

Apple to sell iPhones via monthly subscriptions: reports

Apple is reportedly launching a brand new subscription-based service in which users can purchase iPhones and iPads. Reports state that this service could launch as early as late this year.

According to reports, this new project by Apple fits their latest goal of moving towards subscription-based services. Services like Apple Music, Apple TV, Apple Arcade, Apple News and Fitness Plus have already secured themselves as successful subscription services, with many of them being sold under the new Apple One bundles as well.

Reports state that hardware-based subscription services for Apple aren't entirely new. From 2019, Apple began a monthly subscription service called

AppleCare which allowed users to extend warranties on their iPhones. Since 2015, Apple have also offered its iPhone Upgrade Program, which added the option to physically exchange Apple devices after a year of periodic payment.

Reportedly, this new subscription service for buying iPhones will be based on a monthly cost, the amount which is unconfirmed as of yet. Reports suggest this service will also allow users to upgrade existing hardware to newer releases, and would likely be tied to only one specific Apple ID. It is currently unconfirmed whether AppleCare and Apple One services will be included in this new subscription service as well.



ELON MUSK GIVING 'SERIOUS THOUGHT' TO LAUNCH NEW SOCIAL MEDIA PLATFORM

Tesla Inc Chief Executive Officer Elon Musk is giving "serious thought" to building a new social media platform, the billionaire said in a tweet on 26 March.

Musk was responding to a Twitter user's question on whether he would consider building a social media platform consisting of an open-source algorithm and one that would prioritise free speech, and where propaganda was minimal.

Musk, a prolific user of Twitter himself, has been critical of the social

media platform and its policies of late. He has said the company is undermining democracy by failing to adhere to free speech principles.

His tweet comes a day after he put out a Twitter poll asking users if they believed Twitter adheres to the principle of free speech, to which over 70% voted "no".

"The consequences of this poll will be important. Please vote carefully," he said last Friday.

If Musk decides to go ahead with creating a new platform, he would

be joining a growing portfolio of technology companies that are positioning themselves as champions of free speech and which hope to draw users who feel their views are suppressed on platforms such as Twitter, Meta Platform's Facebook and Alphabet-owned Google's YouTube.

None of the companies, including Donald Trump's Truth Social, Twitter competitors Gettr and Parler and video site Rumble, have come close to matching the reach and popularity of the mainstream platforms so far.

EDITOR'S NOTE

Summer is (almost) here!

With the scorching heat of summer reaching us in no time, we need to make sure to preserve the leftovers of our Iftar and have our Sehri intact in our refrigerators. Speaking of refrigerators, we have listed down our top picks for this Ramadan for you to keep your food fresh. We have also prepared a list of air conditioners for you to beat the summer heat.

The 'BASIS Luna Shamsuddoha Award 2022' has recently been initiated to recognise the invaluable contributions of women in different sectors of our society. We are happy to feature the recipients of this prestigious award in this edition of Toggle.

For Next Step, we have some tips for those considering what to take as their undergraduate major concentrations. Read along to find out what's in store in other sections of today's supplement.

Happy weekend-ing!

Tanzid Samad Choudhury
Sub-Editor

TOGGLE

Editor and Publisher
Mahfuz Anam

Editor (Toggle)
Shahriar Rahman

Team
Zarif Faiaz
Shams Rashid Tonmoy
Tanzid Samad Choudhury

Graphics
DS Creative Graphics

Production
Shamim Chowdhury

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Surveillance giant Hikvision launches local assembly plant

Hikvision, a leading global surveillance device supplier, officially launched the first-ever security surveillance equipment manufacturing plant in Bangladesh at Bangabandhu Hi-Tech City in Kaliakair on 25 March.

The newly opened factory will produce

security surveillance equipment for Hikvision. Excel Intelligent Solutions Ltd, the first Bangladeshi distributor of Hikvision and a sister concern of Excel Technologies Ltd, was leased two acres of land to establish this new assembly plant.

Hugo Huang, President of Hikvision

South Asia, thanked the ICT Division and the Bangladesh Hi-Tech Park Authority for creating the opportunity to produce security surveillance products of Hikvision Brand in Bangabandhu Hi-Tech City.

Goutam Saha, Managing Director of Excel Technologies Ltd and Excel

Intelligent Solutions Ltd, also expressed hope regarding the new factory. He said that in addition to security cameras and surveillance accessories, Excel will gradually begin production of networking, telecom, AI and robotics equipment in Bangabandhu Hi-Tech City as well.