



Anker launches new Soundcore portable speaker in the country

ANKER INNOVATIONS’ audio brand Soundcore will launch its new portable speaker, the Select 4 Go, in the Philippines on Thursday (Oct. 10).

Priced at P1,295, the Select 4 Go portable Bluetooth speaker currently comes in three colors, namely black, white and blue. It is now available on Soundcore’s Philippine website at www.soundcore.ph and its Lazada and Shopee Mall stores.

“The Select 4 Go is designed for music lovers and active lifestyles, ensuring all day, power vibrant beats,” Anker said in a statement.

“Combining high-quality sound, a stylish design, and unmatched battery life, it’s ideal for those who crave flexibility and uncompromising performance.”

The speaker promises up to 20 hours of continuous playtime on a single charge as it features a 2,600 mAh battery.

“Additionally, thanks to its lightweight build, the Select 4 Go is compact yet durable. Whether you’re exploring the great outdoors on a hike, cycling with friends, or simply unwinding at

the beach, you can take this versatile speaker with you without worry. It can fit easily into your backpack, gym bag, or duffel without taking up too much space. Weighing just 220g, it’s ultralight-weight and even features a convenient handle for hanging on your bag,” the brand added.

The Select 4 Go also has a waterproof, rustproof, and floatable design and has an IP67 water and dust resistance rating and a five-watt speaker output, ensuring high-quality sound.

Users can also customize their listening experience with the speakers via the Anker Soundcore app, it said.

“The free app allows users to access additional product features and easily adjust settings from your mobile device. With the Select 4 Go, you can personalize your audio experience with a customizable 9-band EQ and more directly on the app.”

Two Select 4 Go speakers can also be connected via True Wireless Stereo pairing for an immersive listening experience.

— BVR

Synology bets on PHL businesses’ shift to secure data management

By Aubrey Rose A. Inosante
Reporter

TAIWAN-BASED technology firm Synology, Inc. is optimistic about expanding its presence in the Philippines as more local businesses prioritize secure and efficient data management.

“When it comes to product adoption, data protection and file storage remain key drivers, as more businesses prioritize secure and efficient data management,” Claire Huang, country manager of the Philippines at Synology, said in e-mail interview with *BusinessWorld* on Oct. 3.

The Philippines has seen increased ransomware attacks and phishing campaigns that target

businesses of all size, which is a growing concern as digital transformation continues to accelerate across industries, she said.

“Additionally, we see great potential in the surveillance sector, an emerging market for us. As more organizations discover the benefits of our integrated surveillance solutions, we anticipate significant growth in this area,” Ms. Huang said.

Synology has been in the Philippines for more than 15 years and works with industries such as manufacturing, public sectors, and consumer or retail.

The company offers data management and backup solutions and helps in facilitating digital transformation for businesses.

Ms. Huang said the company is optimistic about its contin-

ued growth and expansion in the country.

“Over the past five years, our revenue has more than doubled, making the Philippines one of our three fastest-growing regions, alongside the Asia-Pacific region where we’ve seen over 150% growth,” she said.

After the coronavirus pandemic, the company witnessed significant growth in the Philippines, particularly in terms of business expansion and increased data requirements, the official said.

Synology will soon launch its artificial intelligence (AI)-powered Admin Console, enabling centralized management of Synology AI features, along with other collaboration and team productivity tools.

It will facilitate AI access permissions management and address privacy concerns by implementing a de-identification feature within Synology network-attached storage appliances, ensuring compliance with data privacy regulations.

Synology also recently integrated AI into its entire after-sales support process, improving efficiency and quality, Ms. Huang said.

“Our AI utilizes a Retrieval-Augmented Generation architecture, drawing from anonymized technical materials and insights gained from serving millions of customers worldwide,” she said, adding this integration enhances support response times by up to 20 times.

YouTube rolls out Shorts platform enhancements

YOUTUBE will now allow users to post Shorts up to three minutes long, along with other enhancements to the platform, it said in a statement.

“YouTube empowers content creators further with new additions to Shorts, its popular short-form video platform, that will help everyone create more dynamic, compelling, and engaging videos,” it said.

