

ASUS to Introduce New ZenBook with Attractive Price



Taiwanese technology brand ASUS has introduced its new campaign called “ZenBook for all” based on launching its new range of Ultrabook- the ZenBook series in local market.

Lightweight and attractive - without compromising performance an Ultrabook has made the notebook sub-segment not just elegant in design but also set up a mark on mobility. Considering the ultra-sleek form factor of an Ultrabook, the price of this category of the notebook has been tagged as “pretty expensive” to the general consumers of Bangladesh. To avail the ZenBook series to the general consumers regardless of different classes, “ZenBook for all” campaign has been launched aiming to make the Ultrabook series more affordable than ever in Bangladesh.

ASUS has added a brand new model “UX410” to its ZenBook portfolio. This Ultrabook is enhanced with a new 14-inch display featuring an ultra-narrow 6 mm bezel. ZenBook UX410 offers up to 8 hours’ battery backup. The ZenBook UX 410 series is powered by 7th generation intel core i3, core i5 or core i7 Processors. The model comes with 2 different colors- quartz gray and rose gold.

Md. Al Fuad, country manager of ASUS Bangladesh said “we are always striving to avail new notebook models with latest technologies within an attractive price range, as a result ASUS has already made its position to the top in the Notebook market of Bangladesh. The price of Zenbook UX410 starts from 47,000 Taka only that comes with a 3 years of warranty. Global Brand Pvt Ltd is the sole distributor of ASUS in Bangladesh ♦

Acer, HP Launch \$299 Windows 10 S Laptops



The new notebooks, running a special locked-down version of Windows 10, are noticeably cheaper than the \$999 Surface using the same OS Microsoft just announced. Acer TravelMate Spin B1 Convertible laptop running Windows 10 S. With

recently launch of Windows 10 S, Microsoft is directly addressing the success of Chromebooks within the education market. The new flavor of its flagship operating system is locked down, limiting users to running apps in the Windows Store to keep the device more secure from malware. It’s also the latest attempt to put Windows into cheaper PCs to compete against low-cost systems running Google’s Chrome OS. Both Acer’s TravelMate Spin B1 Convertible and HP’s ProBook x360 Education Edition (already available as a Chromebook) feature a hinged display for multiple viewing angles and rugged designs to handle drops and spills from younger users. Each also comes with a far more palatable starting price of \$299.

While Acer and HP are first out of the gate, Microsoft said that Asus, Dell, and a handful of other manufacturers will be producing Windows 10 S machines in the near future. These will include systems starting as low as \$189 as well as premium devices, though again it’s hard to see what the market for those will be ♦

Robi-10 Minute School Country’s First Digital Island Moheshkhali

The biggest online school of the country, Robi-10 Minute School has demonstrated the features of the platform to the students of Moheshkhali on 27th April, 2017. This island was declared the country’s first Digital



Island by Prime Minister, Sheikh Hasina. Ayman Sadiq, Founder and CEO of 10 Minute School, demonstrated the digital features of Robi-10 Minute School website including the online quizzes, LIVE classes using Facebook, smart-books, and interactive videos to the students and teachers of Moheshkhali Island High School. State Minister, ICT Division, Zunaid Ahmed Palak and officials of International Organization for Migration and Korea Telecom also attended the interactive session in the school. Palak went LIVE on Robi-10 Minute School using Facebook from the event. He appreciated Robi-10 Minute School’s effort in introducing the digital education platform to the people of Moheshkhali. Earlier, Robi, the market leader in Moheshkhali, activated MFS in partnership with Rocket among its subscribers in the island.

Robi-10 Minute School (www.10minuteschool.com) is the biggest online school in Bangladesh with over 30,000 enrolled students and 370,000 subscribers on Facebook. Currently 315,000 students are subscribed to the Robi-10 Minute School Live Coaching Classes that take place every day. On an average more than 10,000 students are attending the LIVE classes on Facebook. Besides, the platform has nearly 125,000 YouTube subscribers who are enjoying the Robi-10 Minute School learning videos at their convenience ♦

Intel Expects CPU Prices to Fall Now



Intel is forecasting a “slight decline” in its premium chip prices for the remainder of the year, and AMD’s Ryzen chips could have played a part in that.

Prices of Intel’s chips in both desktops and laptops went up in the first quarter. That helped drive up the quarterly revenue for Client Computing Group—which deals in PC chips—to \$8 billion, which was up 6 percent compared to the same quarter last year. But Intel’s PC chips now face serious competition from AMD’s new Ryzen chip, which was released last month. Ryzen chips offer competitive performance, and are priced significantly lower. AMD’s fastest Ryzen 7 1800X chip has eight cores and is priced at \$499. A comparable chip like Intel’s Core i7-6900K is priced at \$1,089. Intel’s most potent Extreme Edition chip is the 10-core Core i7-6950X, which is priced at \$1,723. Intel could counter Ryzen by offering a newer and faster chips at the similar price compared to processors in its current lineup. Intel will release 8th Generation Core processors later this year, and those chips will be more than 10 percent faster than existing 7th Generation Core chips, also called Kaby Lake ♦