



MD. NURUL AFSER
Deputy Managing Director
Konka Smart LED TV

A NEW ERA OF HOME ENTERTAINMENT BEGINS

The Daily Star (TDS): How do you assess AI adoption and progress in Bangladeshi smart TVs?

Md. Nurul Afser (MNA): The smart TV market in Bangladesh is growing rapidly, with increasing consumer awareness. The popularity of YouTube, Netflix, IPTV, and local OTT platforms has accelerated smart TV adoption. AI-driven features such as voice control, content recommendation, and image upscaling are being embraced by consumers. However, challenges remain in rural areas due to limited internet access and lower awareness levels.

Konka Android Voice Control TV integrates global-standard innovations, including 4K, True Colour, Dolby Sound, HDR10, Android 11.0 OS, Google Assistant, Chromecast, 2GB RAM, 16GB storage.

TDS: What AI-driven features and innovations does your company currently integrate into its smart TV products?

MNA: Konka smart TVs are currently integrated with several AI-powered features, including AI-based picture optimisation, which automatically adjusts brightness and contrast; AI-based sound systems, which fine-tune audio depending on content (films, sports, music); and voice assistant integration, which

supports both Bangla and English voice commands. Our content recommendation engine suggests shows and videos based on user preferences, while AI-based upscaling converts low-resolution content into high-quality visuals.

TDS: How do these AI capabilities enhance user experience?

MNA: AI capabilities differentiate smart TVs from traditional models by learning user preferences to offer personalised content recommendations, optimising picture and sound quality for each viewing situation, automating tasks such as brightness adjustment, and improving accessibility through enhanced voice control and captioning.

TDS: What challenges have you faced in developing and deploying AI technologies in smart TVs?

MNA: Network limitations remain a challenge—many users still lack access to high-speed internet. Developing advanced Bangla voice recognition and localised content recommendations is also complex. Integrating advanced AI features into smart TVs increases costs, which can be a barrier for many Bangladeshi consumers.

TDS: What are your company's future plans regarding AI advancements in smart TVs?

MNA: Konka plans to introduce more advanced AI features in the near future, such as multi-language natural voice recognition (including Bangla and regional dialects), smarter content curation, tailored recommendations for local OTT and e-learning platforms, and home IoT integration, using the TV as a hub to control smart home devices. We are also developing AI-driven parental controls and health features.



R N PAUL
Managing Director
RFL Group

AI-POWERED SMART TVs WILL CONTINUE TO GROW

The Daily Star (TDS): How do you assess AI adoption and progress in Bangladeshi smart TVs?

R N Paul (RNP): The current state of AI in smart TVs is very promising. Globally, features such as voice assistants, content recommendations, and picture and sound optimisation are advancing rapidly. At VISION TV, we already provide all Google and AI features available in the region.

In Bangladesh, adoption is still at an early stage compared to developed markets, but momentum is growing. As internet infrastructure improves, local content expands, and awareness increases, AI-powered smart TVs will become more integrated into daily life, reshaping how households consume entertainment.

TDS: What AI-driven features does your company integrate into its products?

RNP: Our VISION TVs are equipped with a range of AI features. These include voice control via Google Assistant, personalised content recommendations based on viewing habits, and localised suggestions tailored to Bangladeshi audiences. AI also enhances HDR picture quality and introduces Auto Volume Control to ensure consistent sound.

Beyond this, our TVs integrate with smart home devices, support multiple user profiles, and offer AI-powered interface navigation for faster access to apps and content. Google TV's Ambient Mode uses AI to create personalised dynamic displays, while upscaling improves lower-resolution content in real time. These capabilities transform the TV into an intelligent entertainment hub rather than a passive device.

TDS: What challenges do you face in AI adoption?

RNP: Affordability remains a key barrier, as Bangladeshi consumers are price-sensitive. Limited internet connectivity, particularly in rural areas, also hampers the full potential of AI-powered features. Localisation—especially developing seamless Bangla voice commands—requires significant resources. Hardware limitations, power efficiency, and data privacy are other challenges we must address.

Personalisation, intelligent voice assistants, and integration with other smart devices will become essential for consumers accustomed to seamless smart home experiences.



RITESH RANJAN
Head of Business
Transcom Electronics

AI TO RESHAPE LIFESTYLES WITH TECHNOLOGY

The Daily Star (TDS): How do you assess AI adoption and progress in Bangladeshi smart TVs?

Ritesh Ranjan (RR): The adoption of AI in smart televisions in Bangladesh is still in its early yet promising stage. Urban customers, especially in Dhaka, Chattogram, and other metropolitan cities, are becoming increasingly aware of how AI features can enrich their viewing experience—whether through voice assistants, smart recommendations, or adaptive picture and sound settings. At Transcom Digital, we see a steady shift where customers are not just buying TVs for screen size or resolution, but for the intelligent experiences they deliver.

TDS: What AI-driven features and innovations does your company currently integrate into its smart TV products?

RR: We are proud to offer some of the most advanced AI-driven innovations through our partner brands and in-house models. Key features include:

- AI Upscaling: Enhancing lower-resolution content to near 4K or 8K quality using machine learning.
- Voice Assistance: Integration of Google Assistant, Alexa, and Bixby for hands-free navigation and smart home control.
- Content Recommendation Engines: Personalised recommendations based on viewing history and preferences.

TDS: How do these AI capabilities enhance user experience?

RR: The difference is both experiential and functional. Traditional TVs were primarily passive screens, whereas AI-enabled smart TVs act as interactive companions. For example, instead of endlessly scrolling, viewers now receive curated recommendations that save time and reflect their preferences.

Adaptive picture and sound deliver the best possible experience in any environment, making viewing more immersive. This transformation makes television more than entertainment—it becomes a

personalised, intelligent lifestyle solution.

TDS: What challenges have you faced in developing and deploying AI technologies in smart TVs?

RR: The biggest challenge is consumer awareness and education. Many customers do not yet fully understand the value of AI features. For example, when they see "AI Upscaling" or "Adaptive Picture", they often need in-store demonstrations to realise the benefits.

Secondly, price sensitivity in Bangladesh is high. AI-enabled models come at a premium, and while we are bridging the affordability gap, convincing price-conscious buyers remains a hurdle.

In the coming years, smart TVs will serve as the hub of connected living—and Transcom Digital remains committed to empowering every consumer with AI's possibilities.

TDS: What future plans does your company have regarding AI advancements in smart TVs?

RR: At Transcom Digital, our goal is to make AI-enabled televisions a mainstream choice in Bangladesh. Our roadmap includes:

- Expanding Accessibility: Introducing AI features in mid-range and entry-level models, particularly through our own Transtec brand, which delivers "Global Technology at Local Price."
- Enhanced Ecosystem Integration: Strengthening connectivity between smart TVs and other IoT devices, enabling complete smart home solutions.

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