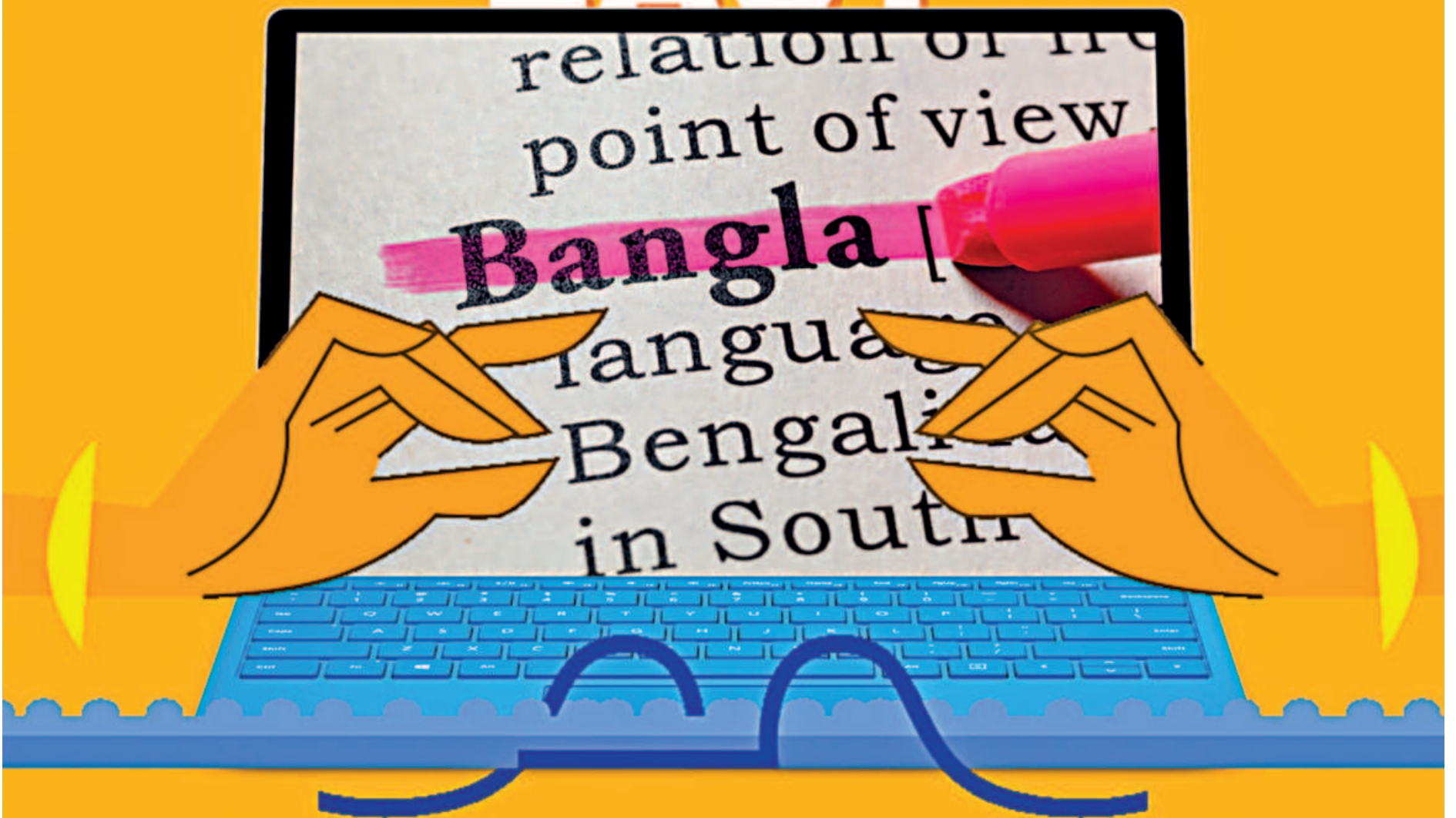


TOGGLE

WEEKEND LIVING IN THE DIGITAL AGE

A publication of *The Daily Star*

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Anti-malware software 'Emsisoft' launched in Bangladesh

Emsisoft, a New Zealand-based anti-malware software has recently been introduced in the Bangladeshi market, with possibilities for home, business, and enterprise use. As per a press release, Emsisoft offers a unique solution for protecting digital devices against malware and ransomware attacks.

