



POWERFUL PCs UNDER Tk. 80k **BOOKS THAT PROPEL YOUR CAREER**

UNBOX

ASUS releases 4 new laptops in Bangladesh



ASUS recently announced the release of four new laptops: Zenbook 17 Fold OLED, Zenbook Pro 14 Duo OLED (UX8402), Zenbook Pro 16X OLED (UX7602) and Zenbook S 13 OLED (UM5302).

Zenbook 17 Fold OLED (UX9702) is a 17.3-inch foldable OLED laptop with touchscreen support. The laptop weighs 1.5kg and has a 75Wh battery built-in. The new Zenbook Pro 14 Duo OLED (UX8402) has a full-width touchscreen. It also has a 12th Gen Intel Core i7-12700H processor, up to 32GB RAM and 2 TB PCIe® 4.0 x4 SSD.

Zenbook Pro 16X OLED (UX7602) laptop is equipped with a 12th Gen Intel Core i9-12900H processor, 32GB RAM and a 2TB PCIe® 4.0 x4 SSD. Zenbook S 13 OLED (UM5302) is a 13.3" 2.8K OLED laptop with an AMD Ryzen 7 6800U mobile processor and up to 16 GB RAM.

The ZenBook 17 Fold OLED (UX9702) is priced at Tk. 3,99,990/-, ZenBook Pro 14 Duo OLED (UX8402) starts at Tk. 2,24,990/-, ZenBook Pro 16X OLED (UX7602) is priced at Tk. 3,64,990/- and the Zenbook S13 OLED (UM5302) starts at Tk. 1,55,990/-.

Ford's latest 7-seater SUV launched in Bangladesh

Ford Motors has launched the brand's latest SUV, the Next-Gen Ford Everest, in Bangladesh. This 7-seater car comes with a 10-speed automatic transmission, biodiesel support to improve fuel economy and a towing capacity of up to 3,1000 kg.

The Next-Gen Ford Everest features a 10-speed select shift automatic transmission which provides 210PS at 3,500 RPM and 500 NM from 1,750-2,000 RPM. It has a biodiesel capability of up to B20. The SUV also comes with 800 mm water wading capacity and a terrain management



system which lets it handle aggressive turns in rough terrain while retaining fuel economy

The latest Ford SUV also comes with driver assistance features which include front and rear parking sensors, semi-automatic parallel parking, adaptive cruise control, lane keeping system, forward collision warning, electronic stability control, cross traffic alert, etc. It also supports wireless charging with a SYNC 4A infotainment system. The starting price of the Next-Gen Ford Everest is Tk. 1.47 crore.

Google plans to fire 12,000 employees

Google announced cutting off about 12,000 jobs last week, citing the reason to be "economic reality" in plans to globally restructure the company. This announcement follows right after Microsoft declared 10,000 cutoffs in the coming months. Other tech giants such as Meta, Amazon and Twitter have also been recently cutting down employee numbers in an attempt to fight inflation and the ongoing economic crisis.

In an email to his employees, Alphabet CEO Sundar Pichai said that the company has seen periods of dramatic growth over the past two years. However, to match and fuel that growth, Alphabet, the parent company of Google, "hired for a different economic reality" than the one they face today. As such, the company will undergo a rigorous review across multiple roles to ensure



that the current workforce is equipped to align with the company's "highest priorities" - says Pichai.

According to a report by AFP, Alphabet hired about 187,000 global employees by September of last year. The announced 12,000 layoffs will account for a bit over 6% of the company's entire workforce. As per Pichai, employees working in Alphabet's US branches have already been notified about the cuts. The reductions in other countries will take longer due to local labour laws.

EDITOR'S NOTE

The electric dream

Electric vehicles have become a trending topic recently. Not only do they help cut down on fuel cost, but not being dependent on nonrenewable natural resources means you are actually helping the environment if you drive an EV. However, is Bangladesh ready to embrace the electric dream? That's exactly what we discuss in this week's Cover Story.

As for other pages, we talk about some books that can help your career growth in Next Step, the latest Audi e-tron launch in Shift and affordable Core i5 and i7 laptops in Bytes. As always, variety for everyone.

And that's another week wrapped up. See you next weekend.

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Hyundai opens its car manufacturing plant in Bangladesh

Hyundai has formally opened its car manufacturing plant at Bangabandhu Hi-Tech Park, Kaliakoir, Gazipur recently. According to industry experts, Hyundai's automobile factory will allow local consumers to purchase globally recognized, top-quality cars at an affordable price. It will also contribute to the technological and industrial development of automobiles in Bangladesh.

