



The power to do more

# FACEBOOK VS SNAPCHAT

## Tale of a relentless copycat

Facebook is the ultimate powerhouse of social networking. It's used to being the top dog. But recently, in an effort to compete with rival Snapchat, Instagram (the Facebook-owned app) introduced "Instagram Stories" - an undeniable carbon-copy of Snapchat. Like Snapchat, you can post media which disappear after 24 hours, check who viewed your story, send direct replies, use filters, text captions and even draw with a multitude of colours.

But hold on, this isn't the first time Facebook has tried to plagiarise Snapchat, oh no! Starting from as early as 2012 - from getting inspired by their ideas to even trying to purchase the company.

The timeline:

**Poke - December 2012**

When Snapchat was just gaining popularity, Facebook saw the idea and launched Poke, an app for sending media which disappeared after 10 seconds and notified users about screenshots; just like Snapchat. Poke never took off though and was shut down in 2014.

**Purchase Attempt - November 2013**

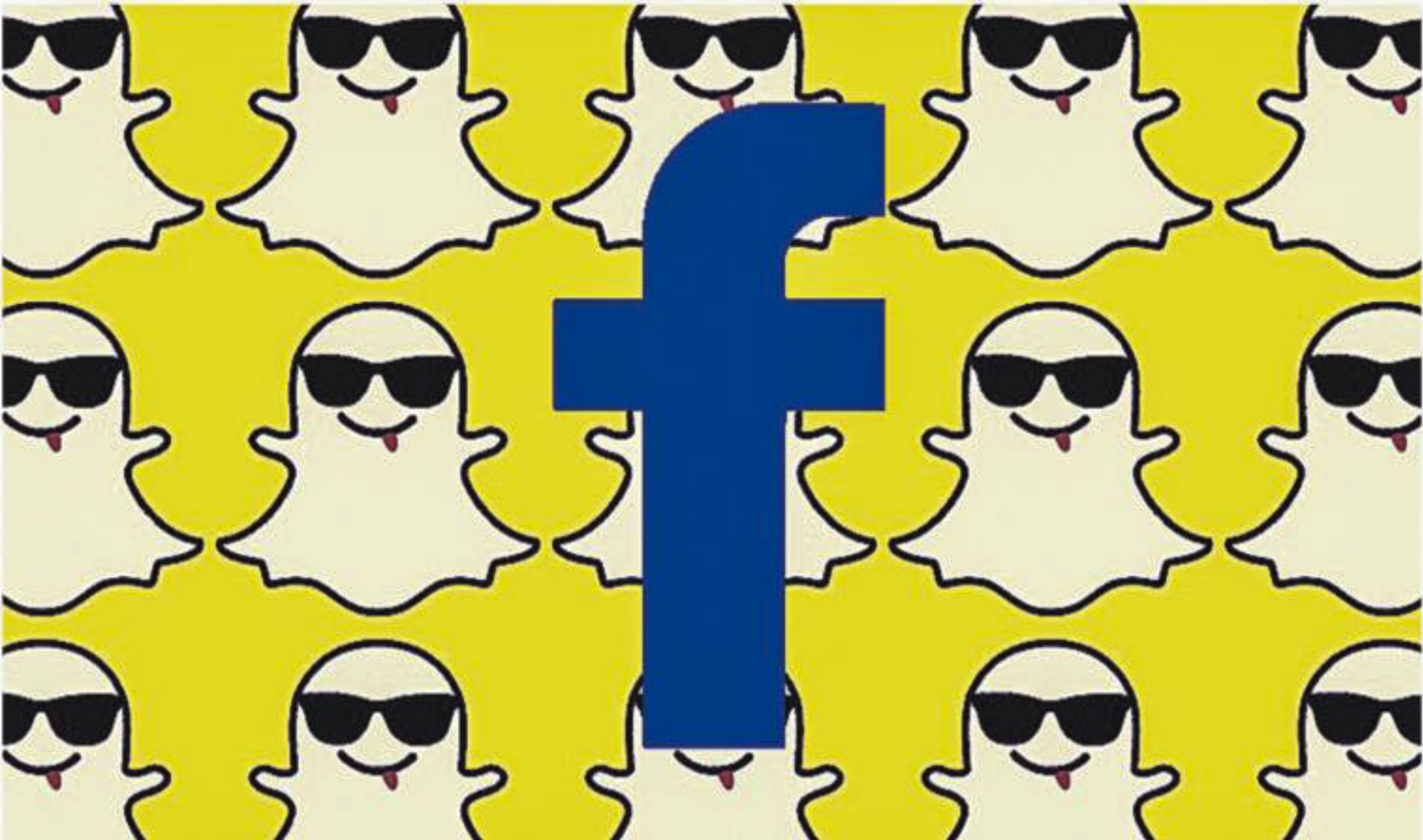
Truth be told, this wasn't exactly an attempt to copy Snapchat. Rather it was FB's accelerated chase to overtake Snapchat. An offer of \$3 billion was denied by Snapchat. Rightly so - the company and their little ghost is now worth a whopping \$20 billion.

