



Exclusive Interview

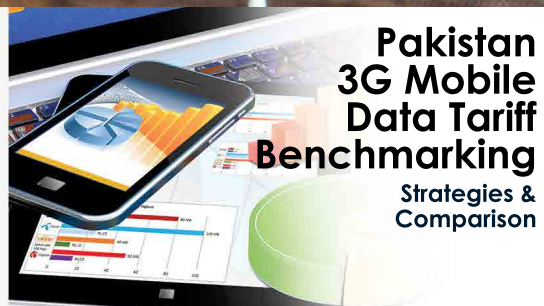
## JAMES MUNN

**Qualcomm Aims  
to Power Pakistan  
Mobile Broadband  
Eco System**



### Nadia Hussain

The stylish diva  
who has got it all,  
charm, beauty,  
intelligence, fame



### Pakistan 3G Mobile Data Tariff Benchmarking

Strategies &  
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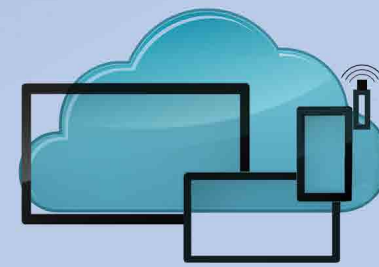
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# INNOVATION IN MOBILE SMART CITIES

Now in its second year, Mobile 360 Series – Middle East will again bring together leaders in the mobile industry to address the key challenges facing countries in the MENA region.

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**Adnan Khan**  
Managing Editor

Dear Readers,

We hope you all had a fantastic Eid & Independence Day with high speed 3G internet.

The Pakistani ICT scene has been progressing and lot of developments have taken place in the last couple of months. The much awaited 3G services have finally started in the country and media is buzzing with 3G telecom campaigns initiated by different telecom operators, claiming that their 3G packages are the best. Phone World team made a special effort to draw a comparison of these 3G packages in our exclusive article, "Pakistan 3G Mobile Data Tariff Benchmarking Strategies & Comparison". 3G technology initiation is not the only milestone MoITT and PTA has achieved this year, there are many other steps that have been taken for the development of ICT sector of Pakistan as per MoITT statement. These have been discussed in our special feature article, "MoITT One Year Performance Report".

For the latest issue, our team conducted a special interview with James Munn, Vice President of Business Development in Sub Sahara Africa, Qualcomm; in which he discussed the post 3G scenario and future prospects for the ICT sector of Pakistan. While our celebrity corner featured Nadia Hussain's interview who is a seasoned model, and actress of Pakistan's showbiz industry. This issue of Phone World magazine also assessed a special gadget for women, "Ringly" that is a ring connected to phone that sends customized notifications to the user.

The Internet is probably one of the most important single development in the history of human communication and social media is the major aspect of it. This is the reason why our current issue contains special articles regarding social media that cover different angles of this medium. These articles includes, "Facebook Liking isn't Helping IDPs", "Social Messaging Apps the new face of messaging", "To Beat a Hacker You Need to Think like a Hacker", "Your Friend's Emotions on Facebook Can Affect Your Mood" and "My Books Are Me, I Am My Books".

Our regular sections include Phone reviews, Telecom Campaigns, Wish list, and App reviews. Like always, Phone World team has put lot of hard work and efforts to bring the best reading experience for our readers. I hope you guys will appreciate our efforts and give us your feedback so that we can further improve Phone World Magazine. Enjoy reading...!!

Thank you,  
**Adnan Khan**  
Managing Editor

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## Contents

### National & Regulatory

- 10 Pakistan Mobile Data Tariff Benchmarking
- 30 One Year Performance Report of MoITT
- 44 Smart Phone Usage in Pakistan

### Feature

- 32 Social Messaging Apps, the New Face of Messaging
- 34 The Growing interest of DESI MOMs in Smartphone Apps

### Phone Review

- 36 QMobile Z5
- 46 OPPO Find 7a

### Telecom Campaigns

- 48 A Critical Review of the Latest Ad Campaigns

### App World

- 52 Applications & Games for your smartphone

### Local Brands

- 54 New Arrivals of the month

### Wishlist

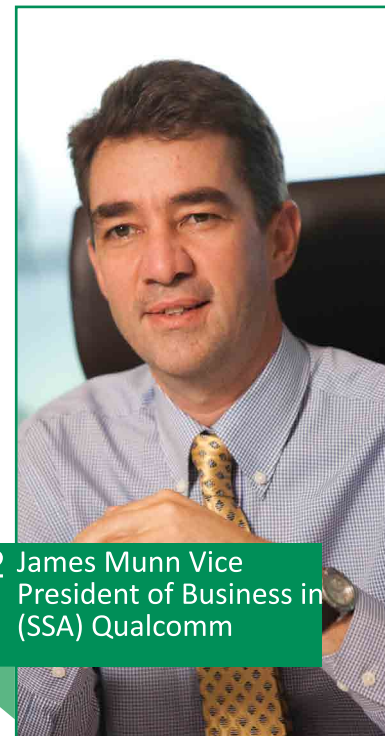
- 55 Which Phone would you like to choose ?