Emsisoft's 'Real-Time File Guard' employs dual engine scanners, including Emsisoft and Bitdefender, to thoroughly scan all files on a computer. This technology is enhanced by AI-powered malware detection, which constantly monitors all files to prevent malware from altering them. The home version of the software is currently on sale at Tk. 555/- (down from its regular price of Tk. 2,850/-) for 12 months.

Thai envoy tours hi-tech Siam City Cement office

Thai Ambassador to Bangladesh H.E. Makawadee Sumitmore visited the office of Siam City Cement (Bangladesh) Limited recently. During the visit, the ambassador and the delegates of the Royal Thai Embassy held a meeting with Mr Mahmud Hasan, Chief Executive Officer of Siam City Cement (Bangladesh) Limited. Members of the Executive Committee- Kanthasat Boontem, Mohammad Ali Bostame and Md. Nasir-Ul Alam was also present at the meeting. Siam City Cement (Bangladesh) Limited started its journey 2016 in Bangladesh by acquiring CEMEX Cement (Bangladesh) Limited.

Vivo releases Y22 in Bangladesh

Vivo has released the latest addition to their Y-series smartphone lineup: Y22. Vivo Y22 comes with a 6.56-inch HD Plus display, Helio G3 processor, side-mounted finger sensor, 4 GB RAM, 120 GB storage expandable to 1 TB.

The smartphone also offers 5 hours of consecutive gaming performance, backed by multi turbo 5.5 technology. Its 5,000 mAh battery promises 20 hours of online video streaming, alongside 18 W fast charging. As for camera, the smartphone features a 5 MP rear camera, 2 MP micro camera and 5 MP front camera, with rear flash light and features for nightography, multi-style portraits and video face beauty.



Vivo Y22 is available in two colours: metaverse green and starlit blue. The price of Vivo Y22 is set at Tk. 19,999/-.



Nokia redesigns its logo after 60 years

The company reaffirms that it is no more a phone-maker

The iconic logo of the former phone-maker juggernaut Nokia has changed for the first time in nearly 60 years. The company unveiled a new brand identity last week, just ahead of Mobile World Congress Barcelona's official opening.

The widely recognisable typeface and 'Yale blue' from its previous logo are no longer present. Instead, the company has switched to a style it describes as more contemporary and digital and signals a major shift

in overall business strategy. "There was the association to smartphones and nowadays we are a business technology company," Chief Executive Pekka Lundmark recently said in an interview with Reuters.

Moving away from making and selling phones, Nokia's primary business focus is now on selling equipment to other businesses, though it still hopes to expand its service provider business, where it sells equipment to telecom companies.

EDITOR'S NOTE

Typing in Bangla just got easier!

Bangla writers and speakers have struggled with spelling and grammar errors in their written communication for years. But a new tool called Shothik aims to change that. Head on to our Cover Story to find out more about this vital initiative.

Electric vehicles have been a topic of discussion for some time now, and Bangladesh is embracing EVs as the first electric charging station in the country was recently inaugurated. Find out where in this week's Shift.

As for the rest, flip through the pages to read about all things tech, career and automobiles in today's edition of Toggle.

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Netflix lowers prices for streaming in Bangladesh

Thanks to increased international competition in the streaming market, Netflix has lowered prices in more than 100 markets, including in Bangladesh. In some cases, Netflix halved the cost of monthly plans, in an effort to increase subscriber growth and retention.

The prices decreased throughout Asia, Latin America, Europe, the Middle East, and Africa. However, in its two most developed markets,



North America and Western Europe, Netflix is not raising prices.

In the meantime, Netflix has started to expand the rollout of its paid-sharing programme this year in an effort to turn unregistered password-sharing accounts into paying customers. According to the terms of service for Netflix, users may only share their accounts with family members.



