

## Xiaomi beats Samsung to become the top global smartphone brand in June 2021

According to new figures from Counterpoint Research, Xiaomi has registered solid growth and has overtaken Samsung in the second quarter of 2021 in terms of market share. With the new figures, Xiaomi has become the world's top smartphone seller for the first time.

Xiaomi smartphones accounted for 17.1 per cent of the global smartphone market by volume. With 15.7 per cent and 14.3 per cent market share, Samsung and Apple came in second and third,



respectively.

With 12.7 million phones shipped in Q2, Xiaomi surpassed Samsung to take the top spot in Europe, up 67.1 per cent year over year. Samsung's shipments fell 7 per cent to 12 million units in the same time period, despite it remaining the world's largest phone vendor.

The demise of Huawei, which continues to exit the European market after losing access to Android and Google services in 2019, seems to have aided Xiaomi's growth. Due to supply constraints, Samsung's sales have decreased, while Xiaomi's sales have increased in India, Europe, and China.

According to another report from Canalys, Xiaomi also registered 94 per cent growth in the Bangladesh market and rose to 5th among the top 5 smartphone vendors in the country in Q2 2021. Realme leads the chart in Bangladesh with 20 per cent unit shares.



## Google unveils new Pixel 6 phones with custom chips

Google on Monday unveiled a new flagship Pixel smartphone powered by its first mobile chip to put artificial intelligence in people's hands. Pixel 6 models set for release later this year, with superfast 5G wireless capability, will debut Google's own Tensor chip crafted along the lines of processors it made for data centres to enable computers to think more as people do.

"It's basically a mobile system on a chip designed around artificial intelligence," Google devices senior vice president Rick Osterloh said during a briefing at the company's headquarters in Silicon Valley. "We're really excited about it. We're setting the stage to really grow the business."

Google's Pixel line has captured scant share in a global smartphone market dominated by Samsung, Apple and Chinese manufacturers. Pixel phones have been seen as a way for Google to showcase the capabilities of its free Android mobile operating system, setting a standard for other smartphone makers.

"We've always thought about our hardware products in the context of driving computing forward," said Google chief executive Sundar Pichai. "Our custom Google Tensor chip, which has been four years in the making and builds off of two decades of Google's computing experience, does exactly that."

The Pixel 6 hardware and software

mix ramps up the smartphone's ability to understand what people say in another step toward a future of "ambient computing," according to Osterloh. The phrase refers to being able to access the internet or computing power conversationally at any time as portrayed in the 2013 science fiction romance film 'Her'.

"It's basically this notion that you should be able to naturally interact with computers all around you," Osterloh said. "We see the mobile phone being the centre of that for the foreseeable future."

The smarter chip was also put to work improving photo and video capabilities in a nod to hot trends in sharing images and short-form snippets online, a demonstration showed. An array of sensors for photography are in a band on the back of the smartphone, with the Pixel 6 having a 6.4 inch, edge-to-edge screen and the Pro model is slightly larger.

Google's shift to Tensor comes as the world faces a global chip shortage that has hobbled the production of products ranging from cars to computers.

"In some ways, it's fortunate in that we kind of control our own destiny," Osterloh said of the chip crunch. "We think we can manage through it and see it getting better toward the end of the year."

The Pixel 6 release date and pricing were not disclosed.

### EDITOR'S NOTE

## Closing the gap, and others

A recent study has shown a significant gender gap in the use of mobile phones, the internet and mobile financial services, with women lagging behind in all parameters. Bangladesh is no exception to this trend. While we keep going on about going digital and achieving gender equality in all fronts, how can we develop, as a country and a nation, with the existing gender gap in the most basic component of going digital?

In this issue, we take a closer view on the findings of this study conducted by GSMA, along with everything tech, automobile and pop culture.

Nahaly Nafisa Khan, *Sub-editor*

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Published by the Editor from Transcraft Ltd, 229, Tejgaon Industrial Area, Dhaka on behalf of Mediaworld Ltd., 52 Motijheel C.A., Dhaka-1000.

# Zoom to pay \$85m as part of class-action settlement for allegations of privacy violations and zoombombing

Zoom has settled a class-action lawsuit for \$85 million, which accused the firm of inappropriately disclosing customer data through third-party software connections with multiple digital platforms. The tentative settlement [PDF] was filed over the weekend and is awaiting approval from the court.

Between March and May of last year, 14 lawsuits were filed against Zoom, which was consolidated into a class-action lawsuit. According to the lawsuit, Zoom allegedly misled customers about its encryption capabilities, shared user data with digital platforms without an agreement, and had insufficient security and privacy safeguards, resulting in unwanted and unauthorised

interruptions of Zoom meetings by outsider participants, popularly termed as Zoombombings. The US Department of Justice last year made zoombombing a crime, with anyone who do it facing fines or penalties on several state and federal offences.

If authorised, the \$85 million would be allocated so that users who paid for an account between April and October 2020 would be entitled to the greater of 15% of the money they paid to Zoom for their main Zoom Meetings subscription or \$25. Other customers who did not have a paying account, on the other hand, may be able to get up to \$15.

Although class members paid Zoom \$1.3 billion in subscriptions, the



plaintiffs' lawyers argued the \$85 million settlement was appropriate given the litigation's severe risks.

Zoom has committed to making certain adjustments aimed at boosting security, bolstering privacy, and safeguarding user data in addition to paying the \$85 million fine. By alerting users when a meeting host or another

participant uses a third-party application during a meeting, the firm has committed to deliver in-meeting notifications to make it easier for users to understand who can see, save, and share Zoom users' information and material.

For a year, Zoom will not incorporate the Facebook software development kit (SDK) for iOS into Zoom meetings and will request that Facebook remove any US customer data received through the SDK. The plaintiffs have also demanded that Zoom pay its legal fees, which would amount to an additional \$21.25 million in the settlement motion.

Zoom will have disputed any wrongdoings charged in the case if the settlement is approved.