



The power to do more

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INFORMATION | GADGETS | TECHNOLOGY



WHAT'S THE FUTURE OF FACEBOOK IN NEXT 10 YEARS

THE ROADMAP



VIDEO

Facebook plans to redefine the word broadcasting with its new LIVE feature. The tool, which was launched recently, has been stress tested by Buzzfeed with more than 800K facebook users viewing. Facebook has also showcased 360 Degree videos which are going to be a money-maker in the long run, according to industry analysts.

SEARCH

Though Facebook hasn't said much about its search option, but rumour has it that Facebook is working in-house to dramatically change it. The new search option might include some best features of search engine giant Google and Bing. These will open a new window for revenue for the social media giant.

INSTAGRAM

Instagram, which facebook bought for \$ 1 Billion USD, has an active user base of 400 million. And these include an army of celebrities, athletes, singers, leaders, brands and businesses. Facebook isn't making much money from it now. People can now put up ads for targeted audience. FB says more is yet to come.

GROUP

This underrated feature is one of the best tools for you to keep up with your closest circle of friends. And they come with tons of extra features. You can share files, host events, take polls etc. Facebook plans to add some more feature to this list. It just recently launched Group app which is a clear indication of how much Facebook is into it.



MESSENGER

Chatting with bots is something that Facebook wants most businesses to do. And this was probably the highlight of F8 2016 event when Zuckerberg unveiled his grand plan to make bots a vital part of the Messenger experience. With 900 million active user and more than 60 billion messages per day, this feature alone has potential of billions of dollar in revenue.

ADVERTISEMENT

Advertisement is probably the most old school way that Facebook makes money. With more people going online and half of the internet traffic logging in to Facebook at least once per month, this conventional revenue stream is not going to go dry anytime soon.

CONNECTIVITY

Free Basics has been operational in 37 countries including Bangladesh. Despite receiving backlashes on issues like net neutrality and biased contents, Mark Zuckerberg is still ambitious about this project. He believes this project will bring the next billion people online. These billion new users are going to generate revenue in the long run too.

AR/VR

Augmented Reality and Virtual Reality are new fronts of business for FB. Oculus has already partnered with Samsung to bring their VR headsets. Facebook believes AR/VR will open up a new content market which has remained untapped till now. FB wants to be in the forefront of this game!

Researched by: Shahir Rahman

TECH HAPPENING

Microsoft plans to take the lead with SQL Server 2016

Microsoft launched the latest SQL Server 2016 in Bangladesh recently as the first step of joining the data revolution which keeps advancing across Asia Pacific region. SQL Server 2016 represents a huge leap forward for the data platform with faster transactions and queries, advanced analytics, and new hybrid cloud scenarios. The launch celebrates the democratizing of access to insightful data and to the intelligent insights that can be derived from it. Organizations and different industry verticals across the globe alike want more insights to transform their businesses and



services. Microsoft recognizes this shift and has integrated SQL Server 2016 with the tools and resources required to be ahead of today's revolution curve.

WowBox App with new functionalities and design

WowBox, a lifestyle app developed by Telenor, has added new functionality and customer offers to its popular lifestyle application for Bangladesh. The app, available exclusively to Grameenphone subscribers, enables easy access to a wide range of Grameenphone products, discounts from popular outlets, as well as news and lifestyle articles, competitions and games. Functionality added for the brand new WowBox 2.1 version includes: improved customer navigation for easier use, cleaner new look, full news articles from partners within the app, bigger



choice of editorial articles, incl. fashion, beauty, sports & music, social media functions to enable easy sharing of content to Facebook etc.

Samsung introduces new offers on Refrigerators and ACs

Samsung Electronics has announced the 'Cool Summer Celebration' in Bangladesh. With this offer, Samsung Electronics Bangladesh has introduced attractive prices of refrigerators and air conditioners for its valued customers. Samsung is offering new prices of its Triangle Air Conditioners which is BDT

6,000 to BDT 10, 600 less than the previous prices. Customers can avail this offer with Triangle Air Conditioners of 1 ton, 1.5 ton and 2 ton capacities in Bangladesh. Availing Cool Summer Celebration offer, customers can also get cash discounts of BDT 1,300 up to BDT 16,250 on various models of refrigerators.

Bikroy.com brings membership service for businesses

Bikroy.com's newly launched service will provide an online shop with its own unique url for businesses to reach a much larger audience to sell their products, with minimal additional cost. This service will help businesses in different sectors make the jump to online, whether they are mobile phone stores, furniture stores, property developers, or car & motorcycle showrooms. Even companies searching for job candidates will be able to avail Bikroy.com's Membership service. ICT State Minister Zunaid Ahmed Palak attended the event as chief guest and launched the sites new Membership ser-



vice for businesses. High officials from BASIS, a2i, eCAB, DOVBCOL, BARVIDA and REHAB, among others also attended the event.

