



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.