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HANDS ON REVIEW

iPAD 2018 SHOULD YOU GET IT OR NOT?

Apple launched the new iPad on March this year retailing at about \$330 (about Taka 27.5K) for the 32GB Wi-Fi version. That makes it the most affordable iPad in the market but still quite an expensive one when compared to most competing tabs. When you add cellular connectivity and up the storage, prices shoot past \$400.

WHAT IS IT?

Apple is aiming this at school students (for a reduced price) for the connected world approach. Unfortunately, the price discount is only for students and educators in the US. Rest of us have to pay the regular taxes and/or pay the quite massive mark-up if bought from here in Bangladesh.

Featuring a 9.7 inch screen, this comes with a faster A10 processor. The original entry iPad was an excellent device. Adding more power and the Apple pencil support makes it an even better proposition. But for whom?

DISPLAY

Let's start with the good. That retina display is probably one of the most gorgeous displays you find on a tab. Superb accurate colours on the 4:3 ratio screen with 264ppi density means even the fine print is really, really fine. Last year's Samsung S3 and upcoming S4 tabs offers slightly denser screen resolutions but they cannot match up to the app stores excellent offerings. That is something to consider when you get a tablet: are your needs met by the software available either on Google or Apple's app selection?

POWER

The 2018 iPad comes with the newer A10 Quad-core 2.34 GHz processor and PowerVR Series7XT Plus for the graphics. There is 'only' 2GB of RAM. But Apple products have always been efficient enough to do more with that than most androids can manage with 4GB and up. And that is coming from someone who generally prefers Android for the added user friendliness. But that is another argument for another day.

CAMERA

It features a semi decent camera that sort of gets going unless the light drops. Much like in an iPhone 5. An 8 MP, f/2.4 rear unit



with autofocus takes decent pictures in bright light. In anything approaching evening, grain increases significantly. The front 1.2 MP, f/2.2 unit does a decent enough job for video chatting. Video can be recorded at 1080p and 30fps or 720p@120fps. This is not a device for your photography adventures.

PENCIL OR NO PENCIL?

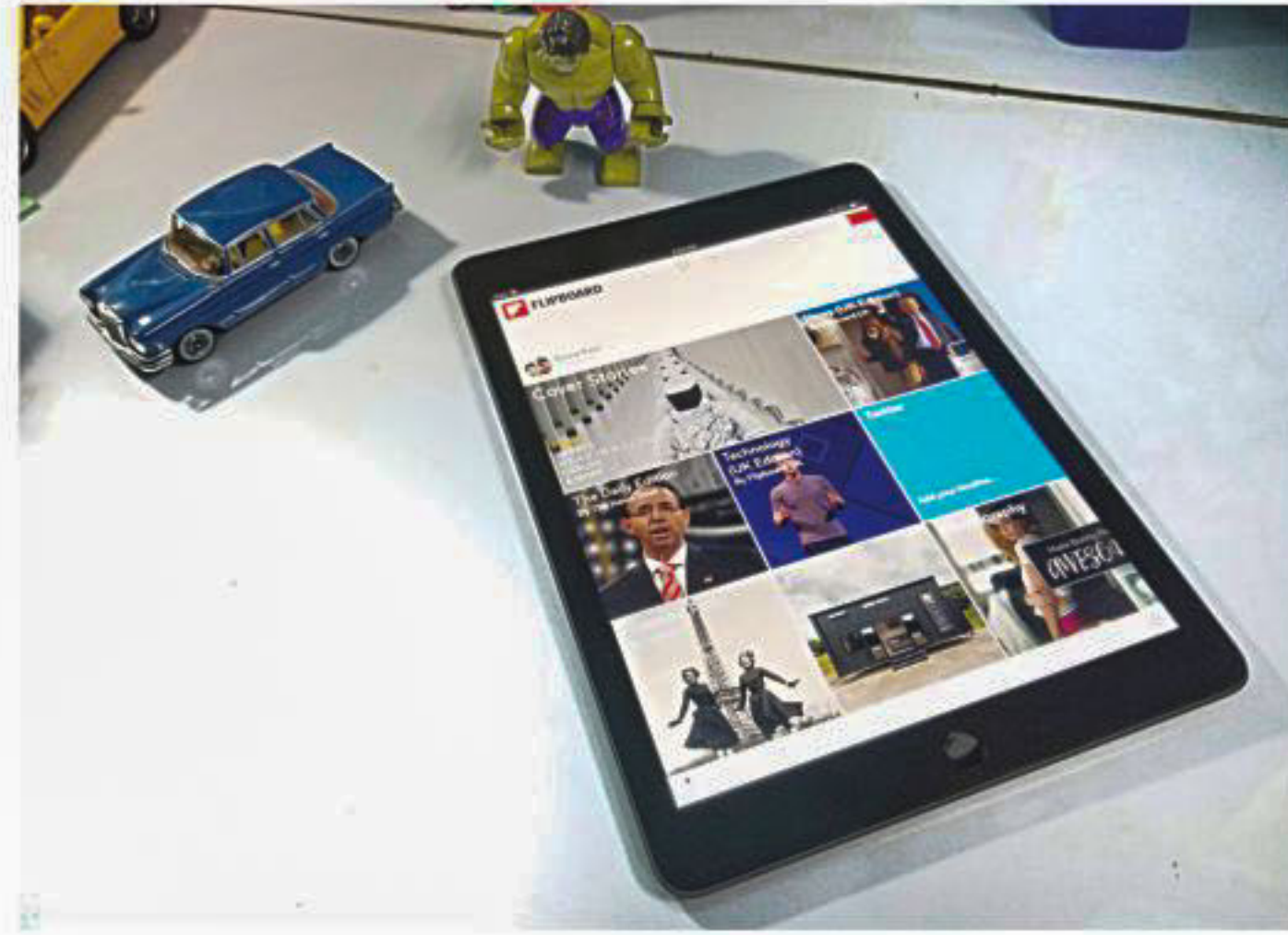
And then there is the pencil support which was formerly only available for the much pricier iPad Pro series. The pencil is an extra at \$99 (retailing in some stores in BD for Taka 10k). It unlocks annotation features on your documents as well as complement the artsy talents. It is pressure sensitive and works superbly with a plethora of drawing apps paid and free. Watch for a review of those

apps soon.