“Chief among the new features is the extension of Shorts to up to three minutes long, a highly requested fea-

ture among creators. The longer format will be available starting Oct. 15, granting you greater flexibility to express yourselves and share more immersive narratives.”

Other updates to the video sharing platform’s Shorts feature include having an improved player and the introduction of templates.

“The YouTube Shorts player has been refined to prioritize content, ensuring your work takes center stage. Additionally, the introduction of tem-



plates simplifies the creation process, letting you easily jump on the latest trends and add your unique spin,” it said.

It now also provides integration with YouTube, allowing creators to remix YouTube videos directly via the Shorts camera.

Lastly, YouTube is introducing the option to “Show fewer Shorts” to allow users to personalize their feeds and prioritize long-form content.

“With these welcome updates, YouTube Shorts looks to become an even more dynamic and engaging platform for both creators and fans alike,” it said. — BVR

Nobel Prize in physics goes to machine learning pioneers Hopfield and Hinton

STOCKHOLM — US scientist John Hopfield and British-Canadian Geoffrey Hinton won the 2024 Nobel Prize in Physics on Tuesday for discoveries and inventions in machine learning that paved the way for the artificial intelligence (AI) boom.

Heralded for its revolutionary potential in areas ranging from cutting-edge scientific discovery to more efficient admin, the emerging technology on which the duo worked has also raised fears humankind may soon be outsmarted and outcompeted by its own creation.

Mr. Hinton has been widely credited as a godfather of AI and made headlines when he quit his job at Google last year to be able to more easily speak about the dangers of the technology he had pioneered.

“We have no experience of what it’s like to have things smarter than us,” Mr. Hinton said over the phone to the Nobel press conference, speaking from a hotel in California.

“It’s going to be wonderful in many respects, in areas like healthcare,” Mr. Hinton said. “But we also have to worry about a number

of possible bad consequences. Particularly the threat of these things getting out of control.”

Mr. Hopfield, 91, a professor emeritus at Princeton University, created an associative memory that can store and reconstruct images and other types of patterns in data.

“When you get systems that are rich enough in complexity and size, they can have properties which you can’t possibly intuit from the elementary particles

you put in there,” he said in a press conference convened by Princeton. “You have to say that system contains some new physics.”

He echoed Mr. Hinton’s concerns, saying there was something unnerving about the unknown potential and limits of AI.

“One is accustomed to having technologies which are not singularly only good or only bad, but have capabilities in both directions,” he said. — Reuters

FULL STORY



Read the full story by scanning the QR code or by typing the link
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Congressman seeks franchise for Elon Musk’s Starlink

By Kenneth Christiane L. Basilio
Reporter

A BILL seeking to grant a franchise to Elon Musk’s Starlink Internet Services Philippines, Inc. has been filed at the House of Representatives, the first step towards allowing the satellite internet service provider to construct domestic ground stations to improve the country’s internet connectivity.

Providing the franchise to construct ground radio stations to Starlink would “improve its services to the public,” Party-list Rep. Ron P. Salo said in House Bill (HB) No. 10954, which he filed on Sept. 23.

Ground radio stations are large dish space stations used to send and receive TV and internet signals.

Senator Mary Grace Natividad S. Poe-Llamanzares filed a counterpart Senate bill on Oct. 1.

Similar to Senate Bill No. 2844, the House version aims to grant Starlink the authority to build and operate radio transmission and reception stations, which could provide Filipinos living in remote areas with stable internet access.

Both versions require Starlink to improve internet access to areas with scant connections, while also hiring residents near where a satellite station would be constructed.

Mr. Salo’s proposal, however, inserted the phrases “to the extent reasonable and feasible” and “exert best efforts,” underlining Starlink’s responsibility to provide employment opportunities and improve internet services in remote parts of the country.

Mr. Salo’s bill also allows Starlink to excavate in public places, such as highways, streets, bridges, among other thoroughfares, for the erection of poles and other wiring structures to and from its ground satellite stations, granted it informs the Public Works department before construction.

The caveat is Starlink must repair any damage made to public infrastructure within 10 days or risk being doubly charged for the restoration to be done by the Department of Public Works and Highways.

HB No. 10954 also mandates Starlink to consult with local communities and ensure environmental compliance before the construction of ground radio stations.

