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# LIFE

Style

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## ENTERTAINMENT

### in the Digital Era

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PHOTO: SAZZAD IBNE SAYED • MODEL: SUPRITI SARKAR AND ANINDA SEN

**সুরক্ষিত দেয়াল  
নিরাপদ পরিবার**

এলো বার্জার ব্রিড ইজি ভাইরাকেরার। এর সিলভার আয়ন টেকনোলজি তৈরি করে অ্যান্টি-ভাইরাস কোটিং, যা দেয়ালে আসা ভাইরাস ও ব্যাকটেরিয়া ধ্বংস করে। পরিবারের সুরক্ষায় কোনো আপোস নয়। বার্জার ব্রিড ইজি ভাইরাকেরার যখন দেয়ালে, আমরা নিশ্চিত্তে সবসময়।

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# The show must go on...

While we (rightfully) feel distressed about the global crisis that is COVID-19 — causing havoc in various spheres of our personal and professional lives — let's not forget that it is obviously not the first pandemic in the world. Humankind has seen pandemics before, and has gotten over them too! Having said that, here's another thought: if a pandemic is inevitable and is indeed in our fate, we can at least be thankful that in this modern era, we are equipped to some extent — with science and technology and particularly, the Internet — to cope and fight.

If you are not convinced, just imagine how your life would look like without the Internet during this pandemic. How would you safely stay in touch with your loved ones? How could you have continued with your classes



or work?

And these necessities are not all. After your work or classes and so on, you want to wind down — relax, forget about problems, and recharge yourself through entertainment.

This week, let's zero down on this last point — your entertainment options in the era of technology, enjoyed safely amidst the pandemic. The 'show' goes on!

With a plethora of streaming services and platforms, you can binge-watch movies or series, escaping the harsh realities the world is currently going through.

Or, indulge in addictive games, spending countless hours in sheer bliss, without a worry

in the world.

And hence, Star Lifestyle presents you brands, ideas, and services for you to enjoy despite the tough times. Check out our featured gadgets and gizmos too, to ensure that your gaming and entertainment experience is smooth and optimised.

Whether you are feeling bored sitting in traffic, want to squeeze in a quick work-break, unwind after a day's work, or do an all-out weekend binge by running a marathon of watching your favourite shows, read on, we got you covered.

They allow you to dive into places, real or imagined; and you will resurface with a

happier mind!

Your mobile phone and PC screens can be your windows to the world; and this is even more important if you strive to stay indoors due to the pandemic.

Now, these are benefits that our forefathers did not have in the pandemics of the past. We at least have that advantage! With the Internet, the 'new normal' is less painful; not perfect by any means of course, but perhaps a little more tolerable for many.

— LS Desk

Photo: Sazzad Ibne Sayed

Model: Supriti Sarkar and Aninda Sen

us on /Sandalina

ঐতিহ্যের আর এক নাম আধুনিকতা  
ঠিক যেমন রূপচর্চায় আভিজাত্য মানেই

# অ্যান্ডালিনা

## সোপ

রূপচর্চায় আভিজাত্য...

ইন্টারনেট নাই, চিন্তা নাই  
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#ENTERTAINMENT

## Bongo: Pioneering the video streaming industry in Bangladesh

Only 20 years into the 21st century, and we have already witnessed ground-breaking technological advancements. In an era of digital entertainment where we highly depend on the internet and smart devices to support all facets of life, from work to recreation, Bongo has been a pioneer in transforming the video streaming service industry of Bangladesh, otherwise known as OTT (Over the top).

Bongo's journey started with preserving classic content through digitisation, which was first streamed over Bongo's YouTube channel back in January, 2014. Since that day, the company has evolved into a media technology company, ensuring world class video streaming service. Recently, they were awarded the Most Popular Streaming Platform in Bangladesh by the CJFB Performance Award. At present, Bongo's main

YouTube channel boasts over 4.3 million subscribers and contains a plethora of movies, telefilms, drama series, music videos and more.

Within a short span of time, Bongo also developed its own proprietary video streaming platform, BongoBD.com, which is accessible through all internet-connected devices such as Android and iOS (under the app name 'Bongo'), desktop, mobile web and on Android TV. Bongo's goal is to make video

of library content and a constant flow of Bongo Original content, Bongo is now the world's largest and the forefront in Bangla entertainment library. The streaming has content for all groups of people who love to watch great content including many Live TV channels such as Sony, and Zee. Housing kids' classics such as Popeye, popular dramas such as Gojodontini, and both local and international movies such as Password, Shesh Khela, and Brick Mansions.

other partners this year to launch their streaming services for entertainment, iptv or educational learning sites or even health. The local technology provider will be regionally growing to expand their services in the coming years as a SaaS video solution provider.

Bongo also played a significant role in assisting social media influencers in the country. While there is a host of talented content creators, often, they struggle with monetisation, copyright, and production funding support. By creating a hub for social media influencers, Bongo provides them with all forms of technical and content-related help.

Many familiar names have risen to success by leveraging the support network of Bongo: Tawhid Afridi, Rakib Hossain, Parizaad, RnaR are just some examples who make it to the list of the country's top influencers and have worked in collaboration with Bongo. At present, Bongo manages over 450 YouTube channels under its umbrella in the region.

