



The power to do more

HANDS ON REVIEW

# OPPO A3S

Not so long ago, we reviewed OPPO F7, the flagship device from the selfie king. This time we are back again with another budget smartphone from the oriental smartphone manufacturer: A3s. The phone is going to be officially unveiled today and will be available in the stores in a few days. We got this bad boy couple weeks back to test it out. And this is our take on the OPPO A3s:

**DESIGN**  
Starting with the design and display: it's probably the most affordable branded smartphone sporting a notch. The design is sleek with plastic all-around it with a mirror polish. Our review unit was the red one although I personally prefer the dark purple. It does not come with a fingerprint scanner; probably one of the corners OPPO had to cut to make the phone inexpensive.

**DISPLAY**  
The phone comes with a 6.2-inch HD+ (720 x 1,520 pixels) In-Cell IPS LCD "Super Full Screen" display. The aspect ratio of the phone is 19:9 which is becoming common these days. The average pixel density per inch is around 270ppi. This means, the display and colour rendition of the phone isn't the super sharpest. But still, it does a good job when you are watching a movie or tv-show on this



phone. The viewing angle at maximum brightness remains quite good when you are using the phone outdoors. By now, most of us have become familiar with the notch so you would stop noticing it after a while.  
**OS & UI**  
The phone runs on Android 8.1 based ColorOS 5.1 out of the box. The UI has improved a lot. But OPPO still hasn't come out of its cartoonish looking icons despite

repeatedly ranting about it in almost all the reviews we have done so far. Bloatwares were minimal- which is a great improvement.  
**PERFORMANCE**  
The heart of the A3s is a system on Chip by Snapdragon: 450. For a sub-15K phone, the processor is quite popular. Coupled with a 2GB RAM, this clearly isn't the best performing in the market right now. Competitors have phones with higher RAM and processor

clock speed with similar price-tag now these days, so OPPO is expected to face steep competition as a new entrant.  
**BATTERY**  
The OPPO A3s, despite having a sleek and slim form factor, has packed a mighty 4230 mAh battery. Many might argue that most of the battery will be drained by the display as it comes with a humongous screen. In reality, OPPO has tactfully avoided that mistake by

### VERDICT

The OPPO A3s is an Apple-inspired but, toned down version of the market-tested F7. The design is impressive and the sub-par display makes up for its lack of high pixel density with superb contrast ratio and outdoor visibility. The performance could have been better and OPPO could easily install a fingerprint scanner. The camera is good enough to take snaps for social media. Most importantly, whatever shortcomings the phone has, the battery makes up for it.

### SPECS

- Display:** 6.2 inches, IPS LCD, 720 x 1520 pixels
- OS:** Color OS 5.1 based on Android 8.1
- CPU:** Octa-core 1.8 GHz Cortex-A53
- GPU:** Adreno 506
- RAM:** 2 GB
- ROM:** 16 GB
- Camera:** Back-13 MP, f/2.2 & 2 MP, f/2.4 & Front- 8 MP, f/2.2
- Features:** Accelerometer, proximity, compass
- Battery:** 4230 mAh
- Price:** Approximately Tk. 14,990/-

WORDS AND PHOTOS  
SHAHRAR RAHMAN

# A dose of digital in healthcare marketing

It's hard to ignore the influence of digital marketing in this day and age. No industry is lagging behind in utilising this new age marketing technique and the health care industry is no exception. Adoption of digital marketing has already become widespread around healthcare industry globally and these strategies are being slowly welcomed into Bangladeshi landscape.  
A big advantage of digital marketing is the fact that it is not only cheaper, but also a very

started to adopt the digital space for their own professional networking with LinkedIn. Patients, too, can now find the right kind of doctors for their own medical needs.  
With a world on the web, consumers and patients can easily find the hospitals with the best facilities through Google. Patients rely on consumer reviews for international hospitals, health information sites, previously visited hospital sites, etc. They can also share their reviews of hospital services and standards on

