



The power to do more

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INFORMATION

GADGETS

TECHNOLOGY

BYTES



WORLD'S NO.1 ANTI VIRUS TECHNOLOGY



RUNAWAY TECH

Back to the Future may officially be in the past now, but the iconic film series promised us quite a few incredible things for this year. While we have made little progress on the hoverboard and almost none on the self-drying, self-fitting jacket, at least the self-tying Nike sneakers are a reality! Just a few days back, Nike invited Michael J Fox, aka Marty McFly for trying on its special 'Back to Future self-tying edition' sneakers and it was a glorious moment for show technology indeed.

Although the first recorded history of shoes dates back to 8000 BC and the precursor to the modern running shoes from J W Foster and Sons first hit the market in the late 19th century, serious research into running shoe technology did not begin until the early 20th century.

During the beginning of 1900s, running shoes made by Adolf Dassler, a German shoemaker, became hugely popular. Hand crafted and highly customized, these shoes were the first to feature spikes and designed for specific

Reebok, Vibram, Asics and the list goes on and on. And all these companies spend extensive amounts of money and labour into developing shoes that they claim will give users an extra edge. While all these brands use a complex blend of scientific terms and marketing jargon to explain how their innovations will revolutionize running as we know it, there are two simple objectives that these try to achieve:

First and foremost comes running faster. The brands research into how they can make you run faster and more efficiently by working with



with novel ways so that your feet have support while running.

This is why we hear terms like Impact Guidance System, GEL cushioning system, Speva Midsole, DuoMax and Space Trusstic technologies- and all these from just one company (Asics)! Adidas, similarly, boasts terms such as Springblade and Boost- terms which feel more at place as special abilities of video game characters than in the shoe you are wearing.

In this race to innovating, some companies even push the boundaries of common sense. Vibram, for instance, came up with the controversial 'Vibram five fingers', which, rather unlike a typical shoe, had separate chambers for each individual toe, making it look rather like a gloves... for feet!

Now, the question is- do all these matter? The laymen have no idea what GEL cushioning or Springblade means, and it is doubtful if the shoe salesmen have any clue either. Do all these actually help us run faster, or reduce chance of injuries?

In words of Mark Gallagher, eminent sports podiatrist, "Running shoes can minimise injury risk factors, but you can put the theoretically best running shoe on a runner who is poorly conditioned and it will make no difference whatsoever."

There are others who'd go as far as to claim that these modern shoes chock full of fancy innovations are the problem themselves! And there's quite a lot of evidence, albeit anecdotal, to corroborate that fact.

Having said all that, it must also be said that when you have a kickass pair of trainers that look brilliant on you, does it really matter if it doesn't do jack in terms of foot protection?

BY SHAHRIAR RAHMAN

running distances. These shoes became hugely popular and Dassler is often even credited as being the 'Father of modern running shoes.'

Fun fact: Dassler's company, Addas, went on to become modern day Adidas!

This popularity of running shoes was further strengthened in the 1950s when British runner Roger Bannister ran an entire mile under four minutes and there was no looking back for the 'running shoe industry.'

Since then, running shoe technology has progressed by leaps and bounds. We now have a plethora of brands- Nike, Puma, Adidas,

your biomechanics to improve your running style. This pretty much boils down to getting maximum energy return from each foot strike, putting more power into your stride while encouraging better form and reducing energy loss from ground impact.

The second objective is to minimize injury. Running is a strenuous exercise, and runners tend to be quite injury prone. Thus, these shoemakers devise clever ways to cushion the feet such that shock from the blows from hitting the surface- whether a track, open ground or even the road, are minimized. They also come up

TECH HAPPENING

SSL Wireless introduced "SMS Banking Service" for Premier Bank Limited

Premier Bank Limited with technical collaboration of SSL Wireless has launched the "SMS Banking Service" for its customers. A signing ceremony was organized on the occasion at Premier Bank Limited's Head Office on October 20, 2015. By the launching of the SMS Banking Service, Premier Bank's customers will get an intelligent system that will

provide the following benefits. Mr. Khondker Fazle Rashid, Managing Director & CEO of the Bank were present at occasion. Mr. Sayeeful Islam, Managing Director of SSL Wireless, Mr. Ashish Chakraborty, General Manager of SSL Wireless along with other high officials of both organizations was also present in the ceremony.