**Slingshot - June 2014**

Slingshot was yet another attempt to take down Snapchat. Except it had one annoying feature: you had to send a message first before you could view one. After just three months, Facebook removed the must-reply feature, and Slingshot became another sad copy of Snapchat which was eventually discarded.

**Bolt - July 2014**

Bolt was an app with disappearing messages. Sounds cool, right? But it was uncool because



this special service was limited within a network of only 20 people. This failed, and was soon shut down.

**Disappearing Posts - September 2014**

Facebook experimented with the ability for people to set expiry dates on posts. This never went further than just an experiment.

**Photo Editing - October 2015**

Facebook introduced an in-app editor tool for photos, where users could stylise pictures the

way they did in Snapchat, with filters, text, emoji and drawing in colour.

**One-hour Messages - November 2015**

Another experiment which never took off, the ability to send messages which disappeared after an hour.

**MSQRD - March 2016**

MSQRD is a face-filter app which makes animated filters in the shape of your face, like Snapchat's popular dog filter. Facebook

acquired this app and this tells us we could soon see face-filters.

**Scan-able Codes - April 2016**

You've probably scanned someone's "Snapcode" to add them. Facebook copied this neat method to add people on Facebook Messenger. Complete with dots and dashes like Snapcodes.

**Quick Updates - July 2016,**

Yet another failed test. "Quick Updates" would disappear after 24 hours, but according to Facebook, they do not plan to carry on with this.

We also would like to mention the 'Instagram Stories' in August 2016. And if you thought this was the done, you're wrong. Soon, people in Canada and Brazil are going to get a certain prompt when they open up the app, to open up the camera and take a selfie, with filters, and post it on their profile. Facebook seems to have no problem following in Snapchat's footsteps. Product Manager Sachin Monga has admitted to their rivals success saying "...they've definitely done a really good job with it."

This rivalry has got us on the edge of our seats. It's always good to see good competition between competitors. We can't wait to see what happens next. Maybe Snapchat will even introduce a news feed? Imagine that!

By ARAF NOOR

### JUST IN



## TWINMOS Wi-Fi Tablet available in local market

TWINMOS recently unveiled AQ71 Wi-Fi tablet for Bangladeshi market recently. This 7 inch tablet has 5 Points Capacitive Touch Screen, 8GB ROM, 1GB RAM, 2.0 MP back camera & 0.3 MP front camera. The tablet comes with an Android 5.1.1 Lollipop OS and packs a 2500mAh battery.

PRICE: TK. 4,500/- with 1 year warranty



### NO MAN'S SKY

REVIEWS ARE IN, MOSTLY DISAPPOINTING

It's also delayed for PC, so you'll have to wait for us to review it.

So what are the major gripes? Apparently, while the beautiful scenarios and uniquely thematic planets all throughout the game will stand out in any gamer's experience, it tends to get a bit repetitive when it comes down to what you have to do. You mine planets with weird trees and animals to get money for upgrading your equipment and buying fancy spaceships. It's refreshingly fun at the start but you start to notice recurring patterns and the subtle lack of point in your journey as an explorer.

Combat requires depth and something as mundane as inventory management could have clearly been less complex.



