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INFORMATION | GADGETS | TECHNOLOGY



Samsung Forum 2016 What's next?

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For Samsung, regardless of the situation in the global market, in South West Asia business is booming at an unprecedented pace. In this year's Samsung South West Forum 2014, the largest consumer electronics giant showed the stats and figures of how it's growing in countries like India, Bangladesh Nepal and Sri Lanka. In case you didn't already know, Samsung Forum is an annual meet of Samsung's regional top cats to interact with top regional media companies and showcase upcoming business strategies and innovation. This year's forum was held in Kuala Lumpur, Malaysia. A couple other colleagues from local media and I went to this year's forum to have a preview of Samsung's latest devices. We got to see tons of consumer appliances from smart home solutions to IoT enabled devices. Here are the highlights from the event:

Make for Bangladesh: Going local
The 2016 Samsung Forum kicked off with the introductory presentation by HC Hong, President and CEO, Southwest Asia, Samsung Electronics. In his brief presentation, the jovial top manager from Samsung showed us the company's performance last year in term of sales figures, market share and competition. He also told us how Samsung is personalising products in specific countries and regions to cater to the needs of their current and future customers. We also got to know about a new initiative of Samsung's called Make for Bangladesh where a product will be developed only for Bangladeshi customers. This initiative has already kicked off in Dhaka with a Samsung Studio Competition where students will develop and design the packaging for local Samsung handsets.

It's all about smartphones!
Undoubtedly the stars of the event were the two Galaxy devices: the 2016 A5 and A7 editions. Bolstered by the success of the A series, this year Samsung will be focusing on these two top-of-the-class mid-rangers in the region. Both the phones are a marriage of style and

performance. The metal exterior seemed durable and chunky. We only got to check out the phones for an hour or so. The first impression of the hardware was pleasing. The price for the Indian market was announced in the event, but sadly the Bangladeshi market retail price is yet to be announced. And like most of the journalists attending the event, I too was excited to have a sneak peek of Samsung's flagship S7. Unfortunately, there were none. We too have to wait till February 21st.

Time to go 4K
Another key unveiling of the event was Samsung's top-of-the-line curved bezel-less Tizen-powered KS9000 SUHD TV. We honestly don't know what the S exactly stands for. Maybe Samsung's way of stylising it's curved 4K TV line-up.

This cadmium-free TV's OS is Tizen. The SUHD TV now sports HDR (High Dynamic Range of colours), a 10-bit quantum dot display panel and ultra-black technology to minimise glare.

Truth be told, we would have been much happier if it was an android-powered TV. But Samsung reassured us that these IoT-enabled TVs will be able to compatible with Android and iOS devices. Good enough for us!
Smart appliances for smart homes
In this event we also got access to many of Samsung's smart home appliances that are not available in the local market yet. We saw smart keyless locks for doors; robo-vacuum cleaners; an interactive fridge; another fridge that conserves electricity intelligently; and washing machines that save both water and detergent. All these things were mesmerising. Who would have thought life could be so much more efficient and simpler even a couple years back?

This year's event was a short escapade of what amusing new tech Samsung is going to introduce in this region. We were amazed to see what Samsung had stored for this year. Hopefully so will you!

JUST IN

New gaming laptop by ASUS



ASUS has released new updated Gaming laptop: GL752VW. This laptop is equipped with 6th Gen Intel Core-i7 processors, NVIDIA GeForce GTX 960M DDR5 video graphics and 17.3 inch Full HD LED display. It is also equipped with 2 TB SATA Hard Disk, 128 GB SSD, 16 GB DDR4 RAM, Intel HM 170 Chipset to fulfill user's desire storage and speed. Moreover it has Wi-Fi connectivity, HD Web CAM, LAN, SonicMaster technology etc. Price: **TK. 1,13,500/-**

Symphony's new H175 with longer battery life

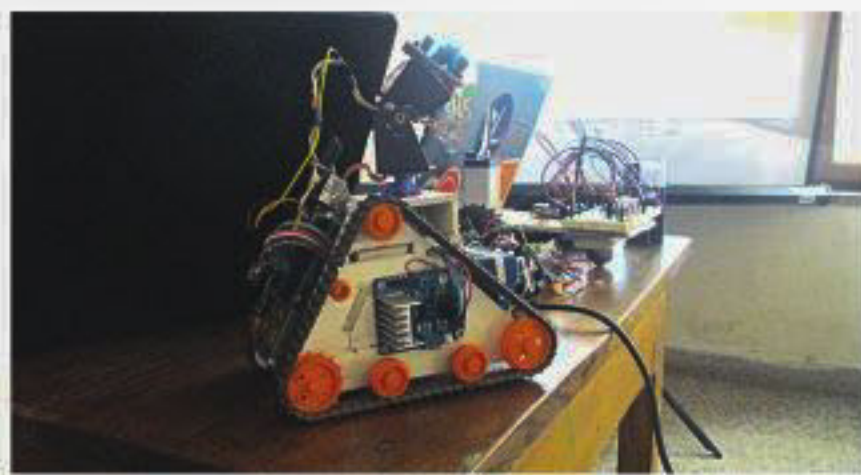


Symphony introduces its new smartphone 'Symphony H175' in the market recently. It comes with 5-inch IPS display, 64bit Quad Core processor and a 4000 mAh battery. The handset runs with 5.1 Android lollipop OS, 3-megapixel back (autofocus) and 5-megapixel front camera. With its 64-bit 1.3 GHz quad-core processor and 2 GB of RAM, full HD video will be viewed smoothly and apps will run much faster. Without any lack games will run smoothly for the Mali T720 GPU. The set has 16 GB internal storage that can be extended up to 32 GB with micro SD card. Price: **TK.10,490/-**

