

## The Asia/Pacific PC Market Slipped 6% in 2014, But IDC Expects Easing This Year

IDC's preliminary results show that the Asia/Pacific (excluding Japan) PC market decreased 6.3% to 101 million units in 2014, a slight improvement after falling 10.3% in 2013. In Q4 2014, the market was flat year-on-year, reaching 25.9 million units, which was marginally higher than IDC's initial forecasts.

Asia/Pacific (excl. Japan) PC Shipments by Vendor, 4Q14 (Preliminary) vs 3Q14 and 4Q13

Rank	Vendor	4Q14 Market Share	3Q14 Market Share	4Q13 Market Share	Year-on-Year Unit Growth
1	Lenovo	21.4%	21.3%	20.1%	1.6%
2	Dell	11.7%	11.0%	10.2%	13.5%
3	HP	10.6%	10.0%	9.5%	11.1%
4	Acer	7.8%	7.7%	7.8%	1.0%
5	ASUS	7.2%	7.6%	7.2%	-2.8%
	Others	24.7%	28.5%	37.8%	-8.2%
	Total	100.0%	100.0%	100.0%	-3.4%

Source: IDC, Jan 2015

'The good news is that 2015 should not contract as much as last year,' says Handoko Andi, Research Manager for Client Devices Research at IDC AP. 'While high retail channel inventory and uncertain economic conditions will still bear down on China, upcoming commercial sector activity should help offset that somewhat. India should still have post-elections momentum and yet another large education tender. Indonesia should similarly have post-elections momentum, although high inflation and currency fluctuations are downside risks.'

Lenovo retained the top spot in 2014, bolstered by its home market of China and fueled by aggressive prices in markets like Indonesia. Dell, the only vendor in the Top 5 to grow annually, jumped to second place after going deeper into key markets like China and India. HP fell to third place, in part because the education project in India was not as large as in the previous year ■ Source : IDC

## Apple Reports Record First Quarter Results

Apple has announced financial results for its fiscal 2015 first quarter ended December 27, 2014. The company posted record quarterly revenue of \$74.6 billion and record quarterly net profit of \$18 billion, or \$3.06 per diluted share. These results compare to revenue of \$57.6 billion and net profit of \$13.1 billion, or \$2.07 per diluted share, in the year-ago quarter. Gross margin was 39.9 percent compared to 37.9 percent in the year-ago quarter.

International sales accounted for 65 percent of the quarter's revenue. The results were fueled by all-time record revenue from iPhone and Mac sales as well as record performance of the App Store. iPhone unit sales of 74.5 million also set a new record. 'We'd like to thank our customers for an incredible quarter, which saw demand for Apple products soar to an all-time high,' said Tim Cook, Apple's CEO. 'Our revenue grew 30 percent over last year to \$74.6 billion, and the execution by our teams to achieve these results was simply phenomenal.' ■ Source : apple.com/pr

## HP Board Declares Regular Dividend

The HP (NYSE: HPQ) board of directors has declared a regular cash dividend of \$0.16 per share on the company's common stock. The dividend, the second in HP's fiscal year 2015, is payable on April 1, 2015, to stockholders of record as of the close of business on March 11, 2015.

HP has approximately 1.8 billion shares of common stock outstanding. HP creates new possibilities for technology to have a meaningful impact on people, businesses, governments and society ■ Source : www.hp.com



# ইঞ্জিনিয়ারিং স্টাফ কলেজ, বাংলাদেশ

আইইসি সদর দফতর, সন্ন্যাস, ঢাকা - ১০০০

Fax: 88-02-7113311, E-mail: [escb@dhaka.net](mailto:escb@dhaka.net); Web: [www.esc-bd.org](http://www.esc-bd.org)

## COMPUTER EDUCATION PROGRAMME 2015

➤ Seat per Batch: 20      ➤ Admission going on

	Course Name	Starting Date	Course Fee
Get the world class IT Program	◆ Computer Fundamentals, Windows XP & MS Office XP (Evening)	04/03/15	Tk. 6,000/-
	◆ Hardware Maintenance & Network Essentials (Module-I)	15/02/15	Tk. 7,000/-
	◆ Networking with Windows 2008 Server (Module-II)	22/07/15	Tk. 9,000/-
	◆ Redhat Certification & Professional ISP System Administrator (Module-III)	27/02/15	Tk. 10,000/-
	◆ IEB Certified LAN & WAN Administrator (Module-I,II,III)	27/02/15	Tk. 22,000/-
	◆ Web Page Design and Development (Module-A)	19/02/15	Tk. 6,500/-
	◆ Developing Management Information System (MIS) in PHP/MYSQL (Module-A,B,C)	19/02/15	Tk. 22,000/-
	◆ Tekla Software for Civil Engineers.	26/02/15	Tk. 6,000/-
	◆ Content Management System using Wordpress & Joomla	26/02/15	Tk. 7,000/-
	◆ CCNA Routing and Switching (200-120)	26/02/15	Tk. 9,000/-
	◆ JAVA Programming.	27/02/15	Tk. 11,000/-
	◆ RDBMS Programming with Oracle 10g & Developer 10g	20/03/15	Tk. 8,500/-
	◆ MYSQL (Module-C)	26/04/15	Tk. 6,000/-
	◆ Auto CAD (2D)	29/04/15	Tk. 6,000/-

**Contact Office Hours:** 02:00P.M. – 09:00 P.M.  
(Except Friday & Other Govt. or National Holidays)

**Ph: 9 5 6 0 1 0 0, 9 5 5 5 1 2 2**  
**Mob: 01911391407, 01712-139662**