

HANDS-ON REVIEW

VIVO V11 PRO

Featuring the underscreen fingerprint scanner



In the smartphone world, trends sell until they quickly become the norm. Phablets, curved screens, styluses, multiple cameras, and fingerprint sensors have all had their moment in the sun. They came and became the standard where now we wonder how we ever survived as human beings without those features.

Right now, the under-screen fingerprint is poised to become the regular thing for everyone. Everyone expected Samsung to have come up with it on their flagship by now. Vivo ended up beating them to the game. It has been a rather long journey to finally see the light of day. Keep in mind Motorola first launched one using an optical scanner back in 2011 for their Atrix phone.

So, Vivo is touting the first under-screen fingerprint sensor. But is that all they have?

Their design conforms to the current trend of being bright and colourful. A sleek device with smooth curved edges, the 6.41-inch screen has narrow bezels and a very tiny teardrop-shaped notch. That notch is yet another 2018 trend that is slowly becoming the norm. Vivo has done it better than Apple here using minimal space to house the camera. The 402ppi display is gorgeous and offers good colours without appearing saturated. Win-win on the design, almost. That plasticky back with the purple-blue gradient looks beautiful without bordering on tacky like the chrome edges Oppo we reviewed last. But, the plasticky back does take on scratches rather

easily. It's powered by a Snapdragon 660 and an Adreno 512 GPU. Both are good enough to offer a smooth UI experience and practical, dependable performance for anything you use it for. Really, midrange and higher phones have got to the point these days where they all basically serve all your needs rather fluently.

Which brings us to that big selling point: the under-screen fingerprint sensor. It's a very cool gimmick. Who doesn't want to feel like James Bond, touching a screen, seeing fancy graphics and watching the world unlock? It's a great gimmick and in time it will be perfected, I hope. It is slower than a regular, capacitive fingerprint scanner. My average is at least a second before the screen unlocks. Which is why it has a cool, futuristic, glowing animation to take your mind off the waiting. And sometimes, perhaps about twenty percent of the time, you need to try again.

Which brings us to the photography aspect. 12MP dual camera setup actually takes very good pictures in daylight. Neutral colours and good contrast are present but the dynamic range is not as good as I expected. Most shots are clear and sharp. It takes a bit of a dive in low light where the noise is treated to a heavy dose of smoothing which takes away a lot of the detail. Selfies are excellent though representing excellent detail or facial irregularities and hair strands. Of course, this is where people end up applying a lot of filters to create a smooth flawless skin. If that is not your preference, you will get very accurate, clear selfie shots.

WORDS AND PHOTOS
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SPECS

Display: 6.41 Inch 2340*1080 Halo FullView Display
OS: Android 8.1 (Oreo)
CPU: Qualcomm 660 AIE, Octa core, 1.95 GHz
GPU: Adreno 512
RAM: 6 GB
ROM: 128 GB
Camera: Rear 12+5 MP Front 25 MP
Fingerprint Sensor: In Display Fingerprint
Battery: 3,400 mAh
Price: Tk. 34,990/-

VERDICT

Vivo is not that popular here yet. But they do make excellent phones and the V11 Pro is a standout mainly for the underscreen scanner. But that is not the only card it has to play. It offers a terrific screen, very good battery backup and a decent camera to boot. In this current period, we consider the Samsung S9, Note 9, Huawei P20 and Pixel 3 stand as the flagship camera devices. In comparison the Vivo deserves a solid 7 for image quality. The slow scanner is cool but the delay is not exactly a deal breaker. This is a good contender for the mid-range market and should help make the Vivo a better known brand in Bangladesh.

#TECH_ME_BACK

The birth of mainstream motion controls

The Nintendo Wii was released on this day back in 2006, and while you can't consider it a success in Bangladesh or South Asia, it was more than revolutionary, being the third most sold gaming console of all time. A lot of the Wii's massive success comes down to its gimmick however which was the Wii Remote that is, motion controls.