The government also has the power to revoke Starlink’s franchise if it

fails to continuously operate for two years. It would also be subject to a fine of P1 million per day if it fails to submit an annual operations report to Congress.

Starlink’s domestic internet service operations started in Feb. 2023 and are currently operating under accreditations provided by the Department of Information and Communications Technology and the National Telecommunications Commission.

Last year, Data Lake, Inc., co-owned by tycoon Henry T. Sy, Jr., inked a deal with Starlink to distribute its satellite kits and to carry out data services and solutions nationwide.

Under the deal, Starlink satellite kits are priced at P29,000, inclusive of a dish, modem, power supply, and mounting tripod at SM Malls.

Citicore taps P1.22B from IPO for solar projects

CITICORE Renewable Energy Corp. (CREC) is advancing its five-gigawatt (GW) renewable energy portfolio with P1.22 billion from its initial public offering (IPO) proceeds, as approved by its board of directors, the company announced on Wednesday.

“The rationale for the early release of IPO proceeds is for CREC to ramp up its pipeline development for solar energy plants,” the company told the stock exchange.

The target release is subject to necessary approvals and documentation requirements, it said.

In June, CREC listed on the Philippine Stock Exchange, raising P5.3 billion, which included a \$12.5-million investment from the UK government’s MOBILIST program.

“The full impact of the power generation revenues will be felt next year since proj-

ects currently under construction will start to be energized by then. We will focus on adding solar capacity and looking at other opportunities that take us close to our five-GW-in-five-years goal,” CREC President and Chief Executive Officer Oliver Y. Tan previously said.

The company is constructing eight power projects worth approximately one GW, underway to achieve its goal of five gigawatts of capacity by 2028.

CREC, directly and through its subsidiaries and joint ventures, manages a diversified portfolio of renewable energy generation projects, power project development operations, and retail electricity supply services.

Currently, it has a combined gross installed capacity of 285 megawatts from its 10 solar power facilities in the Philippines.

— Sheldeen Joy Talavera



JOB OPENING

NAME OF COMPANY:
Satellite Office Solutions Pty Ltd – Philippine Branch
LOCATION: 19/F Uptown Place Tower 2, 11th Avenue, Bonifacio Global City, Taguig City

FOR IMMEDIATE HIRING
POSITION: Operations Training and Technical Lead

JOB DESCRIPTION: The Operations Training and Technical Lead will serve as the lead technical expert and training coordinator for a team of operations staff based in the Philippines. The role will focus on training and upskilling the local team in the use of critical software applications while acting as a general subject matter expert (SME).

The role will also facilitate communication and collaboration between the offshore team in the Philippines and the onshore team in Australia and lead the quality assurance (QA) and testing efforts for a SaaS application, ensuring software reliability and functionality before product releases.

QUALIFICATIONS:

- Bachelor’s Degree in a field relevant to the position.
- Proven experience in software training and technical support, with minimum 5 years of experience in said field.
- Expertise in software quality assurance and testing methodologies.
- Strong interpersonal skills and ability to bridge cultural differences between teams.
- Ability to work independently and manage multiple responsibilities.
- Excellent communication and problem-solving skills.

Interested applicants may submit their application to Satellite Office Solutions Pty Ltd – Philippine Branch through email at recruitment@satelliteoffice.com.

JOB VACANCY

Business Development Manager

Qualifications:

- Bachelor’s/College Degree in any field
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- Exceptional project management skills

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3=MANDARIN HUMAN RESOURCE OFFICER
25=MANDARIN CUSTOMER SERVICE REPRESENTATIVE
30=MANDARIN MARKETING SPECIALIST

QUALIFICATION and JOB DESCRIPTION

- Must be Bachelor’s/College Degree in any field
- Proficient in speaking, reading and writing in Mandarin and Bilingual languages
- With significant background to related position
- Professional, enthusiastic and customer service oriented
- Can resolve issues and concerns in courteous and professional manner via phone, email, mail or social media to ensure customer satisfaction
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QUALIFICATION

- Bachelor’s/College Degree in any field
- Must be proficient in speaking, reading in Mandarin and Bilingual Language
- Flexible, honest, trustworthy and willing to work under pressure
- With background to any related position