



Distance training project allows schoolchildren to find common language with teachers, while enhancing their skills of communication

Level to be enhanced remotely

Major educational project for students and teachers of technical universities and secondary schools — dealing with IT-technologies — launched with assistance from High-Tech Park

By Boris Overyanov

Epam Systems (an HTP company resident) has joined the VEU Sourcing Company in initiating the project. The latter is a distributor of professional educational courses

and SkillSoft is a world leader in electronic educational programmes. This collaboration will help organise new distance-learning courses for students and specialists in Belarus. “We need to enhance the quali-

cations of our specialists, to fulfil complex IT projects,” notes Alexander Martinkevich, Deputy Director of the HTP’s Administration. He notes that the project is also important for school education. “Schoolchildren can

sometimes lack a common language with their teachers. This project will enable us to remove distance, while enhancing teachers’ skills,” explains Mr. Martinkevich.

As part of the project, free software access is being

given to 1,920 users from the Belarusian State University of Informatics and Radioelectronics and Minsk City Institute of Education Development. Students, listeners and teachers can master new programmes free of

charge this year.

Mr. Martinkevich stresses that the programme includes business projects, as well as educational, while training project managers and other specialists for the domestic IT branch.

New heroes of invisible battles

How wonderful it would be if war and terrorism became a thing of the past, with weapons manufacturers made redundant. At present, such dreams are utopian, so our military-industrial enterprises must do their best to keep up with the times. The State Military Industrial Committee of Belarus recently presented its plans for the defence industry, with guests and journalists greatly surprised

By Ivan Troyanov

“You look through the camera with your right eye and then adjust the focus,” explains a representative from the Display Design Bureau, showing me how to use a helmet equipped with video surveillance. The ‘helmet mounted display system’ has been designed to show a range of information useful to a soldier during battle. Accuracy, navigation and other data is sent to a small screen located near the right eye. You can even select a focal point, the co-ordi-

nates of which are immediately sent to HQ for target seeking.

“Three years ago, we couldn’t imagine a contemporary soldier using a computer unless it was handheld,” notes Alexander Voitenkov, Display’s Director. “However, it was very inconvenient, since soldiers also have to carry their guns and a luminescent screen could reveal their location at night. This helmet helps solve all these issues.”

Representatives of the defence industry believe that ‘miniaturisation’ is a top prior-



Video-helmet for modern soldier

ity; the ‘Rapsodiya’ multi-task broadcasting station, designed for the armed forces, is tiny compared to the huge ‘cabinets’ currently in use. Contemporary jamming transmitters, named ‘Tuman’ (Fog), are also quite compact, easily installed on small, pilotless aircraft. “The operating range depends on the height at which the craft is being flown, but it’s good,” the manufacturers assure us.

The ‘special-purpose robotic system’ is also able to fix loca-

tions and send camera recorded data to an observation point. It can move at up to 4km/h, working for 12 uninterrupted hours. You could use it to guard a summer cottage or protect a nuclear power station; the latter was perceived as one of its possible uses during development. Of course, various types of weapons can be installed on its platform, leading us to speculate that the wars of the future will be conducted remotely, via computers and joysticks.

Public measures creativity of advertisements

By Anton Komarovskiy

Advertising market specialists to gather for White Square International Advertising and Marketing Festival in April, to discover most efficient advertisements of previous year

This year sees the third *White Square* Festival, although this will be the first time that a session of the Advertisement Co-ordination Board will be hosted (part of the CIS Interstate Antimonopoly Policy Council). According to Irina Baryshnikova, who heads the Belarusian Trade Ministry’s Consumer Rights Protection and Advertising Supervision Department, representatives of state authorities from eleven CIS countries are to join advertisers. They will be discussing problems relating to the regulation of the advertising market while looking at the influence of trans-national advertising.

A social advertising contest looks set to be the most interesting event at the forum, welcoming ordinary students alongside prominent designers. Specialists note that advertising standards, including for public information campaigns, have significantly enhanced in Belarus. “Belarusian advertising has become more

serious,” asserts *White Square* Festival Director Alena Ustinovich. “The professionalism of advertising agencies has increased while advertisers have begun to appreciate the importance of creativity.”

According to specialists, domestic enterprises are requesting the services of advertising agencies more frequently. Ms. Baryshnikova explains that, last year, manufacturers’ advertising activity rose by 30 percent. Unfortunately, advertising can be misleading, so strict legislation is required to ensure that false claims or ambiguous statements are not made. Last year, the Trade Ministry prepared amendments to advertising legislation, with banks being always required to indicate the full interest rate charged on loans.

Discussing these amendments at their first reading, the parliamentarians proposed that advertising of alcoholic and low-alcohol beverages and beer be limited, alongside that of any form of gambling, such as lotteries or casinos. “The proposals will be discussed and, if we manage to reach a co-ordinated position, the changes will be reflected in legislation,” Ms. Baryshnikova notes, adding that Parliament will return to these amendments in April.

Everything has its limit

By Inna Kabysheva

114 year old Bessie Cooper from Georgia in the USA, has recently been officially recognised as the oldest resident on the planet, born on August 26th, 1896, in Tennessee. She has four children, 11 grandchildren, 15 great-grandchildren and one great-great-grandchild

The world’s register of ‘long-livers’ cannot help but be rather inaccurate, since documentary proof is required, and this is not always available of course. At other times, it appears that those

who compile the register are perhaps simply uninformed.

Belarus’ Maria Shikut, who now resides in the village of Tesnovaya in the Minsk Region’s Stolbtsy District, in fact celebrates her 117th birthday this summer. She has witnessed wars, occupation and changes of power, raising five children, 14 grandchildren and over 20 great-grandchildren.

In 2010, Japanese Kama Chinen, 114, was named the oldest woman on the planet, while a 130 year old woman was found in a Georgian village. The Georgian authorities

presented Antisa Khvichava’s documents to the Guinness Book of Records (stating her birth as July 8th, 1880) and she was acknowledged as the oldest living person on Earth. We wonder if our Belarusian centenarians will ever appear in the world ratings...

Svetlana YERMAKOVICH, the Head of the Ministry for Labour and Social Protection’s Department for Veterans and Elderly People:

633 people currently reside in our country aged 100 and over, including two (in Minsk and in the Minsk Region) who



Minsker N. Nelga is 102

are aged 115, according to their passports. Documents proving their age were lost during the war but were later restored by specially created commissions to determine age. A special procedure was even elaborated for this purpose. Sadly, we can’t apply for the status of ‘oldest woman on the planet’ due to the absence of original records.