PASSIVE INCOME IDEAS

Here are 5 ways to earn money online

In the age of the internet, making money online has become a popular way to earn a living or supplement one's income. One of the most sought-after methods of making money online is through passive income. Passive income refers to money earned without actively putting in time or effort. In other words, once you set up a passive income stream, it can generate revenue on its own. In this article, we'll explore how to make passive income online.

AFFILIATE MARKETING

Affiliate marketing is one of the most popular ways to make passive income online. This involves promoting someone else's products and earning a commission for each sale made through your unique affiliate link. To start, you can find affiliate programs related to your niche and create content such as blog posts or videos to promote products. For instance, if you have a blog or YouTube channel about fitness, you can promote fitness equipment or supplements and earn a commission for each sale made through your link.

ONLINE COURSES

Creating and selling an online course is another way to earn passive income online. If you have expertise in a

particular subject, you can create an online course and sell it on platforms like Udemy, Teachable, or Skillshare. Once you've created the course, it can generate revenue for years to come without any additional effort. You can also create multiple courses and sell them on various platforms to increase your passive income.

E-BOOKS

If you enjoy writing, you can create and sell e-books on platforms like Amazon Kindle or Apple Books. You can write about any topic that you're knowledgeable about, such as cooking, travel, or personal finance. Once you've published your e-book, it can generate passive income through sales without any additional effort.

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If you have a website or blog that receives a lot of traffic, you can earn passive income by displaying advertisements. Platforms like Google AdSense allow you to display ads on your website or blog and earn money for every click or impression. The more traffic your website or blog receives, the more money you can earn.

STOCK PHOTOGRAPHY

If you're an avid photographer, you can earn passive income by selling your photos online. Websites like Shutterstock, iStock, and Adobe Stock allow you to upload and sell your photos to businesses and individuals worldwide. Once your photos are uploaded, they can generate revenue for years to come without any additional effort.



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PHOTOS:
ABRAR SHAREQUE KHAN

AUDI INTRODUCES electric charging station for EVs

ABRAR SHAREQUE KHAN

Audi's E-Tron was the first electric vehicle to be registered under the EV category in Bangladesh, and following that, on March 4, Audi Bangladesh introduced the first electric charging station in the country.

The inauguration of the electric charging station was held during an event at the Audi service centre, which is also where the charging station is located. Jan Janowski, Deputy Head of Mission from the Embassy of the Federal Republic of Germany, attended the inauguration. Followed by a short speech given by the guests, the inauguration took place.

To make the charging stations possible, Audi Bangladesh teamed up with a company called Siemens, which specialises in making charging stations for electric vehicles. The charging station has two power outlets so that two vehicles can be charged simultaneously. The station itself is a fast

charging station, and as per Audi Bangladesh, if a single car is charged, it will charge 60 watts. A regular Audi E-Tron will be fully charged from 0 in 1 hour 30 minutes. If two cars are charged together, the power splits to 30 watts for each car, and from the ground, it should take about 3 hours to 3 hours and 30 minutes to fully charge the vehicles.

As per the company, this electric charger is compatible with other electric vehicles as well, such as the Mercedes EQS and BMW iX, as they share the same charging port. However, the charging station will not support plug-in hybrid vehicles as they don't come with the extra two pins that are in the charging port.



Think Grammarly, but for Bangla: MEET, SHOTHIK

For years, Bangla writers and speakers have struggled with spelling and grammar errors in their written communication. But a new tool called Shothik aims to change that.

In the world of online communication, clear and effective writing is essential. Whether you are writing an email, a blog post, or a social media update, your words need to be concise, engaging, and error-free. This is especially true in languages like Bangla, which are spoken by millions of people around the world but often lack adequate digital tools to assist with writing.

Enter Shothik, a cloud-based typing assistant that aims to change the game for Bangla writers. Similar to popular writing tools like Grammarly, Shothik reviews spelling, grammar, punctuation, clarity, engagement, and delivery mistakes in Bangla texts, and suggests replacements for the identified errors.

Bangla has its own set of unique grammatical rules and nuances that can be difficult to master, even for native speakers and professional writers. And while there are many online tools available for English writers there has long been a gap in the market for similar resources for Bangla writers.

