

HP Announces New Firmware Update

HP has announced the release of a new firmware update for its latest generation of select networked HP LaserJet printers, giving customers increased capabilities to conduct business. Customers with the latest generation of HP LaserJet printers supporting HP ePrint and HP Business Apps will be able to download the update and begin using the innovative print solutions immediately.



HP-CP1025

HP ePrint technology provides SMB customers with the ability to print from any mobile device by simply sending their documents – from emails, contracts and photos – directly to any ePrint-enabled LaserJet printer. Every HP LaserJet printer has a unique email address that allows the sender to deliver a print in the same way they would send a message. Customers can send documents to print to any ePrint-enabled LaserJet printer, whether that printer is in the home, the office or an HP ePrint public print location like FedEx Office. The firmware update for HP ePrint is currently available on six HP LaserJet printers, with more on the way.

HP Business Apps are accessible via the touchscreen display of select HP LaserJet printers and include a number of solutions that increase productivity and enhance workflow, including printing marketing materials, business forms and stored online documents without a PC. Customers can also use the touchscreen display to explore new services and customize their printing experience on the HP ePrintCenter, an online hub for users to register and configure their products and receive updates according to their preferences, track ePrint jobs, and browse new print apps.

"HP ePrint and HP Business Apps are ready to meet the evolving needs of our SMB customers in a changing digital landscape," said Rick Seymour, Vice President and General Manager of HP LaserJet Transaction Products and Supplies and Customer Assurance.

Customers with HP LaserJet printers supporting HP ePrint and HP Business Apps can download the firmware update through their PC, with installation on HP LaserJet printers taking just a few minutes. Once the new firmware is installed, customers will be able to print from any email-capable device immediately using HP ePrint, as well as access HP ePrintCenter to download HP Business Apps. Customers who previously purchased HP LaserJet printers supporting HP ePrint and HP Business Apps will receive an email alerting them to the new firmware update. All HP LaserJet printers supporting HP ePrint and HP Business Apps that were manufactured after the availability of the new firmware will be shipped with the functionality and will not have to be manually updated. More information on the firmware update is available at www.hp.com/go/eprint.

Additional information about HP ePrint and HP Business Apps is available from the HP ePrintCenter at www.hp.com/go/ePrintCenter.



HP-LaserJet Pro-CP1525nw Color Printer

Microsoft Showcases World Class Cloud and Datacenter Management Solutions



Charlie Tan

Microsoft Bangladesh On January 11, unveiled System Center suite of Management Solutions, Microsoft's latest range of Enterprise Datacenter Management solutions, taking the Large Datacenter Management in a new height with its unique technological advantages and setting up the solid foundation of Cloud Computing. Together with partners, Microsoft is making rapid advances to enable fundamentally new and improved ways for businesses to embrace the power of Cloud Computing and manage their complex Datacenter infrastructure in a lot more cost effective and efficient way.

Charlie Tan, Lead Solution Sales Professional, Microsoft Asia Pacific delivered the key note presentation and demonstrated the solutions while M. Moshir Rahman, Solutions Manager, Microsoft Bangladesh conducted the event.

Joined by the local Microsoft Partners, the session was attended by top IT users from Telecom, Banking, Manufacturing, Government, Defense and other verticals.

Oracle Exadata Technology Day Observed in Dhaka



Ricky Kapur

On January 25, 2011 more than 100 customers and partners from leading Bangladeshi organisations along with senior Oracle executives gathered at an 'Oracle Exadata Technology Day' to discuss the critical role that IT, especially business technology, is playing to help build the businesses of the future.

Representatives from various organisations were involved in discussions on key topics covering Oracle Database 11g Release 2, Oracle Database Options with particular emphasis on Oracle Exadata Database Machine X2-8. Speakers at the event covered topics that are of strategic importance to Bangladeshi businesses, placing these in the context of new initiatives and best practices announced at the Oracle OpenWorld San Francisco 2010, enabling participants to take advantage of Oracle's expanded product portfolio for their specific needs.

More companies in ASEAN are adopting Exadata technology and customers include Singapore National Healthcare Group, Celestica, Philippine Savings Bank, Buyer plus, Robi Axiata and Bangladesh Election Committee.

"Oracle believes in engaging our customers regularly as an on-going process to understand and provide the best-in-class solutions to meet their business needs. Oracle Technology Day is one of our many customer-facing platform providing an excellent opportunity for us to interact, hear and share the experience our customers have with our products," said Ricky Kapur, Vice President, Technology Business, Oracle ASEAN.

ASUS U43JF Bamboo Collection Laptop Now in Bangladesh

Drawing on the symbolism of bamboo as a durable renewable resource, the sophisticated U43JF bamboo notebook with a 14-inch HD LED-backlit display combines distinguished aesthetics with premium technology. The stylish U43JF bamboo shell reduces the use of plastic material by up to 15%, and enhances a brushed-aluminum interior. The U43JF complements its power with convenience by incorporating SuperSpeed USB 3.0, for up to 10 times faster



transfer speeds compared to USB 2.0.

The U43JF features the Intel Core i3 processor, 14-inch Slim-Type LED-backlit HD display, high-speed Wireless N connectivity, 2GB DDR3 system memory, 500GB hard drive, 2.0MP webcam with lens cover for added security, multi-touch track pad etc. The laptop has a price-tag of Taka 67,000/-. For Contact : 01713257942 .