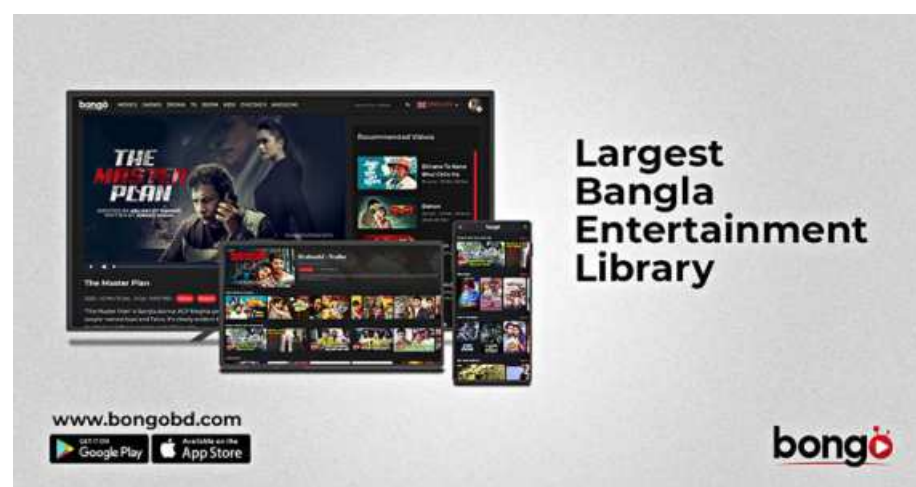
Bongo has already made a mark in the streaming service industry of Bangladesh. Through the creation of a holistic platform for the major components of this industry to include artists and influencers alike, Bongo is revamping the digital entertainment scenario of the country by playing the role of trailblazer.

Link to streaming site: <https://bongobd.com/>

### About Bongo:

Bongo is the largest Bangla entertainment library! Download Bongo to enjoy millions of hours of video content! Watch blockbuster movies, the latest shows, dramas, live news & sports, and so much more. You'll always find something to watch, with new content being released every week.

Photo Courtesy: Bongo



entertainment available to all Bangladeshis, with a specific focus on accessibility for their customer base — whether they prefer to watch it on smartphones on-the-go or enjoy a cosy home theatre experience. Bongo has recently launched the download feature for offline viewing for its Android and iOS app users, which allows users to watch video content offline once they have downloaded it.

Bongo's streaming site and app includes a diverse entertainment library with a vast array of video content to choose from, including blockbuster movies, shows, drama, and local television. It also has a dedicated kid's section. As a result of having over 15,000 hours' worth

"Bongo has been building the video streaming ecosystem over the last 7 years, in terms of technology, infrastructure, and content, including copyright development and management of content. We are improving every year. We are thankful to our users, employees, and investors. Without their support, Bongo could not have come this far," said Fayaz Taher, Chief Operating Officer at Bongo.

What many do not know is that Bongo also powers the technological infrastructure, content and software for companies such as Grameenphone such as Bioscopelive.com. Bongo is also going to be empowering

# Coffee with Toffee

*Healthy entertainment for the whole family*

Healthy entertainment for the whole family Toffee is a recently launched OTT platform in Bangladesh, from parent company, Banglalink. After starting its journey little over a year ago, they have become a behemoth, holding the top position in the Entertainment category of Google Play. But to understand why it is important, and how it has grown so much in such a short time, we need to go back, and first take a refresher in the history of the industry.

The global cable subscription rate is expected to decline by another 7 percent this year. What was once thought to be an indispensable part of our lives are being replaced with web platforms like YouTube and Netflix. Even the mighty Martin Scorsese released his latest masterpiece on Netflix.

Tastes are shifting. Where hours would be spent in front of TVs once, those hours are instead spent behind platforms like YouTube and Netflix. And if there is a single entity that can be credited with completely disrupting the market right when TV seemed to be at the height of their popularity, that would be OTT platforms.

On the personal side, this means that anyone can watch whatever they want, whenever they want. On the collective side, it means that there is an alternative for people from all walks of life. People now have more access to healthy and safe entertainment, instead of the vile poison that is churned out by the dozens throughout the Internet.

There, however, is a major hurdle here. The issue with OTT platforms is the paywalls. While four dollars a month is not much for some people, it can be the difference between starvation and a decent meal. As Anis – a cabin boy – said, "Paying for Internet is already a luxury. How can I even think about subscriptions?"

But that is why, amongst the 13 local OTT

platforms, Toffee is special, because aside from having an impressive selection of live satellite channels and an immaculate selection of local and international content, they have seemingly found the key to solving the issue of accessibility. Like massively democratic institutes such as Twitch and YouTube, Toffee has taken the high road, and offered access to their site, free of charge.

Toffee was launched little over a year ago, in November, 2019. They started out with 70 channels, but now have added around 100 live satellite channels to their roster. The pool includes both local and international TV channels and touches on all the major categories such as movie, music, infotainment, sports, kids, etc.

The sports channels are especially important, as finding a stable way to watch football matches, as well as cricket over the Internet becomes especially challenging during the more serious derbies. This move has proved prudent for the platform, as Toffee not only has the highest number of TV channels among any local app, but as stated, it is also the number one app in the entertainment category of Google's app store.

While it solves the problem of accessibility, there comes the question of content, the backbone of any kind of streaming platform. Aside from the television channels, it also has to have a good amount of quality shows and films and these are only published on Toffee once it passes through a strict screening process to filter out anything objectionable. And to this end, Toffee aces as well.

Alongside the international heavy hitters from Turkey like Kurulus: Osman, Toffee also has classics like 'Hotath Brishti,' and landmark dramas like 'Ratri Prohor.' Toffee's current strategy is to acquire streaming rights of different kinds of classics such as this and introduce them to a new audience.