That's where Shothik comes in. This innovative tool uses machine learning algorithms to scan Bangla writing and identify potential errors. Whether you're struggling with spelling, verb tense, or punctuation, Shothik provides helpful suggestions to improve writing and make it more effective.

Shothik is a product of the

'Enhancement of Bangla Language in ICT' (EBLCIT) project, Bangladesh Computer Council, ICT Division. It's a government project which has been operating since 2017. Specifically, the development of the Spell checker has commenced in 2019. The motto of the project is to enhance the Bangla language and make the language a global medium.

Removing all types of constraints regarding Bangla writing and publication is another goal of this project. So Shothik was planned as a core module of 'Bangla computing' and its scope was defined keeping in mind that it should cover public demand.

HOW SHOTHIK WAS DEVELOPED

It is a data-driven application and machine learning, in a popular way AI is the key approach behind this application. The team had to use big data and large models to develop the application.

Before modelling, the team processed Bangla textual data considering it is an NLP problem/s. In fact, there were multiple NLP-related problems and those problems had to be addressed and resolved accordingly.

Apart from modelling, algorithm, and software, manual data processing was the key task of this application, and it is a tedious and complex job that was nicely performed by a dedicated

linguistic team of the consulting firm in charge. Running a public-facing machine learning-based application has many challenges. The software team worked hard to build the architecture and they reinforce the project to keep it running smoothly.

As Shothik is a product of a government project, the plan and initial scope were defined by the EBLICT project. EBLICT is developing more than 40 tools and resources under 16 components. Shothik is one of them.

For Shothik, Reve is the developing partner for software development. A team from the BUET CSE department is also working as a nominated consultant for software testing-related activities. Moreover, All tasks are to be endorsed by the project and validated by an Expert committee.

MORE EXCITING PROJECTS IN THE WORKS

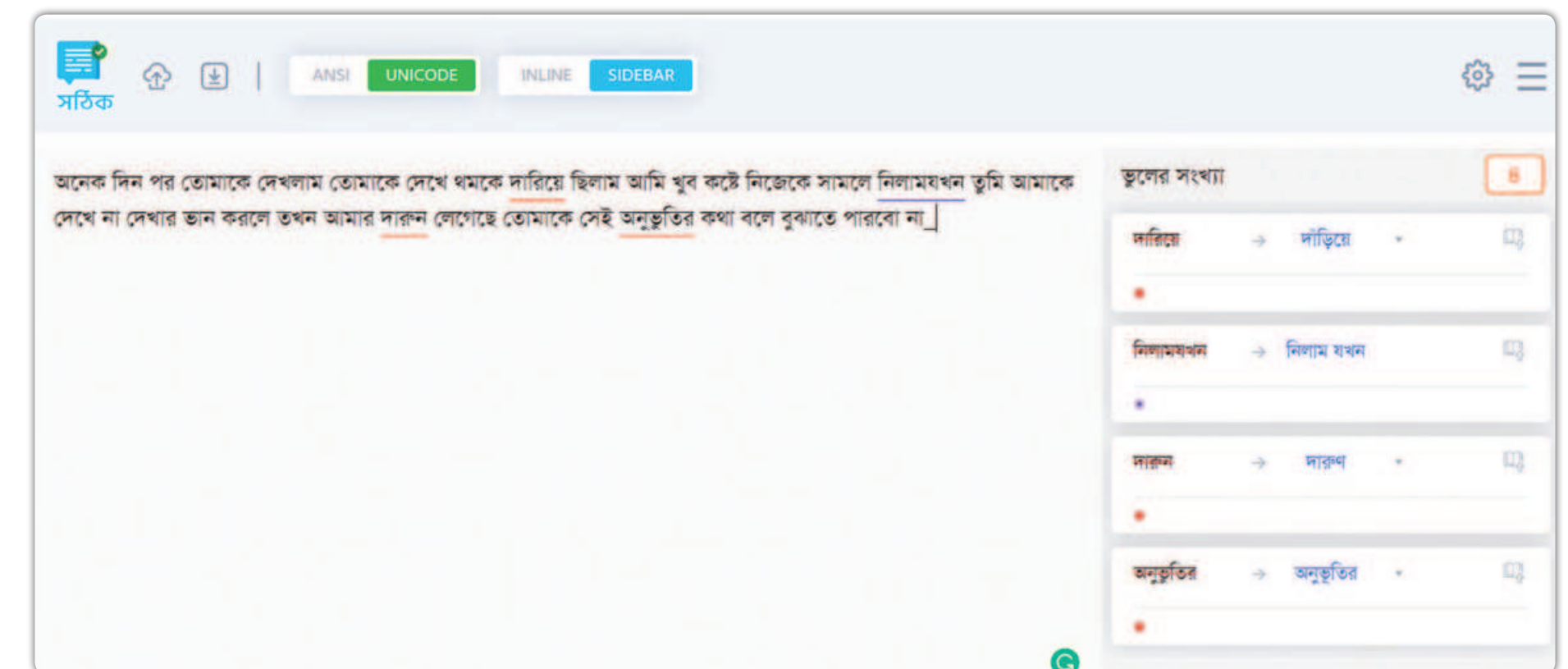
The team is now developing AI-based NLP and computer vision-related applications such as Bangla OCR and handwriting recognition system, a project on the sentiment analysis of Bangla text, Bangla speech to text and text to speech application, a project on Bangla national corpus development, Bangla sign language recognition system for those with hearing and speech impairments, screen reader and braille