Previously, it was announced that Fair Technology will produce



Hyundai Sedans and SUVs at its Hyundai Manufacturing Plant at Kaliakoir, Gazipur. Along with these passenger vehicles, customers will get original spare parts and after-sales facilities.

TikTok introducing Safety Ambassadors Programme in Bangladesh

TikTok is set to launch its first-ever offline activation in Bangladesh with its Safety Ambassadors Programme, which is a part of TikTok's goal to foster a safe and welcoming platform for its communities. With its #SaferTogether initiative, TikTok aims to create awareness of how users can take advantage of the various in-app safety features available at their disposal.

The campaign will be supported by some of Bangladesh's renowned personalities and creators as TikTok's Safety Ambassadors. The Safety Ambassadors will talk about digital safety

and advocate for responsible internet usage on their social media profiles to their followers.

The #SaferTogether campaign is a proactive initiative from TikTok, as the global

entertainment platform tries to combat the industry-wide issue of online and offline safety of users.

Previously, TikTok launched the Safety Ambassadors Programme in Bangladesh in October 2021. The inapp campaign featured numerous videos

covering various educational topics, including digital well-being, trust and safety and important key features of the app.

7 books to read for career growth

Reading is an excellent way to improve your skills, knowledge, and mindset. Whether you're a professional looking to advance your career or a recent graduate seeking job opportunities, there are books that can help you grow and succeed. Here are our recommendations for some of the best books to read for career growth:

"The Lean Startup" by Eric Ries This book is a must-read for entrepreneurs, startups, and anyone looking to innovate in their industry. It teaches you how to test and validate your ideas, create a minimal viable product, and iterate based on customer feedback.

"The 7 Habits of Highly Effective

People" by Stephen Covey This classic book covers the fundamental habits that lead to personal and professional success. It teaches you how to prioritize your tasks, communicate effectively, and create a proactive mindset.

"Mindset: The New Psychology of Success" by Carol S. Dweck In this book, Carol S. Dweck explores the power of mindset and how it can influence your career and personal life. She shows how a growth mindset, which embraces challenges and sees failures as learning opportunities, can lead to success.

"The Power of Now" by Eckhart

This book teaches you how to live

in the present moment and find peace, happiness, and clarity. It's a great read for anyone who wants to cultivate mindfulness and eliminate stress in their daily life.

"The Art of Thinking Clearly" by Rolf Dobelli

In this book, Rolf Dobelli helps you identify and overcome common cognitive biases that can hold you back in your career. He provides practical tips and examples on how to improve your critical thinking skills and make better decisions.

"The Talent Code" by Daniel Coyle This book explores the science behind talent and how to develop it. It covers topics such as motivation, practice, and learning strategies that

can help you excel in your career.

"The Charisma Myth" by Olivia Fox Cabane

In this book, Olivia Fox Cabane teaches you how to develop your charisma and leadership skills. It covers topics such as body language, communication, and emotional intelligence, and provides practical tips on how to increase your influence and impact.

These books can help you develop your skills, mindset, and leadership abilities, which are essential for career growth. By reading and implementing the concepts covered in these books, you can increase your chances of success and achieve your career goals.





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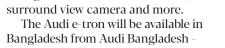


Audi has launched its electric SUV, the e-tron, in the Bangladesh market. The vehicle was unveiled on January 21, at the Audi showroom in the capital's Teigaon area

With this move, Audi Bangladesh became the first automotive brand in Bangladesh to officially launch Battery Electric Vehicles (BEV) and the first manufacturer to officially register electric vehicles under the EV category with Bangladesh Road Transport Authority (BRTA).

The standard features on the Audi e-tron include matrix LED headlights, adaptive air suspension, virtual cockpit plus, 20' Audi alloy wheels, privacy glass, panoramic glass sunroof, 4 zone climate





change control A/C, leather seats, 3600

Progress Motors Imports Limited (PMIL), the authorised representative of the Audi brand in Bangladesh. The vehicle will be sold through its dealership Audi Dhaka in Tejgaon starting at Tk. 1.59 crore.



PMIL will also be proving full aftersales support through their fully functional state-of-the-art service centre and fast-charging hub with Audi-certified service advisors and high voltage master technicians. The Audi e-tron will have 8 years battery warranty and 2 years manufacturer warranty with the option of 5 year extended warranty







Is Dhaka ready to embrace EVs?

