

# LinkedIn to scrap its Stories feature and work on short-form videos

LinkedIn has announced that its Stories feature will be decommissioned on September 30 and that it will begin working on a new way to bring short-form films to the site.

LinkedIn revealed the imminent change in order to alert marketers who had already paid advertising that will appear in between Stories. These will be posted on LinkedIn's feed instead, however, individuals that promoted or sponsored Stores directly from their page will have to recreate them.

Story closures affect two types of advertisers. The first group includes brands that plan ad campaigns with images and videos displayed between stories, and advertisers who plan to pay to market their own stories to LinkedIn users' feeds.

"Any image or video ad that you plan to run between stories will instead be shared with the LinkedIn feed," the LinkedIn marketing solutions team said in a blog post.

"If you promoted or sponsored a

story directly from your Campaign Manager page, those paid stories will not appear in the LinkedIn feed," said the marketing solutions team, "and they must be recreated in Campaign Manager as a photo or video ad."

In September last year, LinkedIn launched the Stories feature, which was part of a larger web and mobile makeover that included Zoom, BlueJeans, and Teams interfaces to



assist professionals to stay connected while working from home.

However, according to LinkedIn, these temporary posts did not work out.

"In developing Stories, we assumed people wouldn't want informal videos attached to their profile, and that ephemerality would reduce barriers that people feel about posting," wrote LinkedIn's Senior Director of Product Liz Li in a blog post. "Turns out, you want to create lasting videos that tell your professional story in a more personal way and that showcase both your personality and expertise."

If LinkedIn's intentions to build a short-form video feature are successful, it will join platforms like Snapchat and Instagram in creating their own TikTok-style streams.

Most LinkedIn users don't share the same information on their personal social media accounts, but some well-known TikTokers share job advice, interview suggestions, and resume advice, so LinkedIn's move to video may not be as strange as it appears.

Users also desire "more creative tools to generate entertaining videos," according to Li. Users desired more creative capabilities in Stories, which featured stickers and prompts.

## MSI releases new 11th gen gaming laptop lineup

MSI has announced its new lineup of award-winning laptops powered by the latest Intel® 11th Gen H series processors and NVIDIA® GeForce RTX™ 3080 Laptop GPU.

MSI-exclusive brings in features like "Discrete Graphics Mode" to improve graphics performance for the gaming lineup, with a 30% performance upgrade over the previous models. MSI updated their gaming series, including GE Raider, GP Leopard and GS Stealth laptops. The new Pulse GL, Sword, and

Katana GF visual images, designed by international graphic artists, round out the lineup.

MSI's new lineup of gaming laptops begins with upgrades to the powerful GE Raider series of laptops. The GP Leopard series is also receiving NVIDIA® GeForce RTX™ 3080 Laptop GPU and the latest 11th Gen Intel® Core™ i7 Processors.

The Pulse GL76/66 comes with pulsating power. The laptops use NVIDIA® GeForce RTX™ 3060 Laptop

GPU along with a redesigned heat pipe and integrated MSI thermal grease that generates more airflow for lower temperatures.

Powered by NVIDIA® GeForce RTX™ 3060 Laptop GPU and featuring independent number pads, the Sword and Katana GF laptops are more than just entry-level gaming configurations; they are your first partner for long-lasting battles in the virtual world.

The all-new 11th gen products are now available in Bangladesh.

# Symphony brings new flagship smartphone with new Gaming Chipset

Symphony has launched a new smartphone called "Symphony Z33" making it the first mobile handset brand in Bangladesh to come up with UNISOC Tiger series gaming chipset. The smartphone will be available in four colours - Black, Blue, Green, and Pink - with an attractive bundle offer for just BDT 8,790.

The phone has an Android 11 operating system with a 20:9 aspect ratio, the handset has a 6.52-inch V-notch display with HD Plus or 720 x 1600 resolution.

With a 1.8 GHz 12 nanometer processor and UNISOC's Tiger series gaming chipset t610, the GPU has 680 MHz and DDR4 version RAM.

The Z33 handset has a dual rear



camera with artificial intelligence. 13-megapixel main shooter with an aperture of 1.85 and a depth sensor of 2 megapixels. Notable features of the

camera feature are AI, Portrait supported both cameras, Panorama, Slow-Mo, Q R Code, Time Lapse, interval, HDR, Face Beauty, Watermark, Enhance Low Light

## EDITOR'S NOTE

### Made in Bangladesh and not doing it for free

"If you're good at something, never do it for free." This week, we take Joker's advice a bit more seriously and tell you how you can monetise your hobbies if you want to. In the feature this week, we focus on locally developed video games and their journey.

Along with our regular tech and automobile updates, we bring you our take on "The Witcher: Nightmare of the Wolf."

Nahaly Nafisa Khan, Sub-editor

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Symphony's new smartphone has 3GB of DDR4 RAM and 32GB of internal storage that can be expanded up to 128GB via a memory card. The 8.63 mm thick handset is powered by a huge 5000 mAh Li-Polymer battery which can be used for two days in normal use.

In addition to the multifunction fingerprint sensor, the smartphone also has usable features like Gravity, Light, and Proximity sensors.

Some of the other notable features of Symphony Z33 are Digital Wellbeing, Fingerprint swiping system, Do Not Disturb Mode, Bed Time Mode, Bed Time Mode Scheduler, Google lens in-camera, Dark Theme, and Face Unlock.