### Pokemon Uranium


Nine years in the making, Pokemon Uranium was finally released on August 6. A free fanmade version of the original games, it takes place in the Tandor region, you work your way to earning 8 Gym Badges. Similar to the GBA games we used to play (no emulators needed!), you can trade Pokemons and battle online with your friends as well.

### XBOX ONE OUTSELLS PS4


For the first time in a year, Xbox One sales passed PS4's numbers. With the new Xbox One S release at the beginning of this month and another sleeker version coming next year, sales should have predictably fallen. Surprising, since PlayStation dominated the market since these two were released.



Research : Abhik Hasnain  
Design : shaer reaz



R2-D2 OR ARTOO-DETOO IS A FICTIONAL ROBOT CHARACTER IN THE STAR WARS UNIVERSE CREATED BY GEORGE LUCAS, WHO APPEARS IN THE ORIGINAL, PRE-QUEL AND SEQUEL TRILOGY.




IN 2003, R2-D2 MADE HISTORY BY BEING PART OF THE INAUGURAL CLASS INDUCTED INTO THE ROBOT HALL OF FAME.

THE SMALL ACTOR HIDING INSIDE R2-D2 WAS CALLED KENNY BAKER AND WAS LESS THAN FOUR FEET TALL.

CREATED BY SOUND DESIGNER BEN BURTT, R2-D2'S SIGNATURE "SPEECH" IS ACTUALLY 50% SYNTHESIZER AND 50% BURTT DOING BABY SOUNDS.

THE LEGO MOVIE WANTED R2 AS A MAIN CHARACTER, BUT DUE TO DISNEY ACQUIRING THE STAR WARS RIGHTS IN 2012, HIS ROLE WAS CUT FROM THE PICTURE.

GEORGE LUCAS SAYS R2-D2 IS HIS FAVORITE CHARACTER, AND THAT IT IS INTENTIONAL THAT R2 SAVES THE DAY AT LEAST ONCE IN EVERY FILM.



**THE MAN IN THE MACHINE**

**KENNY BAKER**  
1934 - 2016

THE 81 YEAR OLD BRITISH ACTOR PLAYED R2D2 IN THE FOLLOWING MOVIES. THIS INFOGRAPH IS A TRIBUTE TO THE LATE ACTOR AFTER HIS RECENT DEMISE.

1977: STAR WARS: EPISODE IV - A NEW HOPE  
1980: STAR WARS: EPISODE V - THE EMPIRE STRIKES BACK  
1983: STAR WARS: EPISODE VI - RETURN OF THE JEDI  
1999: STAR WARS: EPISODE I - THE PHANTOM MENACE  
2002: STAR WARS: EPISODE II - ATTACK OF THE CLONES  
2005: STAR WARS: EPISODE III - REVENGE OF THE SITH

### TECH HAPPENING



## Lanka Bangla using CS-Info Tech's Merchant Solution

CS-InfoTech, a sister concern of Computer Source Limited has developed an inclusive web based Merchant Banking Application "InfoTech Wealth Manager" to ease product-wise investments and risk management, margin loan policy even though Portfolio Screening. To use this application Lanka Bangla investments has signed a Memorandum of Understanding (MoU) with CS-InfoTech on Wednesday (10 August 16).



## Samsung announces new offers for its customers this Eid-ul-Azha

Samsung Electronics has announced its Eid-ul-Azha offers. The offer will feature a Mega Gift bundle (a set of refrigerator, TV, micro-Wave oven, washing machine and triangle AC) or confirmed cash back through scratch cards on purchase of any CE product and special discounts on selected models of refrigerator. Customers can win cash back starting from BDT 1,000 to BDT 50,000 on any CE product purchase through scratch cards. Samsung has also announced a cash discount upto BDT 15,250 on selected refrigerator models. Samsung's new offer will be entitled for all customers across the Samsung Brand Shops, Samsung authorized showrooms of Transcom, Electra, Rangs and Singer from 14th August, 2016.

**TECH BITS**  
Music video app Triller becomes a social network



North Korea reportedly won't let its Olympians have free Samsung phones



MIT's DuoSkin turns temporary tattoos into on-skin interfaces



Backed by White House, Zipline to test U.S. medical drone delivery



Minecraft comes to VR via Oculus Rift next week

