



The power to do more

HANDS ON REVIEW

BIG, BAD SAMSUNG NOTE 8

The world isn't getting any bigger but everything inside is. The Note 8 comes with more of everything so you can do more. That's the goal.

FIRST IMPRESSIONS:

It's a joy to hold. Despite featuring a 6.3 inch display with an 18.5:9 aspect ratio, it doesn't feel that big at all. The screen delivers vibrant colours and dark blacks. 2,960 x 1,440 (3K QHD+) means it simply cannot notice anything more sharp beyond this point.

Smooth glass back and front has less curvature on the corners than before. Despite the glass it doesn't feel slippery at all. I haven't dropped it yet and that includes carrying it with me on runs.

POWER:

Snapdragon 835 assisted by 6 GB RAM obviously means nothing fazes it. That's all you need to get other geeks to say 'oooh' and 'aah'. Bloatware is minimum and so far, I've never faced a hiccup. At this price point, I would be thoroughly disappointed if it did.

THE MAGIC TRICK:

The best feature I found was the S Pen. It is the same hardware as the previous model, has a clickable top and a 0.7 mm ballpoint-sized tip. This is what makes the Note8 a special tool for artists. It has more than 4,000 levels of pressure sensitivity. That means you can accurately draw just about anything in any style you wish. Download the right app and off you go. This is the reason why I would own a Note. It allows me to draw just like I do on pen and paper. The only thing to beat its fluidity is Wacom's range of touchscreen graphic tablets.

Another neat feature is how you can draw or write without even unlocking the device. Pull out the

pen and start sketching white lines on the black screen surface. Brilliant.

CAMERA:

RA:

The other reason you really want this.

They finally do the dual camera

thing everyone else is doing. One camera is a wide angle, telephoto lens while the other is another telephoto lens offering 2X optical zoom. Nope, not your software BS here. Both units feature optical image stabilization and are 12 MP with f/1.7 aperture on the main sensor and f/2.4 on the secondary.

All your photos should come out well if you don't jump around too much.

Samsung is offering a feature called Live Focus that allows you to take multiple shots to be edited later. This includes taking shots with both the wide angle and telephoto lens simultaneously so you don't lose a moment trying to



capture an image flipping between lenses. Cool.

Photos are fantastic and selfies will automatically make you look a little better, realistically. Yes, there is some inherent smoothing going on.

WHAT ELSE?

Standard fare throughput with a bit of an upgrade here and there. Fast wireless charging, Bluetooth 5 and IP68 certification allows you to connect while underwater. Not sure why or when you would want to do that though. Considering the amount of flooding in Bangladesh's cities this year, perhaps that set of features will be coming in handy sooner than you

requested.

I shall try to be in office soon as the rain ends and I have taken enough antibiotics to fight the bacteria I swallowed. BTW S-Health suggests I swim."

And while we're at it, it also has a head- phone jack. For now.

WHAT YOU WON'T LIKE:

It's a tall phone. When you fish it out of your pocket you want to unlock with a touch. Good luck finding the fingerprint scanner at

think.

"Aye Boss, I'm currently under drain water in Dhanmondi, but here's the correction to the layout you

first go. It is placed near the top, off to the right. Most people grab a phone by the bottom and their index finger simply won't reach the scanner. You will need to caress the back of the phone rather intimately to get to the scanner. It has a slight recess to make it easier to find but a couple of tries will be required.

You can opt for face detection but it will not work if your face is in the dark. I tried unlocking it that way while out on a run. Our dark streets are not very helpful. There is also a quick iris scanner which works but each time left me feeling a little jab in the eye. Many people have reported that the iris scanner causes discomfort. I would rather stick to the fingerprint scanner which is also placed next to a heart rate monitor.

BATTERY:

It has a 3,300 mAh battery, not quite what I expected from a phone sporting such impressive power and a QHD display. Average screen on time is just barely over 5 hours. I move around a lot either using Uber, Pathao or when I go on my own runs. Those times, GPS and data easily eat up a good chunk of backup. But on normal usage you can get by a whole day.

WHAT ABOUT BIXBY?