Augmedix secures \$17 million strategic investment

Augmedix, Inc., the parent company of Augmedix BD Limited recently announced that it has closed a \$17 million strategic round of funding that includes investments from five leading healthcare systems from across the U.S, including: Sutter Health, Dignity Health,

Catholic Health Initiatives (CHI), TriHealth Inc. and one more. Redmile Group led the strategic round, with participation from the founding institutional investors Emergence Capital and DCM Ventures. Augmedix has received \$40 million in venture funding to date.

GDG hosts first ever Mobicon in Dhaka

On an average, 12 phones are being sold in every single minute in Bangladesh out of which 7 are smart phones, says a research conducted by Google Developer Group (GDG) Dhaka and Preneur Lab. This study was published at the first ever Mobile Conference (Mobicon). The event took place this Saturday at Independent University of Bangladesh (IUB) at Basundhara residential area in the capital. GDG Dhaka, community arm of Google in Bangladesh, organised the summit in association with local tech start-up Preneur Lab. Bangladesh Association of Software and Information Services (BASIS) President Shameem Ahsan was present at the closing session as chief guest while IUB Vice Chancelor Omar



Rahman attended the event as a guest of honour. The guests also awarded the top three innovative apps from the participating 20 apps. The award winning apps are Rx 71 (A health service related app), Kanamachi Station (a mobile IVR based radio service) and Eat Kit (restaurant featuring app)

JUST IN

Dell's new gaming laptop @ Tk. 39.5k

Computer Source has introduced a budget friendly performance laptop in the local market. This fifth Gen Dell N3443 laptop is an affordable 14" laptop packed with features for great performance on the go. It is featuring a built-in NVIDIA GeForce 2GB graphics. This laptop comes with 500GB HDD, 4GB RAM and 2 wave max audio speakers. It also contains DVD writer, 3 in 1 card reader, Bluetooth 4.0, HDMI, RJ 45 and USB port. Price: Tk. 39,500/- free original carry case and two years after sells service.



F-commerce Summit 2016 showcases the ins and outs of FB based businesses



For the second time this year "National F-commerce Summit 2016" kicked off at the Faculty of Business Studies premises of Dhaka University. As the chief guest of the event was present Professor Shibli Rubayat UI Islam, Dean of Faculty of Business of Dhaka University. On the first day of this summit founder of AjkerDeal Mr. Fahim Mashroor expressed his joy to be part of this event & said "This event will help retail industry & SME to go far and make enormous opportunities." GEEKY Social Limited, a 360-degree social and digital media marketing company, is the main organiser of the event. The objective of this event was

to connect the real life entrepreneurs, policymakers, industry insiders, media, and domain experts to discuss and create a unified voice for F-commerce businesses. BETTER STORIES, Dhaka Chamber of Commerce & Industry & Voice of Business are the Organising partners whereas the Title sponsor is Ajkerdeal, strategic partner is MobiReach, knowledge partner is future startup, gift partner is Florista.Deelivery, food partner is Euro Hut, advertisement partner is RITS Ads network, t-shirt partner is Grumpy Fish and media partners are Bonik Barta, Dhaka Tribune, Radio Shadhin, HiFi Public, Independent Television of this event.

GP launches two affordable smartphones for the mass

Grameenphone has launched two affordable LAVA smartphones: Iris 505 and the Okapia Alo. The Lava Iris 505 packs a 4.0" TFT WVGA Screen, a 1.3 GHz Dual Core processor, a 4 GB ROM coupled with a 512 MB RAM, a 2 MP rear and a 2 MP front camera, and a 1400 mAh Lithium-ion battery. Run by Android 4.4 KitKat OS, the phone is 3G, EDGE, and WiFi enabled. The Okapia Alo, on the other hand, packs a 3.5" WVGA screen, a 1.0 GHz Dual Core processor, a 4 GB ROM coupled with a 512 GB RAM, a 2 MP rear and a 0.3 MP front camera, along with a 1400 mAh Lithium-ion battery. Run by Android 4.4 KitKat OS, the phone is 3G, EDGE, and WiFi enabled. Price: Lava Iris 505 Tk. 2,945/- ; Okapia Alo Tk. 2,595/-



TECH BITS Apple's new site lets you create a custom "Shot on iPhone" ad for Mother's Day



NVIDIA ups the power and drops the price with its impressive new graphics cards



3. A \$1 paper-based test can detect the Zika virus in around two hours



4. Relay is a beautiful app for creating and sharing custom



5. Lenovo is launching a new \$500 million startup fund