TECH HAPPENING

'The Tech Lab' to teach robotics

The Tech Lab caters to the interests of young children. No students, teachers, developers or staffs are required to learn anything that they are not interested in. This is how the institution is unique, believes The Tech Lab's chief instructor, Niloy Anik. The institution enrolls students by age groups: children between 5 and 15 are placed in one group and those beyond 15 are placed in another. Additionally, the organization is providing training in 'real life' projects including research and development. The Tech Lab aims to play a key role in the 'future inven-



tions' of Bangladesh by providing IT training. Moreover, they plan to enter the technological sector and work in a bigger scale. The institution will start enrolling students in new batches from March 1.

Walton plans to go big in e-commerce



Walton's e-commerce sales have gained popularity just within the three months of its journey as a good number of buyers prefer the local brand's online process for purchasing its various sorts of electronics products. While the customers purchase Walton products through e-commerce site, they can pay off the product's purchase bills through debit card, credit card or mobile banking instead of carrying cash. Also they will enjoy

promotion discount and conditional free home delivery facilities. These facilities are resulted in making the local brand's e-commerce business more popular among the customers. According to Walton authorities, the local brand will also add its international markets to its e-commerce process. In addition, Walton Service Management System will also be brought under online operation very soon.

CSL extends warranty on Dell laptops

Computer Source, distributor of Dell Bangladesh in Bangladesh has extended the warranty support to 2 years. This warranty facility will be

applicable for Dell Inspiron, Vostro and XPS series laptops for end users from country wide outlets of Computer Source.

Dell sees huge potential in Bangladesh

Last month, we met Harjeet Singh, General Manager at South Asia Developing Markets Group at Dell. He talked about recent changes and future plans at Dell. Here's the gist of the chit chat that we had:

Dell went from public to private a couple of years back. How is Dell coping with this change in the organisation and what is its plan for the future?
I think the objectives of going private are fairly compelling. We wanted to make sure that we looked at the market from a long term perspective. Now, a lot of organisations talk about this, but Dell basically wrote that book. It's a well-known fact that when you're in the public domain and your stocks are enlisted, you're open to a lot of scrutiny. The investment decisions you take, the market moves you make, the strategies you implement, all the successes and failures are reported on a weekly basis. The reason to go private was that we wanted to make sure we had the window of opportunity to make certain decisions around our investments and acquisitions outside the public domain. We went private to take certain steps without public scrutiny of whether or not they were good decisions. Since we went private back in October of 2014, there has been a marked shift in our internal decision making and agility.

Give us a quick recap of Dell Solutions Day.
We essentially positioned Dell Solutions as outreach efforts. Now, these are one of several outreach efforts we have. We have free service camps taking place all over Bangladesh as we speak. We are providing service to all Dell products that are owned by a consumer whether or not they are within the warranty period, free of cost. We're



also talking to thousands of our customers all over the country. It's very important for us to do this kind of large events where they are made aware and they can touch and feel the product.

What's the current market situation in Bangladesh?
It's growing and Bangladesh is an enormous market for Dell. We are expanding all over Bangladesh. The way I look at it, Bangladesh is the seventh largest market in the world. The average age is about 25-26 years or lower—that is what we

call a perfect situation. We have a large young population who are aspiring to own the best things out there. There is a need to be socially connected and what better way to do than with smart devices and laptops.

What sort of impact would EMC's acquisition have in the product line?
EMC is a top-tier brand with some of the best solutions and the best people. We believe that the joint forces of EMC and Dell would be beneficial for our customers. We

think their storage products perfectly complement our network, server and storage solutions. But it's a process that is going to take time. And unless it is done, we cannot be making any prediction about how it's going to be. However, we can expect some amount of overlaps in some of our solutions. There are some solutions that are better converged rather than divided in two different portfolios.

We saw a steady decline in the import of tabs in Bangladesh as the average smartphone size got bigger. Does Dell have any plans to bring in phones?

Never say never! But as of now, no. The IT industry is well-known for experiencing transformations every few years. We have gone through so many in our entire lifetime that change is something we are very used too. I can show you reams and reams of research that shows that a smartphone bigger than 4 inches doesn't make sense. And today, a smartphone smaller than 5 inches is not deemed a proper smartphone. Many people told us that the tablet market would eat up the PC market. Others told us if you are not successful with tablets, you're done for. Look at where the market is right now. But a company like Dell cannot be based on the overarching trends alone. Dell's decisions are not based on market trends, but on what customers are telling us they need.

INTERVIEWED BY
SHAHRIAR RAHMAN

TECH BITS
Oculus wants to help VR avatars look normal when they talk



Samsung's Gear VR can now take golf fans on the PGA Tour



DARPA to unveil its 130-foot unmanned robot ship in April



iPhone soon becoming 'full replacement' for Apple TV remote



Apple is replacing USB-C cables that shipped with early MacBooks