Dhaka, the capital city of Bangladesh, is one of the most densely populated cities in the world. With a population of over 21 million, the city faces a number of challenges, including air pollution, traffic congestion, and a lack of reliable public transportation. In recent years, electric vehicles (EVs) have been touted as a potential solution to these issues, offering a cleaner and more efficient alternative to traditional gasoline-powered vehicles.

The adoption of electric vehicles in Dhaka is still in its early stages, with only a small number of EVs currently on the road. There are only a few privately owned Teslas, but until now, there were no EV categories for registration with the Bangladesh Road Transport Authority (BRTA).

Audi Bangladesh, however, just launched their e-tron electric SUV in the country and became the first automotive brand in Bangladesh to officially launch Battery Electric Vehicles (BEV) and the first manufacturer to officially register electric vehicles under the EV category with BRTA

This hints at a positive shift towards the regulatory mindset regarding EVs. However, is Dhaka ready?

One of the biggest advantages of EVs is their low emissions. The electric motors in EVs produce zero emissions, which makes them an attractive option for cities like

Dhaka that are plagued by air pollution.

According to a study by the World Health Organization, air pollution in Dhaka is responsible for over 12,000 deaths per year, making it a major public health concern. By switching to EVs, the city could significantly reduce air pollution and improve the health of its

Another advantage of EVs is their efficiency. Electric motors are more efficient than internal combustion engines, meaning that EVs can travel further on the same amount of energy. This makes them well-suited for the congested streets of Dhaka, where traffic is often slow-moving and gasolinepowered vehicles consume a lot of fuel. Additionally, EVs can be charged overnight, which means that they are ready to go in the morning without the need to stop at a gas station.

However, there are a number of challenges that need to be overcome in order for EVs to become a viable option for the people of Dhaka. One of the biggest challenges is the lack of charging infrastructure.

Currently, there are very no public charging stations in Dhaka, which makes it difficult for EV owners to charge their vehicles. There were only 14 EV charging stations with a combined capacity of 278 kW in the entire nation

as of December 2020.

Commercial DC Fast Charging has not yet been made available in Bangladesh. Residential charging arrangements are now used to manage the small number of cars that are currently in use.

Although it is possible to extend highvoltage electrical lines into homes for EV charging, users are still responsible for the cost of installing the line. Additionally, the cost of the consumed electricity is billed at commercial rates, which are significantly higher than residential rates.

Another challenge is the high cost of EVs. Currently, EVs are more expensive than traditional gasoline-powered vehicles, which makes them out of reach for many people in Dhaka. This is partly due to the high cost of batteries, which make up a significant portion of the cost of an EV. However, as battery technology improves and economies of scale are achieved, the cost of EVs is likely to come down, making them more affordable for the people of Dhaka.

Despite these challenges, there are a number of initiatives underway in Dhaka that are aimed at promoting the adoption of EVs. For example, A new automobile policy recently developed by the Bangladeshi government aims to better integrate eco-friendly vehicles into the system. By 2030, the government wants to see at least 15% of all registered vehicles

be electric vehicles.

A tax break or holiday is also suggested in the Draft Automobile Industry Development Policy-2020 for investments made in energy-efficient vehicle assembly

As for manufacturers, Walton has recently unveiled their e-bike lineup and is also possibly working on introducing electric city buses. In addition to Walton a few other regional producers are preparing to sell locally assembled twowheeler EVs in the Bangladeshi market.

Omega Seiki, an Indian automaker, recently announced a 1 billion INR investment to establish EV manufacturing facilities in Bangladesh. Local automaker BDAuto plans to produce three-wheeler EVs for both domestic and international markets

The prospects for electric vehicles in Dhaka are promising, and with the right policies and investments, they have the potential to make a significant impact on the city's air quality, traffic congestion, and public health. It is important for the government and private sector to work together to overcome the challenges facing the adoption of EVs in Dhaka and to create a supportive environment for the growth of this industry. With the right approach, EVs can become a viable and sustainable transportation option for the people of Dhaka.



Core i5 and i7 laptops under Tk. 80k: our recommendations

ABDUS SALAM SHAWN

If you are a blue team (Intel) fan and want a higher-mid-range laptop, you are probably looking for the ones with the latest generation i5 and i7 processors. These laptops are capable of taking on moderate amounts of 3D as well as media production workloads. Hence, Engineering students and content creators on a medium budget should look at our picks for the best i5 and i7 laptops under Tk. 80,000. Keep in mind that price and availability can vary across stores.

