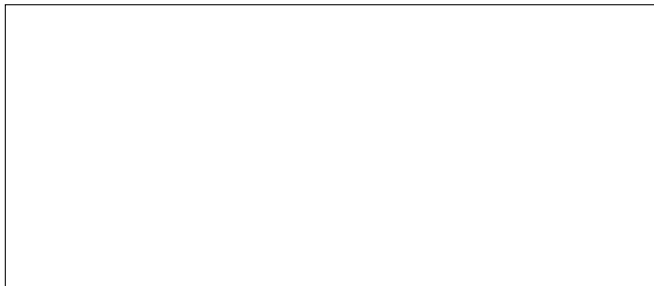


Dell Launches New Notebook

Dell Bangladesh has launched the new Dell Inspiron 7000 and Dell Inspiron 3000 at Dhaka on 19th December, 2013. Country Manager of Dell Bangladesh, Ms. Sonia Bashir Kabir delivered the welcome speech and launched the new product in front of media and channel partners in a colorful manner. She also gave a short brief of the product at the event. Other Dell officials, Dell's distribution partners and media were also present at the occasion.



Dell Inspiron 7000 has been termed as “The thinnest, strongest and best Inspiron experience ever”. This one is a new generation ultrathin and light laptop. It has forged Aluminum shell for extra protection. The Inspiron 14 & 15 7000 Series feature dedicated 10-key numeric keypads that make working with projects & spreadsheets easy. And when the work is done, make use of that 10-key for great directional control in games. It is impressively thin with only 0.6 inches in terms of thickness that slips easily into sleeve or bag. It weighs of 2.6 kilograms. ■

Intel Creates and Extends Computing Technology

2013 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 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 21st century skills and investing in Asian start-ups and entrepreneurs across the region.

It wasn't just tablets and desktops that surprised and delighted in 2013, the launch of Intel's Silvermont micro-architecture in May, introduced an innovative 22nm Tri-Gate System-on-a-Chip (SoC) process, promising to deliver significant increases in performance and energy efficiency. Continuing Intel's commitment to consumers to make computing easier, faster and more engaging will continue with the emergence of a whole new sector for home entertainment in 2014. As more and more TV shows, movies and content are created for mobile devices, the media industry is undergoing a massive change across the globe. The Intel International Science and Engineering Fair is one of the world's largest high school science research competitions, encouraging millions of students to use their imagination to come up with innovative solutions across a range of areas. This year more than 1,500 students from around the globe were given the opportunity to travel to Phoenix, Arizona to present their ideas ■

ASUS Ranks No. 1



ASUS has been recognized as the number-one Taiwanese brand in the Best Taiwan Global Brands Awards 2013. Even in adverse market conditions, the ASUS brand value showed resolve and maintained a steady climb. This marks the eleventh continuous year that ASUS has made the top-three list of international Taiwanese brands.

The Best Taiwan Global Brands Awards is held by the Industrial Development Bureau, Ministry of Economic Affairs, R.O.C and global branding consultancy Interbrand. The awards are seen as a key indicator of the position held by Taiwanese brands in the global market. The awards are given out based on brand value, which include the financial performance of the company, the role the brand plays in the consumer purchase decision, and the competitive strength of the brand ■

Budget-friendly ASUS Multimedia Notebook



The ASUS X451CA is the perfect all-round notebook for work and play. Stylish and durable design is combined with 1.8 GHz Intel Core i3 processor, while 2-second Instant on feature gives smartphone like accessibility and SonicMaster technology gives great sound quality. The combination of an integrated

Intel HD graphics and 4GB of DDR3 RAM ensures games and applications will run smoothly on this notebook. A 500GB hard drive provides plenty of storage, while the 14-inch (1,366x768 resolution) screen ensures good visual quality with whatever program you use. The other specifications of the notebook are- gigabit LAN, Bluetooth 4.0, wireless LAN, DVD writer, webcam, HDMI port, USB 3.0 port, VGA port etc. The notebook has a price-tag of Taka 36,500/- For contact : 01713257942 ■

Bikroy.com ranked in top 5 Google Search in Bangladesh



Consumers in Bangladesh are getting strongly affiliated into online marketplace. In testimony to this development, Bikroy.com, country's leading

online market place is now the 4th top trending search term among Google's top 5 web search from Bangladesh in 2013. Recently the search giant Google has released the top trending searches for the year- the international and local top charts including Bangladesh. In that chart Bikroy.com has ensured their remarkable position, Google authority disclosed. SSC result 2013 grabbed the top position of the chart while HSC result 2003 and social networking site Facebook were positioned second and third respectively. Bikroy.com came in fourth position of the chart. Bikroy.com is the only online market place, which bagged the position in top five of Google. Indian cinema Chennai Express was positioned as fifth in the chart ■