for those with visual impairments, a project on digitising 40 languages of Bangladesh, including 14 endangered ethnic languages.

Apart from these, the team has also developed a universal keyboard for all languages and layouts, and a font interoperability engine. They are also developing resources and research tools for researchers and engineers, such as Bangla treebank and language models development, labelling, and tagging platform, field data collection system, etc.

In a brief email interview, the team has shared that some impactful projects will be launched soon, such as a machine translator and Bangla virtual private assistant. A good number of the aforementioned tools are already developed and under testing or in beta release. It is expected that after the completion of the tools, Bangla language will be more accessible in the information technology world.

Coming back to Shothik, the team has shared that Bangla speakers from any part of the world will be the users of this application and it is free to use. Specifically, the team hopes that printing, publication, and education sectors and government agencies will largely be benefited from Shothik. Their ultimate target is to develop an enterprise standard to freely use publicly available spell and grammar checkers.



HANDS-ON REVIEW

Going BIG with the ZENBOOK FOLD

SHAHRIAR RAHMAN



PHOTOS: SHAHRIAR RAHMAN

The fad around foldables is yet to fade – for now. We, in the near past, have reviewed some of the most prominent foldable smartphones that money can buy. That list is not long, but it is getting bigger every month. The list of foldables usually resorted to small pocketable devices, but the one we are reviewing won't fit in your pocket. Behold: ASUS Zenbook 17 Fold OLED. The first commercially available 17-inch foldable laptop in Bangladesh. This laptop has several unique features. We were able to play with this device only for a week as ASUS was very concerned about the 'well-being' of the device in the hand of reviewers(!) like us. So, this is our take.

The Zenbook 17 Fold OLED is a laptop that stands out from the crowd thanks to its unique design. The laptop features a foldable OLED display that can be folded down the middle to create a dual-screen setup. When the laptop is folded, it's slightly thicker than a regular laptop, but it's still slim enough to be easily portable. And it is heavy... I mean deceptively heavy.

The laptop is built with a premium aluminium chassis that looks and feels great. The lid has a brushed metal finish with a diamond-cut edge that adds a touch of elegance to the laptop. The keyboard deck is also made of aluminium

and has a matte finish that resists fingerprints.

The main highlight of the Zenbook 17 Fold OLED is its 17-inch OLED display which has a resolution of 3840 x 2160 pixels. The display is bright, colourful, and sharp, with deep blacks and vibrant colours. The OLED technology allows for an infinite contrast ratio, making excellent image quality.