Traditional health care brands need to adopt digital tools and update their strategies through developing modern websites or with the use of new Customer Management Systems (CMS).  
Marketers need to provide content that will help people make decisions quicker and in turn help themselves make their company more relevant. Often times, people associate the best hospital in their region as the one that comes up first on Google so it is important to share relatable and relevant content which piques the average consumers' interest.  
It is however difficult to converge traditional marketing with digital marketing tools in the health care industry. Either no one understands the value of social media presence, or the importance of a well defined website comes up against higher-priority projects. But it is possible only if the total marketing budget of a company is well distributed and is in alignment with organisational goals.  
Another thing to note is that most users go on the internet with the use of their smart phone. So digital marketing in health care must have a strong focus on the user experience on mobile. If the website is not suitably designed for mobile devices then people will automatically start doubting the hospital's ability to provide quality service. So when redesigning the website, marketers should consider the user experience, appeal, relevant information and overall look and feel.  
Patients will always choose a hospital which offers the best service. It is now up to marketers to promote their health care brands in ways that the quality of service isn't only left to word of mouth dialogue but also properly conveyed over the internet.



effective mean of marketing. This makes using digital marketing strategies a no-brainer for the healthcare marketers. And social media is probably the easiest way to reach the mass. Social media presence can produce both negative and positive flair to your brand image depending how you use it. Therefore, organisations and individuals in this industry need to be extra cautious will bringing in new customers.  
Interestingly, healthcare specialists have

the internet. These opinions affect others around them, creating a ripple effect, affecting either negative or positively to the growth of the healthcare facility.  
This state of transparency leaves health care marketers and professionals with an obligation to create trustworthy, practical and educational health-related content that could be shared across social media. This would be an authentic source of insight especially when dealing with a subject as sensitive as health.

The writer is Chief Marketing Officer at Bengal Group of Industry.

AFTAB MAHMUD KHURSHID

# How far did the Apple fall from the tree



Last week, Apple hit 1 trillion USD valuation. Yes, it may not be the first company to reach trillion-dollar valuation, but it beat Microsoft and Amazon to that race. How did Apple become so big? For any tech-savvy geek in today's world, Apple is currently most-known for their laptops and smartphones. Their smartphones are their best-selling products, sure, but their laptops are world-class as well. The best part is, Apple devices are all interconnected and seamless across platforms. Regardless of their success, Apple's smartphones certainly aren't best selling in any particular regional, but are they the most profitable? Probably. Consider the iPhone X, costing 999\$ to buy, but a measly 370\$ to make. Xiaomi, the 4th biggest smartphone manufacturer in the world right behind Apple, sell smartphones on razor-thin margins. Samsung, the current market leader, has a saturated product line-up which don't profit as much as Apple does from the iPhone X. But Samsung hasn't reached a trillion dollar valuation; neither has the 2nd biggest smartphone manufacturer Huawei. What

are the secrets of Apple's success? For starters, Apple has just revised their Macbook line-up with 8th Gen Intel processors. These provide substantial performance boost which Macbook users were looking for a long time. Apple's excellent customer satisfaction and care even saw Apple addressing and fixing the 8-core Macbook's throttling problems. Apples services have grown to immense numbers as well. Apple Music surpassed Spotify back in July 6th, 2018 in subscriber numbers. All of this has led Apple to post a third more profit compared to this quarter last year. Apple's positions have been criticised quite a few times as well, with allegations towards Apple taking advantage of poorly paid workers in third world countries. It's hard to believe that even two decades ago this amazing company was going to go completely bankrupt because of their confusing product lineup. Things look even better from here on out for Apple however, as Apple claims to have an entertainment streaming service on the horizon. And lest we forget, rumors of the newest iPhone still circulate the air.

### TECH BITS

Epic Games will bypass Google Play for Fortnite's launch on Android



iOS 12 Beta hints at Dual Sim iPhone



Apple becomes the first American company to be worth One Trillion Dollars



Google plans to launch a censored search engine in China



Location Sharing on Google Maps now also shares your device's battery life