What sets Toffee apart even more is their focus on User Generated Content, and how they plan to approach it. A lesser company would require big shot content creators to come to their offices with completed projects before having them uploaded to the site. And as long as the content is lucrative, very little attention is given to the quality.

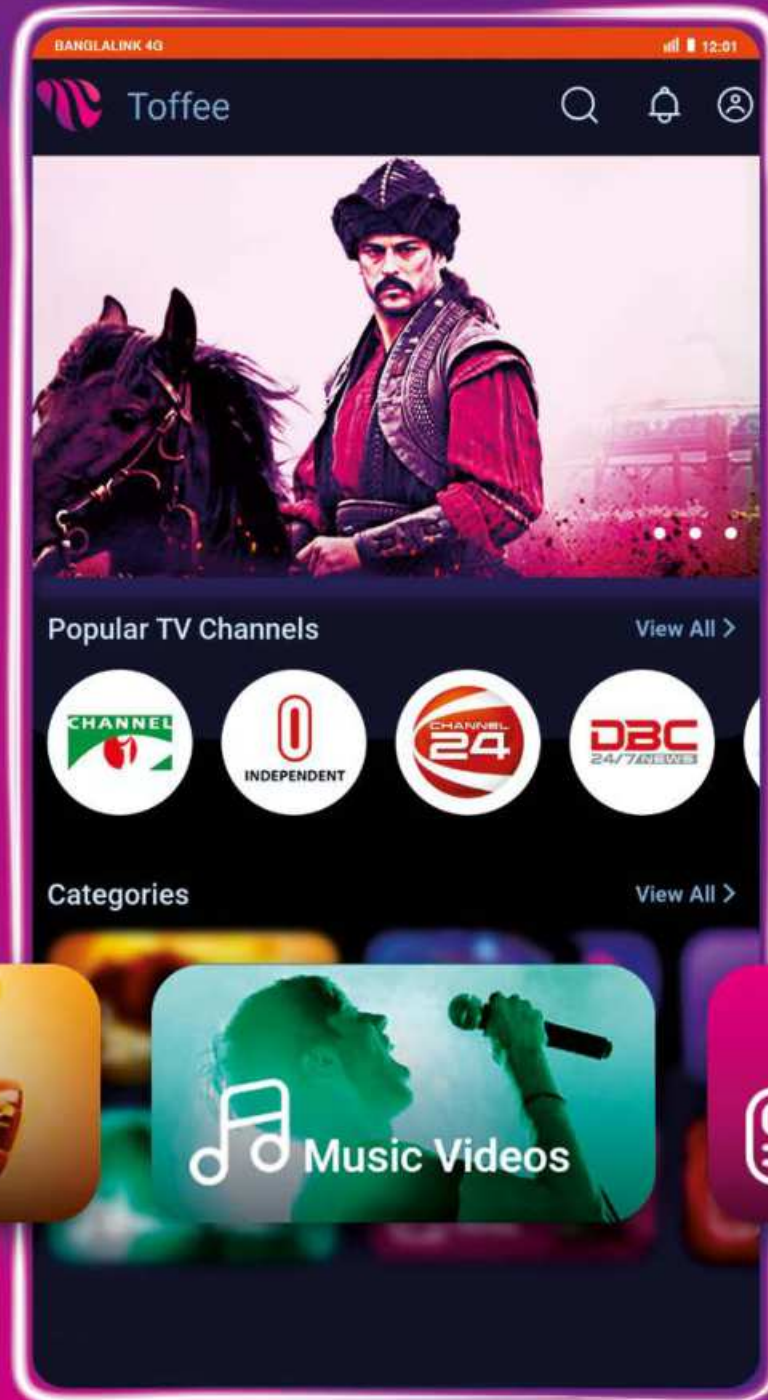
Toffee has taken the opposite approach. Toffee simply offers a local creator's platform to showcase talents and monetise from it. One just has to go to the upload section of the app and upload what they want to show to the world. And after a rigorous process of quality control and vetting, if the content is approved, only then will the content be made available on the platform. Once the content is published on Toffee, creators will be eligible to monetise it with minimum criteria compared to established platforms like YouTube and Facebook.

That's not all. From various sources, Toffee aims to select top recruits, who they will later mentor and coach. Like the graduate film programmes from the best places in the world, these workshops will be designed to guide and enable them to be the best content creators. The only two things that are needed here are strong visions and burning talents. When it comes to monetisation, due to the lack of paywalls, the monetisation scheme for all of these content makers are advertisements. Toffee would be the first local platform that would offer attractive monetisation to creators. Through empowering programmes for both users and creators, and paving the way for modern and sensible practices for the industry as a whole, Toffee aims to completely revolutionise the local OTT industry, and through that, they aim to make a lasting impact on the history of the country's content landscape as a whole. There are more than 10,000 OTT platforms in the world, and if anything can be said for certain, it is that this number will only double in the coming decade. With a population dividend that is considered a boon by a lot of countries and with a generation that is just itching to tell their stories, Bangladesh might just become the next success story in the land of digital entertainment. And with a talent like Toffee on our side, getting our own 'David vs Goliath' moment is just a matter of time.





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#ENTERTAINMENT

# Fully charged!

Our device-dependent lives demand nothing but the best when it comes to electronics. Starting from smartphones to speakers and headphones to chargers and power banks, quality and efficiency remain a topmost priority for both work and fun.

