

**Intel Creates and Extends Computing Technology**

2012 was an exciting year for Intel in the Asia Pacific region. Technology innovation from the region made possible devices with an immersive and personal computing experience. Intel is proud to be a driving force behind this innovation. Creating and extending computing technology to connect and enrich lives has



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been Intel's company vision. This year Intel made a leap forward by delivering next generation processors that changed the way people use and interact with computing technology from interactive signs, smart cars to smartphones, tablets, Ultrabooks and servers. Intel also continued its work to help transform Asia into a global powerhouse through a focus on education, encouraging the adoption of 21<sup>st</sup> century skills and investing in Asian start-ups and entrepreneurs across the region.



In 2012 Intel made smarter, faster and more secure computing possible through the integration of revolutionary technology. The first processors built on Intel's innovative 22nm 3-D tri-gate transistors came to market with the launch of the 3<sup>rd</sup> Gen Intel Core processor family. As a result Ultrabooks and other PC systems are now equipped with new technology that enables faster file transfers, super-quick start times, quick connections and greater security.

Continuing Intel's commitment to consumers to make computing easier, faster and more engaging will continue with the company's planned 4<sup>th</sup> Gen Intel Core processor family that is expected to reach consumers in 2013. 'Technology companies and manufacturers will need to tap into the psyche of Asian consumers and respond with relevant and desirable products, now more than ever. Consumers will be inundated with mobile device options. A range of screen sizes, processing power and weights will enter the market in 2013 and manufacturers will rely on consumers' choices to identify the most popular devices for future production,' said Zia Manzur, Country Business Manager for Intel in Bangladesh. ■



**HP Introduces Entry-level Web-connected Solutions**

HP unveiled the industry's first web-connected, entry-level printing solutions for architecture, engineering and construction (AEC) students and professionals, making in-house, large-format printing accessible to more users.

Delivering large-format printing through the cloud from virtually anywhere, the new HP Designjet T120 and T520 ePrinter series provide on-the-go professionals with simple and affordable printing solutions. The compact, 24-inch HP Designjet T120 ePrinter series is ideal for students and freelancers, while the 24- and 36-inch HP Designjet T520 ePrinter series is designed for small AEC teams in need of fast, professional printing.

HP also has announced the second generation of its free web service for AEC professionals, HP Designjet ePrint & Share, which makes it easy to access and print large-format documents using an iOS or Android tablet or smartphone, a laptop or ePrinter touch screen. ■

**Global Brand's Participated at 'BCS ICT World 2012'**



Global Brand Private Limited, one of the leading ICT solution providers in Bangladesh participated in a 5-day long ICT event named "BCS ICT World 2012" with the products of the world's renowned brands ASUS and Brother.

The event started on 25th December at Bangabandhu International Conference Center in Dhaka. There was a pavilion of ASUS for showcasing various models of ASUS laptop and Eee PC netbook ranges from Taka 22,000/- to Taka 1,46,500/-, gaming Desktop PC, Graphics Card, Motherboard, LED monitor, All-in-one PC, Blu-ray writer, External DVD writer etc. Moreover, there was also a Brother Pavilion where Global Brand exhibited various models of Brother Laser, Inkjet, Monochrome and Multi-functional printer. The offers were valid only for the fair and the that continued till 29th December. ■

**The Freedom to Think Bigger HP Designjet Technology Forum 2012**

HP has organized its 3-day long 'HP Designjet Technology Forum 2012' to focus on the segment-wise applications and services for its technical and graphics products. In this event HP has extended its ePrint technology to its line of printing solutions for architecture, engineering and construction (AEC). Models of HP large-format printers that feature ePrint include the 24-inch Designjet T120 ePrinter and the 36-inch Designjet T520 ePrinter. The T120 is ideal for students and freelancers, whereas the T520 is designed to cater to the needs of small AEC teams. The new printers allow users to wirelessly print using their iOS or Android device. Sashika Vishan, Sales Development Manager, Graphics Solution Business PPS AEC introduced HP's new line of large format Designjet printers at 'HP Designjet Technology Forum 2012' consecutively held on 10<sup>th</sup>, 12<sup>th</sup> and 13<sup>th</sup> December at Dhaka and Chittagong. ■