Microsoft Bangladesh signs MoU with BCS

Microsoft Bangladesh Pvt. Ltd. has signed a Memorandum of Understanding (MoU) with Bangladesh Computer Samity (BCS) on March 28, 2015 last at the BCS Innovation Center, Dhaka. BCS and Microsoft will work jointly to conceptualize and map out a Government Software Legalization plan together with key Government stakeholders. BCS will also assist Microsoft to work with the Ministry of Education to deploy technology throughout the education system in Bangladesh. Furthermore, BCS will be the partner of Microsoft to create ICT/ promote Anti-Piracy, Intellectual Property Rights Law awareness and Cyber security awareness activities in partnership with key stakeholders (such as Ministry of ICT, Bangladesh Bank, Copyright Office, Bangladesh Police, Bangladesh Telecom Authority).

Sonia Bashir Kabir, Managing Director, Microsoft Bangladesh and A.H.M. Mahfuzul Arif, President, BCS signed the MoU to promote "genuine software" Sharmin Chowdhury, Anti-Piracy Manager, Microsoft Bangladesh and Nazrul Islam, Secretary General, BCS were also present at the event.

Last but not least, BCS will assist Microsoft to work with key Government agencies on promoting women in leadership, women entrepreneurs and diversity and inclusion in the Government and Corporate workplace.

Sonia Bashir Kabir, Managing Director, Microsoft Bangladesh and A.H.M. Mahfuzul Arif, President, BCS signed the MOU. Sharmin Chowdhury, Anti-Piracy Manager, Microsoft Bangladesh and Nazrul Islam, Secretary General, BCS were also present at the event.

Sonia Bashir Kabir said "Microsoft believes in the future of Bangladesh and we the 160 million people of Bangladesh are the strength of our country. Bangladesh as a nation embraces technology and when the country gains momentum, we will be a powerhouse."

A.H.M. Mahfuzul Arif congratulated Microsoft for taking the right decision to partner with BCS. He said BCS controls the heart of the IT business in Bangladesh and is well positioned to help Microsoft drive genuine software purchase and usage ▪

Global Brand Starts Interest Free Installment Payment Facilities

Global Brand Pvt. Ltd, a leading Information Communication Technology Product & Service Solution Provider in Bangladesh, recently signed an agreement with BRAC Bank. By this agreement, Consumers can purchase Laptop, Tab & other specific products of Global Brand by credit card and enjoy interest free installment payment plan. On this occasion, Global Brand Chairman Abdul Fattah, Managing Director Md. Rafiqul Anowar, Director Jashim Uddin Khondaker and related high officials from BRAC Bank attended with others ▪

TAG Heuer, Google, and Intel's Swiss Smartwatch Collaboration

TAG Heuer, Google, and Intel have announced a partnership to launch a Swiss smartwatch powered by Intel technology and Android Wear. The effort signifies a new era of collaboration between Swiss watchmakers and Silicon Valley, bringing together each company's respective expertise in luxury watchmaking, software and hardware.

The collaboration was made official at Baselworld, during a press conference held on 19th March last at the TAG Heuer booth. Jean-Claude Biver, President of the Watch Division LVMH Group and CEO of TAG Heuer, David Singleton, Director of Engineering for Android Wear, and Michael Bell, Corporate Vice President and General Manager of Intel's New Devices Group, joined each other on stage.

Together, these companies will create a product that is both luxurious, and seamlessly connected to its wearer's daily life—a culmination of innovation, creativity and design from Silicon Valley in California and the Watch Valley in La Chaux-de-Fonds, Switzerland.

"Swiss watchmaking and Silicon Valley is a marriage of technological innovation with watchmaking credibility. Our

collaboration provides a rich host of synergies, forming a win-win partnership, and the potential for our three companies is enormous," said Jean-Claude Biver.

Guy Sémon, General Manager of TAG Heuer added:"The quality of Swiss watches is renowned worldwide. When this is allied with the creative technology and global power of two companies like Intel and Google, using the Android Wear platform and based on Intel technology, we can see the launch of a technological revolution in our industry, of which I am proud to be a pioneer today with TAG Heuer."

David Singleton noted, "By fusing beauty with technology, the Swiss watch has inspired generations of artists and engineers alike—including us at Google. So we're thrilled to be working with TAG Heuer and Intel to bring a unique blend of emotion and innovation to the luxury market. Together, and using the Android Wear platform, we can imagine a better, beautiful, smarter watch."

"As we work to enable technology experiences that provide greater utility and value to people, Intel is confident that a collective approach will inspire new innovation in wearable technology. The collaboration with TAG Heuer and Google brings us closer to realizing the vision of wearable technology with a distinctive smartwatch that elevates the category," remarked Michael Bell ▪