To meet such demands and exceed expectations in terms of quality and product range, Contrivance International Limited, the sole distributor of Anker Accessories and OnePlus Phones in Bangladesh, is introducing new consumer technology and device to the mass population while empowering and inspiring everyone to live their best lives by bringing products and helping to create experiences harmoniously.

Contrivance International Limited (CIL), chaired by Mostofa Hasnine Saadi, while being spearheaded by the Managing Director, KM Ahmed Deedat, and operated locally by the Director, Yadiil Alam, actively work to provide the best devices in the most convenient and effective way possible. The company's hope is to surpass any barriers in introducing policies addressing the common problems in Bangladesh's consumer electronics market.

Among the variety of smartphones CIL offers, the OnePlus Nord N10 5G is one of the more unique ones. The tall phone, with dimensions of 6.42 x 2.94 x 0.35 inches, and a high refresh rate of 90 hertz, brings 5G at only Tk 34,990. It is an all-rounded smartphone with dual SIM card slots, 128GB to 512GB of storage, rear and front camera of 64 megapixels and 16 megapixels respectively.



The budget friendly smartphone is bound to enhance the digital work experience and entertainment experience with all its unique features. The phone can be found at the OnePlus Experience Center in Bashundhara City Shopping Mall's Shop-39, Block-D, Level-6 in Panthapath or through CIL's e-commerce platform [www.stackbee.net](http://www.stackbee.net).

Along with top-notch phones, phone accessories are mandatory. CIL takes the step to provide Anker accessories like iPhone power ports, Bluetooth speakers and wireless earbuds, power banks and so on, which can be purchased either on their e-commerce platform or from the Anker showroom in Motaleb Plaza Shopping Mall's Level-4, Shop-466 in Hatirpul.

For iPhone users, the Anker PowerPort Nano III is a must-have to keep their phones charged efficiently. The USB-C charger can charge an iPhone 12 faster than its original charger, while being smaller in size and saving space.

Android users have nothing to be heartbroken about as CIL accommodates their fast charging needs with the Anker PowerCore Select 10000. The power bank comes with twin USB charging ports, allowing one to charge two devices at a time!

Essentially, these accessories save time and space and guarantee more time invested in watching movies, listening to music, gaming and so on.

For most of us, wires are troublesome. With

a tendency of constantly getting tangled up or being ripped to shreds by our pet cats or younger siblings, wireless is the way to go.

The Anker SoundCore Flare II and SoundCore Liberty Air II, a Bluetooth speaker and wireless earbuds respectively, annihilate the problems of living a wired life, making listening to music, chatting with friends and attending classes or meetings more convenient and comfortable.

The powerful 360-degree Bluetooth speaker, ideal for music lovers and movie watchers, resonates bass-driven audio and is waterproof. The earbuds are each equipped with a microphone and reduces environmental noises by 60 percent, while retaining 95 percent of one's voice for loud and clear conversations, making it perfect for home offices.

Contrivance International Limited provides more information on their physical outlets and products through their website [www.contrivance-bd.com](http://www.contrivance-bd.com). The company proves itself to be trustworthy and reliable as it is the country's only company to provide upto 18 months of replacement warranty on its products. The company takes a thoughtful and active step to make our work lives and recreation more comfortable and smoother providing us with quality electronics so that there remains no obstacle in living the best life possible.

**By Puja Sarkar**  
Photo Courtesy: Contrivance International Limited



# Game in style with Republic of Gamers (ROG)

"But can it run Crysis?" — this question has plagued gamers for so long and so terribly that it ended up being a running joke in the gaming community. And if you used to game on your laptop, then the concern was quite real.

Well, those days of stumbling with your laptop are long gone. And with focus on gaming in mind, ASUS Republic of Gamers (ROG) has brought in a number of laptops that will meet your every whim.



Let's start with the ROG Zephyrus G14 first.

People buy laptops because of their mobility above everything else. Then comes the question of style. ROG Zephyrus G14 ticks both of these boxes with flying colours. With a screen size of 14 inches, it's a very slick looking device, offering incredible mobility since it weighs less than 2 kgs. The signature Zephyrus style of a diagonal slash on the lid is still very much present, only this time with a new feature called AniMe.

The AniMe matrix is a dazzling feature



that is made of more than a thousand LEDs, allowing you an opportunity of customising the lid. You can put necessary features like system information or time and date on this display. Or, you can show off your taste and groove through audio visualisations or custom texts; even animations. You can make the device truly your own with this striking new addition.

As for performance, it's amazing how this device responds considering how the size has been reduced compared to other devices of similar configuration.

ROG Zephyrus G14 features AMD processors, up to a Ryzen 9, paired with Nvidia's RTX 2060 dedicated GPU. With up to 32GB of RAM available, and SSD up to 1TB, you will have a smooth experience, whether you want to play Cyberpunk 2077, GTA V or Metro Exodus.

If you want a device that's more practical in means of innovation and just as much dashing, if not more, the ROG Zephyrus Duo 15

is more up your alley.

The ROG Zephyrus Duo comes with a secondary screen that pops up at 13-degree angle, allowing a comfortable view.

What's better than a 15.6-inch 4K high resolution screen? Another screen. And that's exactly what this device offers. The distinguishable 300Hz display, combined with the screenpad (Touch screen secondary screen) makes it worthy of the name Zephyrus, the Greek god of west wind and the messenger of spring. If any device deserved the name Zephyrus, it has to be this one.