Samsung's assistant Bixby is still developing and has improved over the last time I used it. Does well with phone related tasks but not so much when it comes to online queries.

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SPECS

Display: 6.3 inches 1440 x 2960 pixels

CPU: Octa-core (4x2.3 GHz & 4x1.7 GHz)

RAM: 6 GB

ROM: 64 GB

Back Camera: 12 MP + 12 MP, f/1.7 + f/2.4, 26mm,

Selfie Camera: 8 MP, f/1.7,

Battery: 3,300 mAh

OS: Android 7.1.1 (Nougat)

PRICE: TK 94,900/-

VERDICT

If the new Note 8 was a superhero, it would be the Hulkbustor upgrade to Ironman. It's bigger, badder and more powerful. What are you going to do with it though? People claim that now they are more productive using it, courtesy of the excellent pen tool. Business will be profitable, charities will be saved and so on. On a more realistic note, this device is a huge leap forward in terms of bragging rights. It has power you cannot use up right now, a screen that is gloriously sharp and a design that cleverly does away with the bulk. The original Note introduced the world to 'bigger is better' mantra for phones. But Samsung seems to have taken a smart step backward. Sleek is better. Coupled with one of the best mobile phone cameras around and that beautiful stylus perfect for artists, this device is unbeatable.

The caveats include an unbeatable price as well; it's a lot, more than any other Note before. The fingerprint scanner is annoyingly placed and the battery isn't as stellar as the price would suggest. But I feel most people will consider these minor issues when they can have one of the fastest, best looking and sleekest phablets in the market. If you're in the market for the perfect android device, and Samsung is your choice, you ask yourself "Do I want sleek bigness and a fantastic pen tool or the slightly smaller S8 that does other tasks just as well?" Those are your choices.

Shifting to the small screen

INTERVIEWED BY: SHAHRIAR RAHMAN

In an era where everyone is glued to their smartphones, it is only logical for marketers to spend increasingly more in small screens. Even in India, digital marketers are spending more than 62% of their marketing budget on small screens now. The trend in Bangladesh is heading that way too. We got to talk with George Chua, Director at Axiata Digital Advertising which is the digital advertising arm of Asian telecom giant 'Axiata Group Berhad'. He shares his view on mobile advertising and what future it holds in Bangladesh.

What brings you here in Dhaka?
I have come to the fascinating city of Dhaka to support the launch of AdReach Bangladesh's new outcome-based marketing service.

Why is Robi getting into the digital advertising industry, when the market is already saturated and dominated by big players like Google?

Our point of view is that Google and Facebook's dominance is on the "sell side" of the digital advertising industry. Facebook in particular can be viewed primarily as a "publisher". The "sell side" of the digital advertising business has very strong network externalities; for example, dominant social networks like Facebook tend to attract even more users, creating natural monopolies. It is much harder for any one player to dominate the "buy side" of the digital advertising industry because even though large buy side players like WPP have enormous economies of scale, they don't enjoy the strong network effects needed to dominate their business. We think that AdReach Bangladesh have many unique assets to help us succeed on the buy side of the digital advertising business.

Several home-grown digital advertising startups emerged and sank. How is Robi doing the same thing and expecting different results?

We are certainly not underestimating the challenges inherent in this highly competitive business. But we believe that AdReach Bangladesh have several critical success factors: a) consumers are spending more and more time using their mobile devices; b) though the popularity of apps like Line and Tinder ebb and flow, we have a steady, always-on communications channel with our users; c) and finally, over the years, we have

developed a deep understanding of user behaviour online and how to match them to products and services of their preference.

What is the up and coming digital advertising trend globally and regionally? How big is the market and how bigger will it get in the next 5 years?
eMarketer estimates that worldwide digital ad spending will reach \$223.74 billion in

...the three most important elements of a digital marketers toolkit are: a) valid and reliable data on audiences; b) accumulation of knowledge about what drives marketing outcomes using experimental design; and c) the ability to mass customize creative production.

