

THE PEGASUS PROJECT

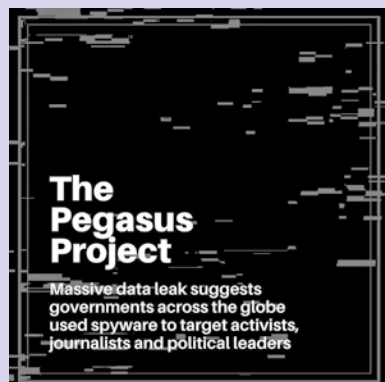


ILLUSTRATION: ZARIF FAIAZ

Netflix to add mobile video games as subscriber growth slows

Netflix Inc said it would take a deeper dive into video games as the movie and TV streaming service projected weak subscriber growth amid growing competition and the lifting of pandemic restrictions that had kept people at home.

The company's shares hovered about even at \$531.10 in after-hours trading on Tuesday.

Netflix is weathering a sharp slowdown in new customers after a boom in 2020 fueled by stay-at-home orders to curb the Covid-19 pandemic. In the United States and Canada, Netflix reported losing about 430,000 subscribers in the second quarter, only its third quarterly decline in 10 years.

The streaming video pioneer said it was in the early stages of expanding its video game offerings, which would be available to subscribers at no extra charge. The company will initially focus primarily on mobile games.

"We view gaming as another new content category for us, similar to our expansion into original films, animation and unscripted TV," the company said in its quarterly letter to



shareholders.

The multi-year effort will start "relatively small" with games tied to Netflix hit, Chief Operating Officer and Chief Product Officer Greg Peters said in a post-earnings video interview.

"We know that fans of those stories want to go deeper. They want to engage further," Peters said.

Netflix has dabbled in video games with a few titles linked to series including "Stranger Things" and "The Dark Crystal: Age of Resistance."

The company projected it would add 3.5 million customers from July through September. Wall Street had expected a forecast of 5.5 million, according to analysts surveyed by Refinitiv.

OnePlus officially announces Pro noise cancelling earbuds

OnePlus has officially announced its Pro noise cancelling earbuds, "OnePlus Buds Pro" in an event that also included the launch of the company's budget Nord 2. After a couple of generations of wireless earbuds, OnePlus has finally set its sights on the AirPods Pro — and the rest of the premium market.

The buds have a battery life of up to 10 hours (without noise cancelling) and 38 hours with the cover (ditto). The case may be charged wirelessly using third-party Qi pads, or the system can be charged for 10 hours in 10 minutes.

Adaptive noise cancellation, as a top-of-the-line feature of this product, uses a trio of onboard mics to filter out ambient sound up to 40 decibels. The technology, according to the business, outperforms more traditional active



noise cancellation, which provides a fixed level of filtering. A pair of 11mm dynamic drivers power the buds, which also support Dolby Atmos.

Buds Pro will cost \$150, putting them in line with the recently released Beats Studio Buds, as well as Google's Pixel Buds and Samsung's Galaxy Buds Pro.

EDITOR'S NOTE

A gendered perspective on freelancing and more

It's been quite some years since the freelancing sector has opened vast career opportunities in our country, and women, no matter how it seems, are not left behind entirely. According to a governmental report, female freelancers constitute approximately 9 per cent of around 6 lacs registered freelancers in Bangladesh. In today's issue, we take a look at this industry from a gendered lens to see how women have been thriving in the freelancing sector.

If you want to pursue research as a career option, this issue might just be for you, as we talk about some essential skills that budding researchers need to acquire. We also summarise the 2021 EA Play Live for you and talk about some Bengali web series that we think are worth the shot.

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Microsoft to offer cloud PC with Windows 365

Microsoft Corp said it will offer its Windows operating system as a cloud-based service, aiming to make it easier to access business apps that need Windows from a broader range of devices.

Windows 365, as the service will be called, will roll out on Aug. 2 and will work somewhat like buying a new Windows PC: A business or school will pick how much computing power, memory and storage they would like for a new machine.

But instead of waiting for a physical machine to arrive in the mail, the employee or student will access the operating system in the cloud via an



existing PC, a Mac, iPhone, Android phone or Chromebook, as long as it has a web browser compatible with HTML 5, a widely used internet standard.

The cloud-based version was created in response to feedback from clients who

wanted employees and students to have quicker and easier PC access regardless of physical location.

"We define that shift to hybrid work as really being flexible in how, when and where you work. That's really the pattern that we're seeing develop all across the world as people are starting to experiment," said Jared Spataro, corporate vice president for Microsoft 365 software.

The service is akin to so-called "virtual" and "remote" desktops that have been around for decades but which require a sophisticated IT department to set up and manage. Those costs can also

be unpredictable because they are based on how much the desktops are used.

Microsoft hopes the Windows 365 technology will be easy enough for small-business owners or smaller schools to introduce without a large IT department, with a predictable monthly bill based on the size of each virtual computer.

Andrew Hewitt, an analyst at Forrester Research, said the move would help Microsoft defend its dominant market share in the face of strong competition from operating systems from Apple Inc and Alphabet's Google that are easier for schools and businesses to manage.