The ROG Zephyrus duo is powered by an Intel Core i9 processor and Nvidia's RTX 2080 dedicated GPU. With up to 1TB SSD allowing Raid 0 storage and up to 32GB DDR4 RAM, this device offers a sleek performance that matches its outlook. Packed with such an impressive specification, we dare say that indeed it can run



Crysis (even the Remastered one).

The secondary screen is a great addition for people who like to multitask. It's even more useful for in-game chats. Whether you are playing Dying Light 2, CS:GO or Valorant, you can move the real time stats, inventory or mission logs to the screenpad and have a seamless gaming experience. The screen is even more useful for streamers or content creators, allowing you instant access to utility tools, references and even the opportunity to draw.

Gaming on laptops has never been easy. Configurations as well as cooling issues has always been big factors. ASUS aims to change this stereotype with devices that not only matches the required specifications, but gives you a stylish device. Whether you like to keep up with the trends with the AniMe matrix, or you want a more practical feature like a secondary screen, it's your pick.

Gaming is a way of escape for many of us, especially the younger generation. Gaming is only going to evolve with innovative devices. Why not stay up to date with a Zephyrus, as offered by ASUS Bangladesh?

For more information, check out their website: <https://rog.asus.com/bd/laptops-group/>

**By Ashif Ahmed Rudro**  
Photo Courtesy: ASUS



#ENTERTAINMENT

## Binging with ZEE5

Curl up like a kitten inside a blanket; you're about to give into some sweet temptation! The kind we're talking about refers to the cultural phenomenon of binging on entertaining content whenever you want, irrespective of wherever you are. Like a moth to a flame, the allure of watching just one more episode of whatever trending shows that have social scenes dominated that week, keeps everyone hooked. And rightfully so! After all, who dare question the power of good television?

In a world where over-the-top (OTT) media streaming platforms have risen to power, the one with the highest subscriber count will reign supreme. Reaching for that crown is the new kid in the block: the Indian video-on-demand service, ZEE5!

Already triumphant in South Asian countries like Sri Lanka and even in the UK and Canada, ZEE5 has been raising eyebrows and turning heads ever since it broke into the Bangladeshi market. And what it offers to bingers is an experience

unmatched by any of its competitors.

"We want to narrate the stories of Bangladesh; stories that do justice to its indomitable spirit and take them beyond boundaries of countries and language," aspires Archana Anand, Chief Business Officer of ZEE5 Global.

And it is this vision that is set to be doled out by ZEE5 in an endeavour that can only be described as a celebration of the potential the Bangladeshi film and entertainment industry carries.

"At ZEE5, we want to collaborate closely with local partners and talent in Bangladesh so that we grow 'stronger together' (the core philosophy of our partnership in Bangladesh) and scale new heights. We aim to invest in and jointly create content of international quality with the fantastic pool of talent waiting to be discovered here," reveals Archana Anand. "Locally produced high-quality content will not only delight viewers in Bangladesh but also travel to reach viewers in other

countries," she further shares.

Coming in with guns blazing, ZEE5 offers its viewers today an incomparable bouquet of 125,000 hours of content as well as 60+ live TV channels. It boasts not only a huge number but also a huge depth of content across several languages in categories like TV shows, movies, exclusive originals, cookery and health, lifestyle videos and so on. ZEE5 also holds content across a myriad of genres from action to thrillers, comedy, suspense, biopics and more.

The debate on what to watch next may go on and on but cushioning you against the frustration is the reassurance that ZEE5 has something in its library for every walk of life, and for every one of you addicted streamer out there! However, your debate might see resolution if you ironically benefit from personal biases, for, ZEE5 features some of the country's most popular artists.

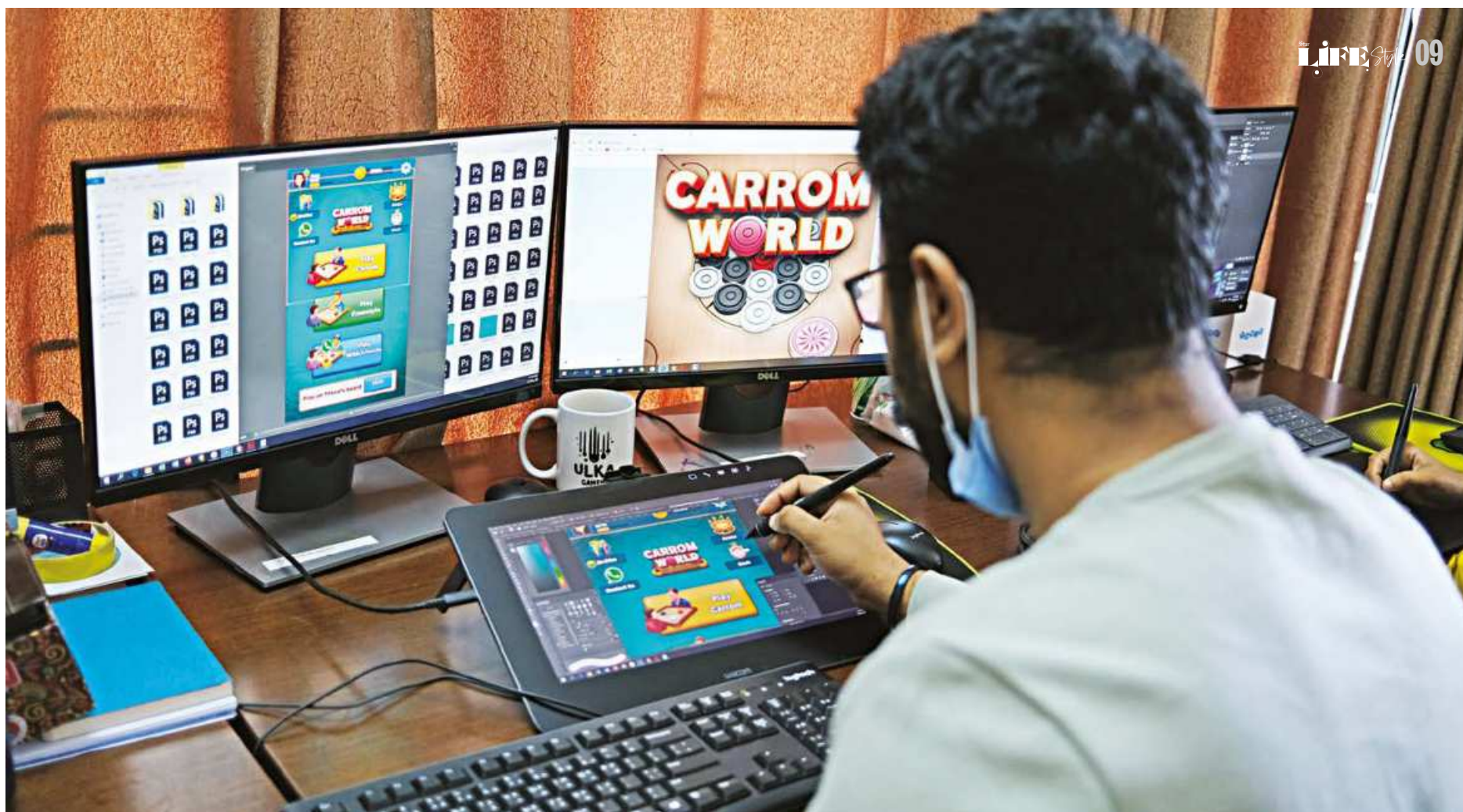
ZEE5 is already working on collaborations with top favourites like Chanchal Chowdhury, Arifin Shuvoo,