The display can be folded down the middle to create a dual-screen setup. The screen measures 14 inches diagonally when folded, which is still a decent size for a laptop display. The hinge mechanism is sturdy, and the screen stays in place when folded. The laptop also comes with a stylus that can be used to



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draw and take notes on the screen.

The Zenbook 17 Fold OLED is powered by a 12th Gen Intel Core i7 processor, 16GB RAM and Intel Iris Xe Graphics. This hardware configuration is more than capable of handling everyday computing tasks and some light gaming.

The laptop has a good thermal management system that keeps the laptop cool even under heavy loads. The laptop also has a fanless mode that can be activated to keep the laptop quiet when you're doing light tasks.

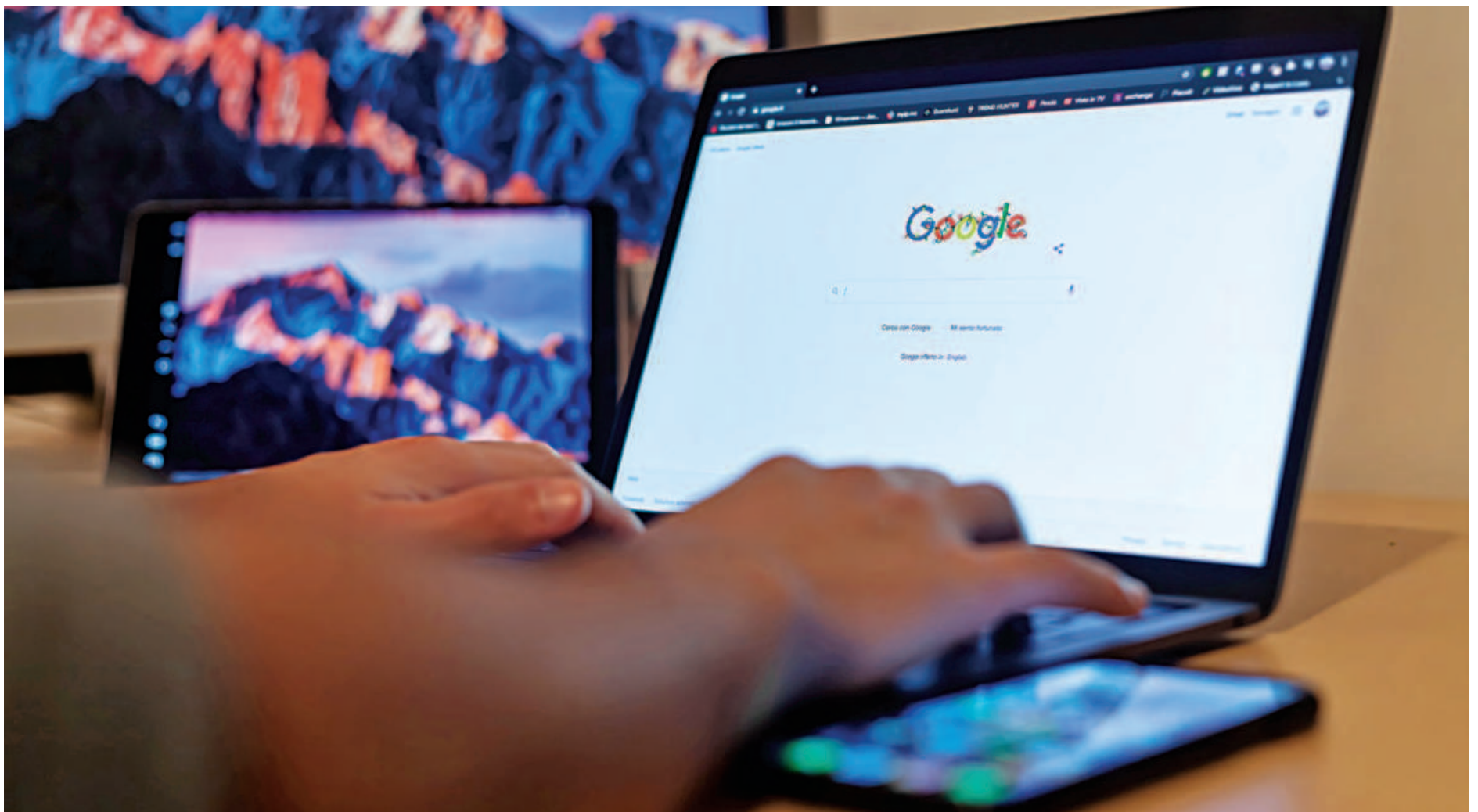
The Zenbook 17 Fold OLED has decent battery life. The laptop can last up to 6/7 hours on a single charge with moderate use. However, the battery life will be shorter if you're using the laptop for heavy tasks, such as gaming or video editing.