HP 15s-du3039TX

Price: Tk. 78,000/-Processor: Intel Core i5-1135G7 (8M Cache, 2.40 GHz up to 4.20 GPU: Nvidia

GeForce MX450 2 GB DDR5 RAM: 8GB

DDR4 Storage: 1 TB SSD Display: 15.6" FHD (1920 x

We had to scratch our heads for 15 minutes straight to decide on our final candidate, and we are happy to say that the HP 15 deserves this place. The lack of an SSD at this price is a letdown, no question, but it makes up for it with a dedicated, high-performing GPU. The MX450 performs well in gaming with medium to high settings. You should not expect a constant 60 FPS from current titles, but it is a decent little powerhouse. The dedicated 2 GBs of graphics memory will help you with 3D works, video editing and graphic design. The 11th gen i5 and the dual channel 8 GB RAM are all waiting to be pushed to their limits. You might want to add an SSD to this machine to fully harness its power. Although it would push the budget beyond the Tk. 80k boundary, it will be well worth it.

Acer Extensa 15 EX215-54-596B

Price: Tk. 62,000/-

Processor: Intel Core i5-1135G7 (8M Cache,

2.40 GHz up to 4.20 GHz)

RAM: 8 GB DDR4

Storage: 256 GB SSD+1 TB HDD Display: 15.6" FHD (1920 x 1080) We start with a superb deal, a featureful and budget-friendly Extensa 15. It has a surprising amount of goodies compared to its competitors at this price - for example, a 256 GB SSD and 8 GBs of RAM. The SSD can be used as a host for the OS and the applications you would install, which will help them load very fast. On top of that, you get a conventional 1 TB HDD to use as a reliable storage device. The speed of the SSD, paired with the i5's high clock speed, will ensure a fluid experience in daily use. You can even do moderate amounts of graphics-heavy tasks with the i5 as the Intel Iris Xe graphics have become better day by day.

It is a moderately priced, complete package you can pick up and start working

with right away.



Realme Book Core i5

Processor: Intel Core i5-1135G7 (8M Cache, 2.40 GHz up to 4.20 GHz)

RAM: 8 GB DDR4 Storage: 512 GB SSD

Display: 14" 2K (2160 × 1440)

The Realme Book Core has three aces up its sleeve: a beautiful 2K IPS display, a lightweight and slim aluminium body and 8 GBs of noticeably high-speed RAM. Although the display is a bit low at 14 inches, it makes up in clarity and quality. If you watch a lot of Netflix, now you can binge away in bliss. The sharper display will also be a huge plus

for content creators. Moreover, the Realme Book Core has superb build quality with an all-aluminium body, a very thin structure and a minimal border around the display. It even has a backlit keyboard. A tradeoff is that you will have to deal with a lack of USB ports as it has only one in addition to a USB-C port. The RAM has a surprisingly high bus speed of 4266 MHz, which will communicate with the i5 much faster than the others on this list. It also has a HARMAN sound system with noise cancellation and a fingerprint sensor on the power button. Overall, it is an attractive laptop for designers, video editors and

HP 15s-fq5489TU

Processor: Intel Core i5-1235U (12M Cache, 1.30 GHz, up to 4.40 GHz)

RAM: 8GB (4+4)

Storage: 512 GB SSD

Display: 15.6" FHD (1920 x 1080) If you are looking for nothing but the latest processor, the HP 15 has you covered. The new 12th-gen i5 processor is better in performance, power efficiency and offers more

value for money than the previous gen. It has performed 26.45% higher in single-core and 39.42% higher in multi-core tests run by PassMark. The 10-core processor, compared to the last gen's 4-core one, is significantly more powerful and makes a video editor, graphics designer or a 3D artist's day a lot easier. Other than the processor, there are only good things to talk about in the notebook such as the NVMe SSD, the narrow-bezel display and the abundance of ports.