Afran Nisho, Nusraat Faria, Bidya Sinha Saha Mim, and other seasoned actors and actresses of the industry. Acclaimed directors and National Award winners like Anam Biswas and Shihab Shaheen will also be produced via the online platform with talks of big-ticket shows like Shihab Shaheen's film "Jodi Kintu Tobuo" and "Contract" which is a series by Tanim Noor and Krishnendu Chattopadhyay, both slated for March releases.

All this information promises you is the dramatic bundle of entertainment, relaxation and welcome distractions, presented to you just as you've settled in, wrapped comfortably, excited to be ravished by yet another drama. With ZEE5's selections, wounding the night away well into the wee hours of the morning is the temptation you must fight but be prepared to fail!

**By Ramisa Haque**  
**Photo Courtesy: ZEE5**





#ENTERTAINMENT

# Ulka Games: A solution for dull hours

How often do you get on a bus for commute and find yourself bored? It's something many of us face in our daily life in this modern world, and it's utterly depressing. Mobile games are an efficient way to battle this nuisance, but there are games that require your undivided attention and some will take hours for one single match. The way around this particular problem is to pick casual or board games that allow you to have a quick game, wherever you are.

Ulka Games is one of the native developers that are focusing on three genres of mobile games — board games, card games, and hyper casual games. Game development has been neglected in our country for a long time and as a result, the industry has not progressed as much as it could have, considering the number of smartphone



users in our country. Still, despite the awareness gap and other issues, Ulka Games is thriving and producing quality games for smartphones along with web games.

Remember your childhood memories of playing Ludo with your siblings or your parents?

Those days might be memories but ADDA still allows you to play the beloved game on your smartphone.

There's another popular board game in our country that's almost forgotten these days. We are talking about 16 beads (*sholo guti*). There were days when people used to play this game by drawing a board on the ground, along with other popular games like Tic Tac Toe.

Well, you can play both of those games on your smart device thanks to Ulka Games. Both games are available in their compilation game "ADDA." This offers a wide selection of card games, board games and casual games — all in one app and all of

them are available offline so you don't have to worry about your data package.

You might be thinking of lag at this point. Well, you need not worry for ADDA is very optimised and well coded, allowing for a slick user experience. You won't be stuck at the loading screen for minutes waiting to play a game.

With the pandemic still very much present, we advise you to stay inside as much as possible. But it gets dull and mobile games can be a way of escape at times like this. Whether you like casual games such as Bubble Pop or more thought-provoking ones like chess, Ulka Games has got your back.

Whether you have a high-end device or a casual one, you can play one of Ulka Games' games without any issues. Their team of highly-motivated developers focus on optimisation as they want to ensure that everyone can run their games on their device and enjoy them.

Exciting games like Carom and Bubble Pop will get you hooked for sure. Along with a wide selection of card games, you can also turn to action based casual games like Huntsman, where you level up with every successful mission. Park Hero on the other hand keeps you engaged with their little cars and coins.

If ADDA isn't your type of game, you can always switch to one of their Club games like Card Club or Board Club, both of which are respectively packed with card games and board games. The age-old snake and ladder or the puzzles of chess, whichever one fits your mood, you can find them.

Ulka Games aims to reach a wider variety of audience and at the same time, they are hoping that more people will be invested in game development because of all the possibilities the industry offers.



Gatherings of four around a Ludo board might not be so common these days, but such games remain popular all the same. Times have changed, people now gather around a smartphone. Whether you like to play solo or with a friend, check out Ulka Games. They have something for everyone.