The big question: Why shouldn't you get it? It looks very much like the previous devices. And when you add up the pencil and the cellular option and move up to 128GB, it becomes as pricey as a notebook. All this upgrade provides is a faster processor and pencil support. Do you need it though?

If you are upgrading from the last 2017 iPad, there really isn't much of a jump. Do you use your tab for reading and watching videos? Then there is no point in upgrading even from an older iPad air or iPad 2. But if you are an artist on a budget, this might be the best thing to come your way since 2B pencils. The device makes doodling and intricate drawings a joy.

The tab is lightweight at just under half a



kilogram. That will go up after adding bulky cases which I am currently being stupidly brave against. If you do not draw, there is very little point of getting the pencil. The 2018 iPad is still a brilliant finger only device even for making quick annotations in text. **WHY JUMP TO AN iPad PRO INSTEAD?** And here's the final reason why you should not get one. If you are a professional artist, you might want to consider saving up for the Pro. It is nearly twice the price but the display has TrueTone, a very important color tone-adjusting tech for getting print work right. I had to figure out after some trial and error as to what my screen colors will translate to in real world applications.

Other than that the Pro has a louder quad speaker stereo setup as opposed to the nor-

SPECS

Display: 9.7 inches, LED-backlit IPS, 1536 x 2048 pixels
OS: iOS 11.3, upgradable to iOS 11.4.1
CPU: Quad-core 2.34 GHz
GPU: PowerVR Series 7XT Plus
RAM: 2 GB
ROM: 32/128 GB
Camera: Front-1.2 MP (f/2.2, 31mm) & Back- 8 MP (f/2.4, 31mm, 1.12µm), AF
Battery: Non-removal Li-Ion battery (32.4 Wh)
Price: Starting from **Tk. 35,000/-**

VERDICT

The updates make an already excellent device even better. It has everything you could want in a tab including battery that lasts well beyond 10 hours of usage. Add to that the quality apps available, more of which are adding additional Pencil support, this is a no brainer.

WORDS AND PHOTOS
EHSANUR RAZA RONNY

A glimpse of last week's Smartphone & Tab Expo



The latest iteration of the Smartphone & Tab expo marked its end with the huge turnout on last Saturday. The three-day long congregation of buyers and sellers of smartphones and tabs started on Thursday. The expo was inaugurated by Mustafa Jabbar, minister of the Ministry of Post, Telecommunication and Information Technology.

A total of 12 mobile brands- Samsung, Tecno, Symphony, WE, Huawei, Nokia, Vivo, iPhone,OPPO, Lava, Winmax, Lenovo, and ASUS- took part in the exhibition, which was organised for the tenth time by event management firm Expo Maker. Like always, this year's smartphone & tab expo was held in Bangabandhu International

Conference Centre (BICC) in Dhaka. This iteration's key attraction was discounts on smartphones. More or less all the participants had something to offer to their customers. Accessories sales were also noticeable during the three day expo of the expo. According to the organisers, a good portion of participants came out of Dhaka to buy

smartphones at a discount. Techshohor, local ICT news, is the name partner of the fair. Samsung and Tecno were the platinum sponsors of the event with Symphony and WE Mobile as gold sponsors. Huawei, Nokia, OPPO and Vivo joined the event as silver sponsors and overseas education consulting firm EduMaker was one of the event partners.



EMAIL TRACKING HOW TO PROTECT YOURSELF

In order to protect yourself from email tracking, firstly you need to know how it works. There are two most common ways to track an email. The first and most widely used method is pixel beacon. Here, a tracking application will attach a visible or invisible image with your email. After it reaches the destination email address and you open it, the tracking application can see your interaction with the email (whether you opened it or not). The second one is even more straightforward: you get a link. You click and let the tracker know you opened the email. Simple!

Now most of us are using some sort of webmail client. In case of that, your webmail client, whoever that might be i.e. yahoo mail, outlook, generally don't download all the images associated with the email before passing the email to you. Meaning pixel beacon can be automatically transferred to

your email. Gmail is an exception here because it does not download the images in one go. So it doesn't allow the advertising network or even the tracking applications to track the email properly. But this was a couple years back. Most of the email clients now can stop & block suspicious content from ever entering the primary inbox.

So if you are not a pro, how do you try to prevent others from tracking your email interactions and activities? We have a few tips for you:

- Make sure you have the defaulted 'disable automatic downloading of images' in email settings, and download images only from trusted senders.
- If imageless messages seem too boring, use a tool to block tracking.
- Using a VPN will help conceal your real IP address from advertisers. So your true ID will always be protected.

TECH BITS

Musk's mini sub "not practical" for Thai cave boys rescue



Google Pay rolls out support for peer-to-peer payments and mobile ticketing



Facebook buys ads in Indian newspapers to warn about WhatsApp fakes



Grab co-founder says Southeast Asia still has plenty of competition despite Uber's exit



Canon and Nikon are reportedly both planning full-frame mirrorless cameras this year