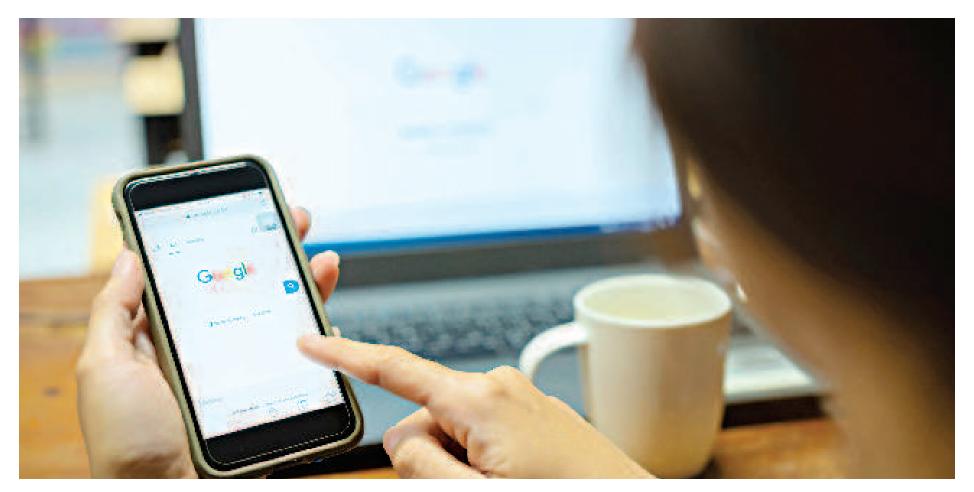
Walton **Tamarind MX711G**

Price: Tk. 76,000/-Processor: Intel Core I7-1165G7

(1.2GHz - 2.8GHz, Up To 4.7GHz) RAM: 8GB DDR4

Storage: 512 GB SSD Display: 14.0" FHD (1920x1080) IPS For an i7 laptop, we of-

fer you a native candidate which meets all the standard expectations at a reasonable price and gives you a multi-language keyboard with Bangla font. Although we cannot find a 12th gen i7 under Tk. 80,000, the 11th gen i7 is a reliable and robust performer in both CPU and GPU segments. Accompanied by the Iris Xe graphics and an NVMe SSD, daily tasks would be a doddle for this machine. The RAM is upgradable to 32 GBs. It comes with genuine Windows 11 installed and features an LED-illuminated keyboard.



7 Google search shortcuts you didn't know

In today's world of instant communication, finding terms or concepts via Google searches has become an irreplaceable daily practice. Whenever we need to find information about a topic or need to remember a random detail about basically anything - a quick lookup on Google will save the day. However, despite using Google 24/7, you might not know about some search indicators that will make your searches easier. Here are seven easy ones listed below.

Use a minus to eliminate unwanted results

If you want to look up a range of search results but want to exclude a specific term from appearing, you can use the minus (-) sign right before the word you want to exclude. For example, if you want to look up 'best cars' but want to exclude results from 2021, you can type 'best cars -2021', and Google will automatically remove all instances of 'best cars' from the year '2021' from your search results.

You can also exclude multiple terms this way by adding multiple words after the minus sign. Following the previous example, you can look up 'best cars -2022 -2023' and you will not get any results from the years 2022 and 2023.

Search exact keywords using quotation marks

When you're looking up a bunch of keywords together, Google will often provide mixed results which may or may

not contain all the keywords you were looking for. To make your Google search more specific, you can use quotation marks around the keywords you want to find exactly those words in your results.

For example, if you type in: "best new movies", you will receive search results of articles/links that use the exact words 'best new movies' in them.

Use a tilde symbol to match synonyms The tilde (~) symbol is generally used to denote a phonetic pronunciation of words in certain languages like Spanish and Portuguese. In mathematics, the same symbol stands for 'is similar to'. Similarly, the tilde in Google searches can help you find synonyms.

Type ~ (Shift + `button on your keyword) and then, without spaces, type the word you are looking for. You will get results containing your desired word and any associated synonyms. For example, if you search '~chicken', you will get results related to not only the bird but chicken item recipes, varieties of chicken, facts about chicken, etc.

You can also mix and match this search operator to get more optimised results. For example, if you search 'Facebook ~tips', you will not only get tips and tricks related to using Facebook but also guides, marketing strategies and other helpful articles.

Double dots to indicate number ranges For number-based searches, using double

dots between two numbers will indicate a range that Google will search for. For example, if you type 'movies 2000..2010', your results will include a list of movies that were released between the years 2000 and 2010.

You can also use this search function to find the price range of specific products. For example, if you type 'laptops 50000..70000', Google will show you links with laptops that are within the Tk. 50,000 to Tk. 70,000 price range.