Goldberg gives you a chance to win a new smartphone

Goldberg has organized a competition where the participants need to answer the following: 'Why we need to change our old phones'. To participate, visit www.mainjinish and share your interesting stories for changing your phone. The last date of participating is 25th November. The best storyteller will receive the Ion NL1- Goldberg's big battery smartphone.

JUST IN

Screen free with Hitachi CP-ED27



Unique Business Systems Ltd introduced new multimedia projector Model: CP-ED27 in the Market from World famous Brand Hitachi. It has 2700 Lumens; Resolution 1024x768. This Projector also has 2000:1 highest Contrast ratio, 6000

hour lamp life and weight 2.9Kg. This Multimedia projector that is easy to use and save both time and money is available in all outlet and corporate office.

PRICE: TK. 30,500/-

Strontium pendrives launched in Bangladesh

SIS Inflexion point BD has recently started distributing Strontium products for the country's large con-

sumer base. Strontium has all the possible memory solutions that one can imagine from Camera Memory cards to high range SSD Hard drives.

Currently the following three are available:

STRONTIUM NANO PEN DRIVE: 16GB- Tk. 650, 32GB- TK. 1250 and 64GB- TK. 2400.

STRONTIUM OTG DRIVE: 16GB- TK. 1300, 32GB- TK. 1800 and 64GB- TK. 3150.

STRONTIUM IDRIVE: 32GB- TK. 7000 and 64GB- TK. 8000



D-LINK brought All-in-One networking solution in the market



D-Link DIR-506L is perfect for on-the-go personalities that need to stay connected on the go. It has a range extender feature to outspread the coverage more than 5-10 meter from limit for surfing the web smoothly in fragile network. Using 3G Modem or Broadband connection total 8 persons can be connected within 10 meters in side

home and outside by this device. It is just not a router it is something more. User can use it as a power-bank, 3g USB modem and a cloud service which has 250GB cloud storage facility. This router came with 1,700 mAh so that one can easily charge their phone.

PRICE: TK. 2,040/- (After 15% Puja Discount)

KASPERSKY SECURITY UPDATE

87% of Android smartphones are insecure and that's no joke

British scientists proved that Android devices are highly dangerous when it comes to you and your data. It's no joke — researchers at the University of Cambridge did serious research on the devices: analyzing over 20,000 smartphones by various vendors to discover that 87.7% of Android devices are susceptible to at least one critical vulnerability.

This dreadful fact emerged as byproduct of a study whose goal was to reveal whose devices (speaking of vendors) were the most secure.

The experiment was conducted with help of ordinary people and their ordinary smartphones: the participants consented to set up a special app called Device Analyzer from Google Play. This application helped to find out how resistant the devices were to the most widespread attacks by sending data on what versions of

software were installed on the device.

But what can users do now to ensure their devices are protected? Here are simple tips:

1. Apply updates as soon as they are available. Do not ignore them.

2. Download apps only from trusted sources and look out for rogue websites. It does not guarantee you are spared security issues, yet

it is a means of avoiding a certain class of threats.

3. Use a security solution — if smartphone vendors are slow to enable security patches and save users from exploits, antivirus companies might do a better job here.

4. And just try to be in the loop: read security news. Otherwise you would never know, for instance, that it's better to disable default MMS downloads to avoid issues relevant to the Stagefright vulnerability.



Toshiba is reportedly selling its camera sensor business to Sony



Tesla may build cars in China within the next two years



BlackBerry's upcoming Priv will cost you \$699



Android Marshmallow requires devices to show all battery stats



Extensions for Microsoft's Edge browser aren't coming until 2016

