

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 3,100 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.

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

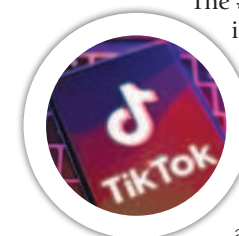
TikTok is set to launch its first-ever offline activation in Bangladesh with its Safety Ambassadors Programme, which is a part of TikTok's goal to foster a safe and welcoming platform for its communities. With its #SaferTogether initiative, TikTok aims to create awareness of how users can take advantage 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 in-app campaign featured numerous videos covering various educational topics, including digital well-being, trust and safety and important key features of the app.



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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