Asterisk as placeholder

In operating systems such as Linux and DOS, the asterisk (*) sign generally refers to one or more unspecified characters. In Google, the asterisk sign performs a similar function and can be used as a placeholder in your searches. For example, if you type 'best * laptops', Google will find results that start with the word 'best' and ends with the word 'laptops', and fill in whatever words in between.

As such, with 'best * laptops', you will find: 'best budget laptops', 'best Mac laptops', 'best Windows laptops', 'best overall laptops', etc. This search indicator can also help find people's names. For example, if you type in 'Shams * Tonmoy', you will find names of people that start with 'Shams' and end with 'Tonmoy'.

Filter locations

If you want to look up a particular object or person but only regarding a

specific location, you can type 'location:' followed by the location's name in your Google search. For example, you can type 'Elon Musk Location: Bangladesh' to get Bangladeshi articles about Elon Musk.

You can also localise this search indicator further. For example, if you want to search for places to visit that are only in Sylhet, you can type 'places to visit Location: Sylhet' to get a more optimised result.

Make use of advanced search

If you feel Google isn't providing you with the search results you are looking for, you can narrow your search down further with the advanced search option. On desktop, you can access this from the 'Settings' menu on the bottom right corner of Google.com. Alternatively, you can find this option on the topright 'Quick settings' whenever you have Google search results open.

Using Google's Advanced Search, you can narrow down your desired results' language, region, last update time, file type, etc. You can even choose how the keywords will appear on your search - anywhere in the results, on the title only, on the text only, etc. Advanced Search also lets you find results according to file types such as .doc, .ppt, .pdf, etc.

You can also further refine your searches by using the other word-related functions that Google outlines in the first section of Advanced Search.



Bangladesh wins 13 awards at 24th Int'l Robot Olympiad

AHMAD TOUSIF JAMI

Hosted annually, the International Robot Olympiad (IRO) is a global event that awards students from all over the world in robotics. This year, in the 24th iteration of the IRO, Team Bangladesh won a total of 13 awards, including 1 gold medal, 2 silver medals, 2 bronze medals and 8 technical medals.

The 24th International Robot Olympiad was held from January 12 to 15 in Phuket, Thailand. This year, about 1,500 participants from all around the world participated in the global event, with Bangladesh competing with a 14-member team consisting of students from different schools and colleges in the country.

In the 'Robot in Movie' category, Maisha Sobhan, Samia Mehnaz, and Marjia Afifa Prithibi from Team Aficionados won the gold medal from the challenge group. Silver medalists from the junior group are Zaima Jahin Wara, Mahruz Mohammad Ayman and Shabnam Khan from Team Robosparkers.

In the challenge group of the 'Creative Category', Nusaiba Tazreen Tanisha, Sadia Anjum Puspo, B. M. Hamim from Team Zeroth won the silver medal.

Nusaiba Tazreen Tanisha, Sadia Anjum Puspo, B. M. Hamim from Team Zeroth and Nasheetat Zainah Rahman and Quazi Mostahid Labib from Team RoboTigers won the bronze medal from the challenge group of the 'Robot in Movie' category.

The technical medalists were Zaima Jahin Wara, Mahruz Mohammad Ayman, and Shabnam Khan from Team Robosparkers in the junior group of the 'Creative Category'.

Other technical medalists included, also in the 'Creative Category' were Nasheetat Zainah Rahman, Quazi Mostahid Labib, and Abrar Shahid from Team Robotigers; Mahir Tajwar Chowdhury from Team Xfanatics in the challenge group of the same category; Team Xfanatics consisting of Mahir Tajwar Chowdhury and Abrar Shahid in the challenge group of 'Robot in Movie' category.

Technical medals were also awarded to Nusaiba Tazreen Tanisha and Marjia Afifa Prithibi in the 'Physical Computing' category, Mahir Tajwar Chowdhury in the 'FPV Racing Simulator' category, Md. Omar Karim in the 'Energy Saving', 'Cart Rolling' and 'Robot Gathering' category.

Regarding the achievement, Gold Medal winner Samia Mehnaz says, "If the same me six months ago were asked about this journey, she wouldn't have believed it." She shares that the journey has been incredible but possible with the support of our parents, the guidance of our mentor, and our passion for our ambition

According to Prof. Dr. Lafifa Jamal, President of the Bangladesh Robot Olympiad Committee, Bangladesh has participated in the International Robot Olympiad since 2018 and has won multiple awards each year, including gold medals. She believes the hard work and effort of Team Bangladesh and its mentors led to this consistently outstanding performance.