw a huge participation of laptop lovers and enthusiasts. The fair hosted 3 pavilions, 7 mini pavilions and 50 stalls. There were a wide range of products (laptops, smartphones, tablets) available at the fair some at discounted price, which includes products from Apple, Dell, HP, Lenovo, Toshiba, Acer, Asus, HTC, MyCell, Microlab, Zkite, Xiaomi, etc. Here is a glimpse of the fair:



## JUST IN

### Samsung Galaxy Tab 3V in the market

Samsung brings Galaxy Tab 3V offer with 3G internet package from Grameenphone. The Samsung Galaxy Tab 3V comes with 7" display, along with quad core processor and 1 GB RAM, providing great user experience while browsing, gaming, and watching movies. Powered by Android KitKat (4.4), the Galaxy Tab 3V also features a 2-megapixel front and rear camera to take amazing photos and quality selfies. It also comes with 8 GB built-in storage, expandable up to 32 GB.

Price: Tk. 14,900/- plus 24GB GP 3G internet for free, valid for three months.

## TECH EVENT

### bdNOG3 starts today

Bangladesh Network Operators Group (bdNOG) is organizing a conference titled "bdNOG3 Conference" will be starting from 18th May in the capital city of Dhaka. As part of the event there will be a one day conference on 18th May. The announcement was made in a press conference held on 16th May.

Mr. Hasanul Haq Inu, Minister, Ministry of Information will be present as chief guest and Prof. Jamilur Reza Chowdhury, Vice Chancellor of University of Asia Pacific & Chairman, BDIX will be present as special guest.

Mr. John Crain, Head of Security, Stability & Resiliency from ICANN will deliver the ceremonial keynotes along with other local and overseas distinguished speakers during the conference.

## KASPERSKY SECURITY UPDATE

### Deep Dive

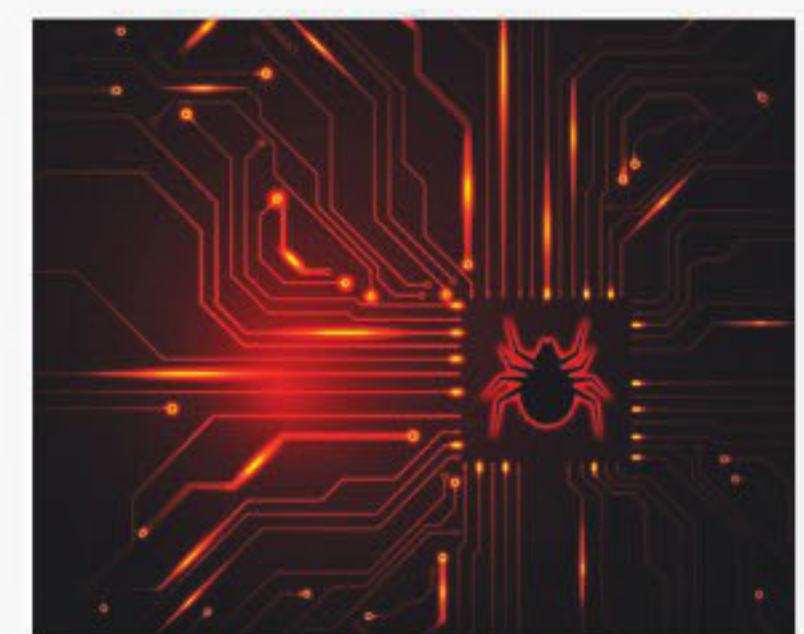
#### 5 threats affecting hardware (Part-5)

Certain firmware responsible for managing discrete hardware components has been getting increasingly complex and is subject to vulnerabilities and exploits. The worst thing is, that in many cases existing threat detection systems are impotent.

To cast some light onto this alarming trend, let's review one by one the top 5 dangerous hardware vulnerabilities that have recently been found in today's PCs. Today we bring you the fifth and last installment:

#### #5: BIOS

There were times when each PC motherboard BIOS developer used his own heavily guarded secret recipes. It was close to impossible to analyze the firmware, and rarely a hacker would be capable of finding bugs in those microprograms. As UEFI gained traction, a considerable portion of the source code became common for different platforms, which made life a lot easier for PC vendors and BIOS developers alike, as well as to malware engineers. For instance, the latest UEFI vulnerabilities may be used to



overwrite BIOS, regardless of any security measures that might be in place, even if it is a recently marketed hip Windows 8 feature, Secure Boot. It is a vendor-agnostic and deployment-specific issue found in a standard BIOS function.

The majority of the aforementioned threats are still exotic and unbeknownst to the majority of common users, and unlikely to be a frequent case. However, the situation may change very abruptly, and in a very short time we might all be nostalgic about the good old times when hard drive formatting was a fool-proof method of dealing with an infected PC.



TECH BITS  
Microsoft study shows that tech is shortening your attention span



NASA competition pays you to design a 3D-printed habitat



Luxury brands sue Chinese online shopping giant for allowing fakes



Pirated Windows 10 installations will leave a watermark on your desktop



Panasonic debuts first Firefox-powered Smart TVs in Europe