2017 and represent 38.3% of total paid media outlays. The format is expected to see double-digit growth through at least 2020. In 2017, mobile will account for 63.3% of digital and 24.3% of total media ad spending. By 2021, it will grow to a 77.1% share of digital and 37.1% of total media ad investments.

What are the 3 things every digital advertiser should keep in mind right now?

In my opinion, the three most important elements of a digital marketers toolkit are:

a) valid and reliable data on audiences; b) accumulation of knowledge about what drives marketing outcomes using experimental design; and c) the ability to mass customize creative production.

What's the trend in AI industry globally? The biggest trend in the AI industry globally now is the immense progress being made in applying connectionist machine learning techniques – like deep learning – to solve previously intractable problems; such as real-time machine translation of human speech.

MindIQ, a chatbot, was implemented via Smart has created waves when it was first launched by Axiata? Any plan to launch similar sort of services in Bangladesh?

There is broad interest across Axiata's operating companies in applying conversational agents (or chatbots) to improve the efficiency of our contact centers. Dialog Axiata is actually the first to go live with their chatbot. And now Smart has done a similar project. We are seeing good results and rapid take up across the Group. I believe a similar service is being considered for Robi in 2018.

IoT – what are the scopes of Axiata as an operator to play a role here?

And IoT network combines instrumentation, connectivity, and intelligence of network nodes. Each node can be anything from a generator set to a vehicle. Axiata's natural interest in IoT is due to the fact that IoT applications are often places high demand for our connectivity services. In addition to making our network IoT ready via 4G LTE rollout and 5G trials, we have invested in developing our own IoT device management platform, and an API function management platform to orchestrate smart IoT services.

TECH HAPPENING



Kaspersky celebrates 10 years in Bangladesh with the launch of 2018 product line

Kaspersky Lab completes 10 years in Bangladesh and launches its latest 2018 version of home user security products for the local market on October 12th, 2017. These products include the popular Internet Security and Total Security range. In an event at a local convention center in Dhaka, Officextracts, the

local distributor and Kaspersky Lab jointly launched the products in the presence of more than 500 reselling partners from around the country. Mr. Altaf Halde, Managing Director, Kaspersky Lab South Asia was present for the occasion. Mr. Prabeer Sarkar, CEO of Officextracts conducted the event.

Chalo expands service outside of Dhaka at an affordable rate on eco & sedan cars

After covering area city of Dhaka, Chalo has expanded its services to different places of the country. At the same time, the company has introduced Eco-Car service at Tk. 2,490/- taka including all costs for a day. 'It is essential to make our journey easier and comfortable' talking about such initiatives, informed DewanShuvo, chief executive of Chalo Technologies. He informed that, today anyone can avail air-conditioned cars of Chalo for his comfort and convenience of journey. Only Tk. 2,490/- with all the expenses for the whole day to go to anywhere in the country from Dhaka.

Xiaomi awarded its Bangladesh operation

Smartphone brand Xiaomi accorded its Bangladesh operation with award along with other nine national partners for outstanding performance in last one year. Xiaomi Founder and Chief Executive Officer Lei Jun handed over the 'Golden Partner' award to the country partner SEBL's chief executive officer Dewan Kanon at Xiaomi 2017 Global Partner Conference' held in Beijing in China.

Acer plans to expand the portfolio and retail presence in 2018

Acer, in a recent informal gathering arranged for partners and press, reiterated strengthening its presence in Bangladesh by introducing its latest range of products. Mr. Harish Kohli, President, Pan Asia Pacific Commercial Group and Managing Director, Acer India informed at the event that, Acer has moved from being a PC company to PC+ technology giant with our strong presence IoT, cloud computing, Virtual Reality (VR) and Mixed Reality (MR). Bangladesh will be one of the first market to witness the latest VR, MR devices from Acer.

TECH BITS

South Park slams Facebook for selling fake news



Facebook's ad targeting tools could be a valuable supplement to census data



Samsung forecasts a strong quarter on the same day its CEO resigns citing "unprecedented crisis"



AR mystery startup Magic Leap looking to raise as much as \$1B in Series D round



Google commits \$1 billion in grants to train U.S. workers for high-tech jobs