For more information, visit their website: <https://ulka.games>

**By Ashif Ahmed Rudro**  
Photo Courtesy: Ulka Games



# Entertainment in your palms

As life becomes more globalised and focused towards the world wide web, millennials and Gen Z have shifted from the old-school television and DVDs to more contemporary and tech-savvy modes of entertainment. With an intention of amplifying and bettering this entertainment experience, the Symphony Z30 Pro provides a smoother and satisfying experience for gaming, watching videos, and streaming movies.

Our fast-paced lives provide little time to recharge our devices. It becomes exasperating when devices run out of charge when we finally decide to take a breather. With the Z30 Pro, constantly having to charge phones is no longer a worry.



The smartphone's 5000mAh battery ensures a prolonged battery life to enjoy any recreation and entertainment for as long as one's heart desires. Additionally, fast charging benefits of the phone remove hours and hours of waiting beforehand. All one has to do is get comfortable with a bowl of popcorn and some soda and enjoy their time.

The phone's 6.52-inch display is perfect for handheld gaming. The display's IPS touchscreen and HD resolution of 269ppi is an astounding feature for gamers in enhancing the overall experience. Not only that, the experience of streaming videos on YouTube, Netflix, Twitch and other streaming apps is more immaculate and pristine, with no worries of lagging, visual interruptions or distortions.



The phone's screen quality, display resolution and brightness adjustment options allow one to fully sink into a digital bliss. It creates a personalised and fulfilling setting for one to recharge during the weekends or after work, and keep oneself entertained during dull days. Even for days spent with our close ones, the triple rear cameras and the 8-megapixel front camera assures that every moment will be captured with all its vibrancy and colours.

Sometimes, our smart devices prevent us from indulging in more than one game or streaming app at a time. Storage and smooth usage is often a stubborn obstacle. However, the Z30 Pro has storage ranging from 64GB to 128GB. This guarantees that one does not need to pick between PUBG and Freefire and can easily play both with

no complications.

Having such a multipurpose smartphone often attracts the unwanted attention of younger siblings, curious enough to always intervene in any kind of mediation and recreation. This smartphone goes the extra mile to make sure that such nosy kinfolk is not able to intervene and break the sequence of one's game or movie through its privacy options. Using either fingerprints, patterns and facial recognition, one has the option of securing their entertainment through app locking.

Games and movies are not everything. Some of us take pleasure in reading, and for that, the phone's display quality, being easy on the eyes, is something readers might find suitable for reading e-books. The dark mode feature assures night owls a pleasant experience of reading pages after pages for as long as they can go.

Be it on the weekends or on slow days, after a hectic morning of online classes or a lazy afternoon of trying to complete household chores, at-home entertainment has become a vital part of our mental sanity and refreshment.

Playing games, watching videos, movies or series, listening to music and reading books, have all been condensed to our phones. The Symphony Z30 Pro is not only sleek in appearance and beneficial for gaming and streaming, but also convenient for daily use, keeping contact with family and friends and taking detailed photos and videos to capture memories. The device proves itself to be a budget-friendly option for digital entertainment and convenience for day-to-day use.

**By Puja Sarkar**  
**Photo Courtesy: Symphony**

#PRESS RELEASE

# Kansai Nerolac Excel Virus Guard

We all know that there are many airborne microbes that stick to our clothes and our bodies, and enter our homes and get deposited on the floor, sofas, dining tables, bedsheets, walls etc.

To protect ourselves, we take a bath every day, wash our clothes, clean our floors, sofas, dining table bedsheets, etc.

but do we clean our walls?

Over a period of time, millions of microbes stick to our walls, becoming a potential danger for our children and ourselves. It's not that we don't want to clean our walls, it's just that it's not possible to clean them again and again, but now, there is no need to worry.

With Kansai Nerolac Excel Virus

Guard, based on the Japanese Shiquy technology that kills all types of viruses, bacteria, and germs that comes in contact with it.

It also controls the humidity of your home and purifies the air by reducing carbon dioxide.

With such technology to protect your family now within reach, why would

you every choose some normal plastic emulsion paint, especially when such protection is available in Kansai Nerolac Excel Virus Guard at almost the same price as normal plastic paint?

Nerolac have priced Excel Virus Guard at a very competitive level, only 20 percent higher than other plastic emulsion paints.

## HOROSCOPE



**ARIES**  
(MAR. 21-APR. 20)

Don't lend carelessly. Don't resort to emotional blackmail. Pay attention to loved ones. Your lucky day this week will be Saturday.



**TAURUS**  
(APR. 21-MAY 21)

You might meet your potential partner. Keep your opinions to yourself. Limitations will be annoying. Your lucky day this week will be Saturday.



**GEMINI**  
(MAY 22-JUN. 21)

Don't blow situations out of proportion. Upheavals may occupy your week. Investments will be successful. Your lucky day this week will be Thursday.



**CANCER**  
(JUN. 22-JUL. 22)

Take part in social activities. Catch up on paperwork. Hidden matters are likely to surface. Your lucky day this week will be Friday.



**LEO**  
(JUL. 23-AUG. 22)

Delve into worthwhile causes. Don't jump to conclusions. Learn to say no sometimes. Your lucky day this week will be Monday.



**VIRGO**  
(AUG. 23-SEP. 23)

Don't fall into any traps. Don't overextend yourself. Avoid scandals of any sort. Your lucky day this week will be Wednesday.



**LIBRA**  
(SEP. 24-OCT. 23)

Don't get involved in secret affairs. Make changes to your living quarters. Spend time with your partner. Your lucky day this week will be Friday.