The laptop has a 65W USB-C charger that can charge the laptop quickly. The laptop also supports fast charging, which allows you to charge the laptop up to 60% in just 49 minutes.

The keyboard is comfortable to type on, with good key travel and feedback. The keys are backlit, which makes it easy to type in low-light conditions. However, the keyboard could be more cramped due to the laptop's smaller size, which may take some time to get used to. The touchpad is large and responsive, with Windows Precision drivers that provide accurate tracking and gesture support.

Overall, the Asus Zenbook 17 Fold OLED is an impressive and innovative laptop with a unique portability and versatility combination. It's ideal for creative professionals who need a large screen and the flexibility to work in different modes and anyone who wants a powerful and stylish laptop for both work and play. However, the high price tag and relatively short battery life may be a dealbreaker for some.





7 AI-powered Google Chrome extensions to make your life easier

With the advent of popular AI-powered tools such as ChatGPT and DALL-E, it goes without saying that modern internet users have come to expect a certain level of comfort and ease when using such tools to navigate their everyday needs. With Google Chrome still reigning as the most popular browser in the global market, you should expect the same level of comfort and ease using this browser as well. As such, here are seven AI-powered Google Chrome extensions that will help make your life easier.

GRAMMARLY

To regular writers, Grammarly needs no prior introduction. Still popular as one of the most used writing tools, the AI in Grammarly is fine-tuned to point out grammatical corrections in whatever you write. Be it newspaper articles or academic journeys, Grammarly has your back in quickly sorting out what kind of fixes you need to do so your writing can look and flow better. It also offers in-depth suggestions about typos and other writing issues and is a much-recommended app if you plan on improving your writing skills.

COLORPICK EYEDROPPER

If you're into graphic design or painting, ColorPick Eyedropper is a fun tool to try out. Using the tool, you can check out the hex colour value and RGB (red, green, blue) values of any portion of websites you visit. Using a specialised pointer, you can use the extension to zoom in to a preferred area and examine the colours closer. The AI-powered tool recognises colours in an instant and even has a snap mode which takes a screenshot of a selected area so you can more carefully examine the colours in it.

THE GREAT SUSPENDER

Despite the quirky name, this extension does what its name implies: suspending unused tabs to save up memory space in your computer. As soon as you load the extension in your Google Chrome profile, you will find a menu where you can adjust

a variety of settings. The first option you can try out is the automatic suspension method, where the tool will auto-suspend every tab after 20 seconds to 12 hours to even 2 weeks of inactivity. You can also set the AI to never suspend pinned tabs or set a custom list of URLs that it will not suspend during your browsing session.

DATA SCRAPER

If you're into computer programming or like data mining in general, Data Scraper is a useful tool. With one click, you can scrape the data of any website you visit and unearth a variety of information, including but not limited to all the external URLs, email IDs, company names and phone numbers and almost everything else visible as that website's publicly available information. This AI-powered tool also lets you set 'recipes', with which you can extract the common content you may see online whenever you visit a website of your choice. For users with more technical expertise, this tool can be a time saver for programming purposes as well.

GHOSTERY

Tired of websites snooping on you and collecting your data without consent? The AI in Ghostery uses anti-tracking technology which stops third-party trackers to collect personal data and instead replaces the data with random values to further anonymise your browsing experience. Additionally, the tool blocks ads on social media sites and

automatically removes cookie popups in new websites you visit - making it a clean browsing session for you every time you load up Google Chrome.