The Wii was the last console to come out in the seventh generation and while it wasn't even close to being as powerful as the Xbox 360 or Ps3, the Wii's focus on non-gamers worked wonders for the console. It sold around 101 million units and it made for a great past time

are Wii Sports, The Legend of Zelda: Skyward Sword, Super Mario Galaxy 1 and 2 and MadWorld. While MadWorld, a game developed exclusively for the Wii by PlatinumGames, was meant to capture a more mature audience, it was all in vain. While Nintendo was already established as a kid-centric company, no other Nintendo product has ever been as vocal about that fact as the Wii. It also says a lot about a console when it's most successful game, Wii Sports, comes pre-packaged with the hardware. The list of most successful games is all but shovelware now, with titles like Wii Fit and Wii Play being



for family gatherings and casual entertainment but there was just one problem – it was a gaming console that didn't appeal to gamers.

Except for a couple of first-party titles and some third party games, the Wii did not have the plethora of games that were available on the Xbox 360 and Ps3. While some of it can be attributed to Nintendo's marketing and relations with third-party developers at the time, the major issue was the fact that motion controls were first generation technology and Nintendo's reluctance to take risks with it.

The most notable games on the Wii

at the top. The most fun titles were the first part Zelda, Mario and Kirby games which implemented motion controls well into the pre-existing formula. But it was still not enough to warrant praise for the console as ultimately, the Wii never felt like a gaming console nor did it try to capture the interest of gamers. All of its most successful titles are either tech demos or don't pair well with motion controls and a 101 million console sales later, you wonder how the Wii took off in the first place.

ASIF AYON

Navigating the way in ride-railing business

From one of the first ticketing platforms to becoming a ride-hailing service, Shohoz's journey since 2013 has been an inspiring one, particularly for homegrown startups. We spoke with Maliha Quadir, the Founder and Managing Director of Shohoz where she shared her vision about the startup with BYTES:

How did the idea for Shohoz come about?
Shohoz means easy in Bangla and the company's aim has always been about making life easy. When we started the company, we wanted to be the Tencent and Rakuten of Bangladesh and we're adamant on executing that strategy. For the last three to four years we have been focusing on the bus ticketing and we have also added the ride sharing service for the transport market.

How much of the market has Shohoz been able to capture?

We are currently giving a million rides a month. So when you compare that figure with the rest of our competitors', our place in the market becomes clear. We want to delight our customers with the quality of our services- that's our main focus. As the market is maturing, we believe quality of the services will become the key differentiator.

What is Shohoz's focus with the newly acquired funding?

We are on Series B funding right now and we will be investing it in our ride sharing services and on-demand delivery services. We will start with food delivery but move into other services like grocery, laundry, medicine and other everyday goods delivery. You can order the items from our app and we will handle delivery. However, we won't keep any inventory like Chaldal or like other grocery stores. Grab and Go-Jek are good examples of what we want to



achieve.
What are the challenges Shohoz is faced with currently?

The ultimate challenge is to achieve the loyalty of riders and customers and you have to raise a tremendous amount of capital and get in the game in order to endure that. All the companies are generating revenues right now but it is hard to make a profit with ride sharing alone. That is why everyone trying to provide additional services as well.

What steps are Shohoz taking to ensure customer and rider loyalty?

Customers are very fickle and hard to hold on to in this market. Ride sharing apps raise million dollars to make improvements in order to hold on to customers, because customer loyalty is the most important thing in this market. There are some key steps we are taking right now to ensure rider and customer loyalty such as, providing multiple services, offering a clean application interface and an alert customer care service.

What are the incentives for the riders with Shohoz?

The ride sharing market provides a lot of incentives for not only users but also for riders. Riders are always being provided with added values to keep them loyal to our platform. It's a matter of maintaining a cordial relationship with each rider and it's not just about money, it's about being transparent with them and

always making sure that they are being paid back their dues on time. Another important thing to note is community and individual engagement with our riders which is crucial to our region.

What are Shohoz's plans outside of Dhaka?

We are going to expand to Chittagong after Dhaka. Although we started our operations in Narayanganj, the main issue was that a lot of riders didn't have licenses. So while Narayanganj has been a tough market to capture, our goal right now is to expand to Chittagong.

What are the chances of Shohoz going global in the future?

There is a lot to be done in Bangladesh alone so as a young organisation, we don't believe in jumping to other regions right now. Among the places where we can extend naturally to, India comes to mind but that market is already captured by the big players. There are countries with ride sharing markets much smaller than even Bangladesh's market. But if I weigh my options, we would rather launch a new service in Bangladesh than planning an international expansion. We will focus on Bangladesh for the near foreseeable future because of existing connections and market knowledge but international expansion is on our agenda for the distant future.

INTERVIEWED BY: SHAHRIAR RAHMAN