**SCORPIO**  
(OCT. 24-NOV. 21)

Join some self-improvement programs. Don't let anyone stop you. Don't let a good deal go by. Your lucky day this week will be Saturday.



**SAGITTARIUS**  
(NOV. 22-DEC. 21)

Relationships will be emotional this week. Focus on your work. Put effort into moneymaking ventures. Your lucky day this week will be Sunday.



**CAPRICORN**  
(DEC. 22-JAN. 20)

Don't get overwhelmed by lack of time. Don't be too stubborn. There will be plenty of opportunities. Your lucky day this week will be Thursday.



**AQUARIUS**  
(JAN. 21-FEB. 19)

Don't jump to help everyone. Don't dramatize everything. Avoid making your partner feel unloved. Your lucky day this week will be Monday.



**PISCES**  
(FEB. 20-MAR. 20)

Pursue your own business. Risky ventures may turn in your favor. Sudden romantic encounters will be exciting. Your lucky day this week will be Friday.

**ALOE VERA**  
ত্বকে করে নরম,  
কোমল ও সতেজ



**COCOA BUTTER**  
ত্বকের গভীরে ধবেশ করে  
ত্বকের অর্ধতা বম্বায় রাখে



**FINE FRAGRANCE**  
আপনাকে করে তোলে  
আনুভবস্বপ্নী



**BODY LOTION**

HEALTHY ত্বকে আনুভবস্বপ্নী আমি।  
আর আপনি?

এবার শীতে আপনার সজীব ও কোমল  
ত্বক পাক আভিজাত্যের ছোঁয়া

এখন প্রতিটি **বিউটিনা** বডি লোশনের সাথে  
একটি **ম্যান্ডালিনা** সোপ

**ফ্রী\***



\*বিউটিনা বডি লোশন ২০০মিলিঃ এর সাথে স্যান্ডালিনা সোপ ৭৫ গ্রাম এবং বিউটিনা বডি লোশন ১০০মিলিঃ এর সাথে স্যান্ডালিনা সোপ ৫০ গ্রাম ফ্রী।

#ENTERTAINMENT

# Hoichoi: The one-stop streaming service platform for Bengali speakers worldwide

Bangladesh has witnessed a paradigm shift within the entertainment industry in the past decade. Backtracking to the '90s when digital entertainment was limited to local television channels, rapid technological advancements, combined with robust Internet connectivity in the 21st century has drastically transformed the entertainment scenario of the country.

Sakib R Khan, Country Head at Hoichoi, echoes this sentiment, saying, "The Bangladeshi entertainment industry is going through a stage of transformation and adaptation, as both consumers and businesses alike are redefining the meaning of digital entertainment."

Much to the delight of netizens, streaming services are all the rage now, and with myriad streaming platforms to choose from, the Indian subscription-based streaming service Hoichoi hails as one of the most popular brands that made its foray in the Bangladeshi market on March, 2019.

Aimed towards the Bengali diaspora, Hoichoi is the one-stop streaming service platform for Bengali speaking people worldwide, with coverage in about a hundred countries at present. Airing quality content that mainly consists of web series, movies and short films, Hoichoi quenches the demand of people searching for exquisite visual content in their native language.

Having made its debut with the successful web series, Dhaka Metro, under the direction of highly acclaimed director Amitabh Reza Chowdhury, it was only onwards and upwards for Hoichoi since then. The streaming service boasts a diverse catalogue of fictional content, portraying stories from all walks of life, including thriller, crime drama, romantic comedies, detective stories, and much more.

Money Honey, Byomkesh, Hello, and Taqdeer – all of which are part of Hoichoi's original web series, are a few popular names from the platform's copious collection of exclusive shows that received much attention and appreciation from the Bangladeshi clientele.

The streaming platform promulgates extraordinary content and is taking strides towards broadcasting series and videos that



depict the various realities of life to cover a wide range of subjects from financial to personal aspects of living.

"Money Honey, which is based on the true story of a bank heist, was highly praised by the audience," said Khan.

Alongside, despite the bold theme and unique plot of "Hello," the web series received much applause and acceptance nationally, which is warranted by the recent airing of its third season. Another such example can be seen in the short film, Tasher Ghawr, which depicts a realistic storyline that garnered vast appreciation from women.

Apart from original shows, Hoichoi also retains a dynamic selection of third-party visual materials to meet the demand of their wide range of subscribers. For instance, it contains an array of movies including Dwitiyo Purush, Swapnajaal, Kathbirali, and Konttho, to name a few.

Although the Bangladeshi audience is yet to fully embrace the system of subscription-based video-on-demand (SVOD), they need not worry about making a dent in their pocket in this case because Hoichoi charges

the bare minimum.

While online subscription requires users to subscribe for at least one year via website or app, people can also choose the tenure of 3, 6 or 12 months by purchasing offline subscription cards, which are available at outlets of Meena Bazar and Gadget & Gear in Dhaka. Additionally, backend subscription is provided by Daraz and Pickaboo at a discounted price.

Albeit the evident success of the streaming service industry, there still persists areas that require investment and improvement.

"We strive to create great content that is befitting to various groups of people, but the lack of availability of production facilities in this sector acts as a hindrance," noted Khan.

Nevertheless, the digital entertainment industry of Bangladesh is brimming with potential and progressing to be better by leaps and bounds with the ever-growing popularity of video-on-demand services that are now available at our fingertips.

By Fariha Amber  
Photo Courtesy: Hoichoi