TIN EYE REVERSE IMAGE SEARCH

Despite Google Lens making reverse image searching quite easy these days, the compact features of TinEye Reverse Image Search still cannot be overlooked. After you install the extension, you can right-click on any image to find a 'Search image on TinEye option'. Clicking on that will give you access to a new tab with web pages that are currently using the exact same image - giving you a complete look into how popular or public the image may be. You can also use this fast AI tool to spot plagiarism in images, and furthermore, find how original a specific image could be on the vast world of the internet.

FIRESHOT

Need a quick screenshot of a website you visited or some useful information you found online? Instead of resorting to keyboard buttons or external applications, you can simply click on the FireShot Chrome extension tool and get a fast, customisable screenshot of whatever you desire. The AI in this tool recognises text and can quickly convert captured shots to images (png format) or pdf. You can also enable it to send a quick email of the screenshot by integrating it with your Gmail account, or can even print or copy to clipboard for future use.

SIMCUBATOR 2023: Bootcamp for promising local startups

Simcubator 2023, an incubation program for local startups in Bangladesh, recently completed its 3-day-long workshop titled 'simcubator 2023'.

The first two days of the workshop took place online, while the workshop was held in person at Oasis CoWorking Space in Dhanmondi, Dhaka, on the third day.

This year, simcubator's workshop aimed to empower startups that are dedicated to achieving Sustainable Development Goals (SDG) through their operations. A total of 8 startups were chosen from more than 90 participants to attend the program. The startups are BD Recycle Technologies, Chaya, Chondo, Tetra, Relaxy, Moyna, MommyKidz, and Plastiit.

During the workshop, various guest speakers spoke on topics in individual sessions to guide participants in preparing their funding pitches. Additionally, the program focused on adopting effective strategies for scaling businesses.

On the final day of the incubation

sessions, the participating startups went on to pitch their solutions in front of a jury. Out of the eight, 3 startups qualified for the final round where they will get the chance to win funding to kick-start their business.

The event's keynote speakers included prominent speakers like Shuvo Rahman, CEO & Founder of MyAlice, Ishmam Chowdhury, Chief of Staff of Shikho, Anisur Reza, Product Consultant, Emrul Kayes Raceme, Director of Product Operations, Chaldal, Professor Simon Pfister from the University of St. Gallen and Murad Ansary, CEO, Psycure.

During the next three months, the winning participants will receive exclusive mentorship and coaching from experts and present their final pitches on April 11 of this year.

SELISE, a leading IT consulting and software firm based out of Switzerland with offices in Dhaka and the University of St. Gallen, Switzerland jointly sponsored the event.

The event was also co-sponsored by HP, Bangladesh Angels, and OASIS 163.

AI stocks on the RISE

Investors are betting on the growth prospects of artificial intelligence (AI) stocks, leading to a surge in their value. As per a report by Reuters, the recent surge in AI stock investments was amplified further following a positive revenue forecast by C3.ai.



C3.ai, a US-based AI software company and AI tech provider, recently shared a forecast which predicts better-than-expected revenue and profit for both their fourth quarter and fiscal year of 2023. Reuters added that this prediction was made after the company's topped third-quarter results. Shares of the AI software provider were reportedly up 16% at \$24.80, and were one of the top five trending stocks on the investment social media platform StockTwits. The report further adds that if the gains hold, the stock is set to notch the company's strongest one-day gain in a month.

"The company is starting to gain momentum in building significant enterprise opportunities in its pipeline with its suite of innovative enterprise AI solutions," said Wedbush analyst Daniel Ives. The firm's aim to turn cash positive and adjusted profitable by the end of the fiscal year 2024 also boosted the stock, but Ives believes the execution of these ambitions is key to regaining the Street's confidence heading into 2023.

Retail investors have flocked to small-cap firms building AI tools as companies such as Google-parent Alphabet Inc and Microsoft Corp has locked horns to make AI the next big growth driver. Microsoft's investment in OpenAI's ChatGPT boosted AI firms' popularity further. Chatbots like the ChatGPT are software applications that aim to mimic human conversation using artificial intelligence.