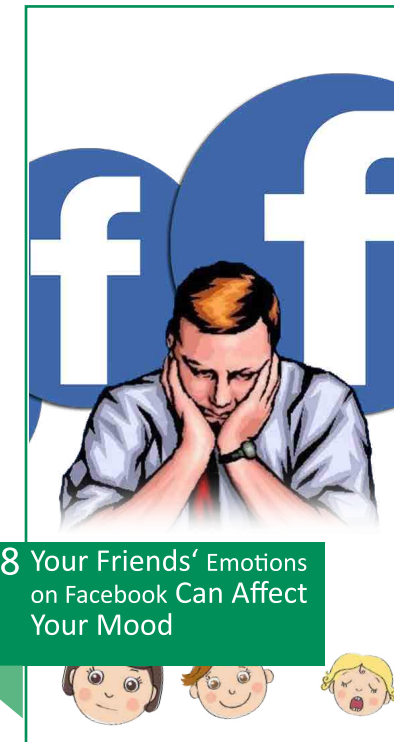
16 Facebook Liking isn't Helping IDPs



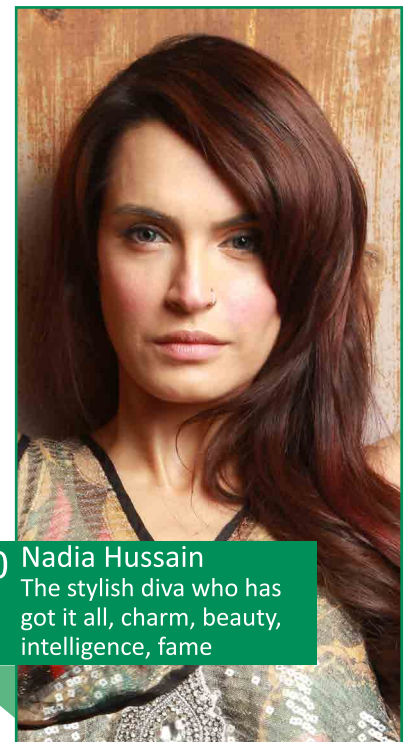
20 My Books Are Me, I Am My Books



22 James Munn Vice President of Business in (SSA) Qualcomm



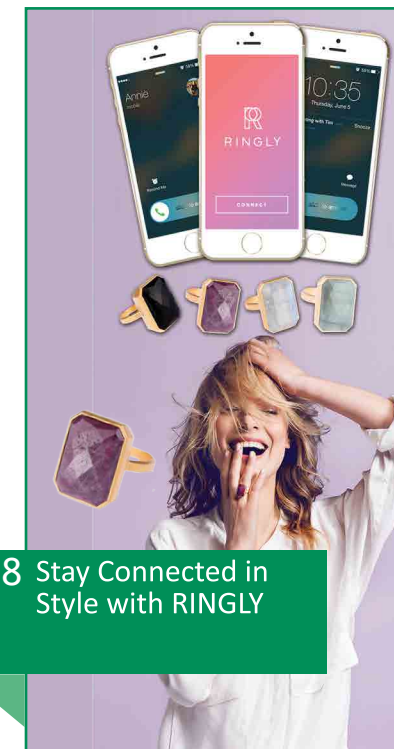
28 Your Friends' Emotions on Facebook Can Affect Your Mood



40 Nadia Hussain The stylish diva who has got it all, charm, beauty, intelligence, fame



26 AVG Antivirus a must have App for Android



38 Stay Connected in Style with RINGLY



50 To Beat a Hacker You Need to Think Like a Hacker

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# Pakistan 3G Mobile Data Tariff Benchmarking Strategies & Comparison

In the competitive telecom market of Pakistan, where 3G services are now commercially launched, a major concern for the mobile operators is how to make their Data tariff competitive, attractive and also profitable as to get maximum users, as Data ARPU will have a profound impact on future revenues. Those familiar with the Pakistani market also fear that for short term gains some operators tend to enter into price wars that effect not only financial viability of Data services but also the potential growth for long term. On the other side, most importantly from a consumer's point of view, when you have a choice between several operators with several packages, making the right choice is a difficult task.

Whenever you're trying to select a telecom services based on its data tariff, benchmarking or comparative analysis is the best way of getting an overview of data tariff offered by different mobile operators.

**Whenever you're trying to select a telecom services based on its data tariff, benchmarking or comparative analysis is the best way of getting an overview of data tariff offered by different mobile operators**

Not only it can provide you with a clearer picture of the packages but it also help you to decide the best for

you.

Currently in Pakistan, four out of five operators have started offering 3G services whereas Warid did not roll out its 3G network, as it did not participate in the 3G/4G Auction held by the PTA in May, 2014. It is very likely that Warid might offer LTE services by the end of this year on a spectrum that it already has for GSM services by re-farming. However, no concrete schedule has been announced for launch of their services therefore we have not included their Data Tariff in this report.

PhoneWorld Magazine has always played an active role in facilitating the subscribers by providing reliable and accurate data regarding the



By M. Bilal Abbasi

ICT products and services. We have studied various 3G Data packages available in the market by all four mobile operators and tried to make a comparison of these tariffs in a simple format that can be understood not only by a business user but also by ordinary consumers as well.

## Pre-Paid Data Packages

### Daily Data Packages

Since, a very large customer base uses Daily packages, let us start by comparing daily data packages offered by mobile operators that have started offering 3G Data services.

**Zong not only has the most economical Daily package of Rs. 4 and also has not applied any speed cap which makes their daily package even more attractive, when compared to other operators**

These data packages are available on official websites of all operators, so we have not given them in this report rather would encourage readers to visit operators web sites that contain details about other terms and conditions attached to each of their packages. The daily data package offered by Zong is the cheapest and starts from Pak Rs. 4 but this comes with the data cap of 4 MB. Zong has also introduced three different packages for daily usage namely daily mini, daily basic and daily premium. The daily mini is the cheapest package with 4 MB for Pak Rs. 4. Other daily packages by Zong include the daily basic package of Pak Rs. 10 with the data limit of 30 MB while the daily premium package is for Rs.20 with the data limit of 80 MB. The data used without any package costs Rs.1 per MB which is the default package offered by Zong. The good thing about Zong's

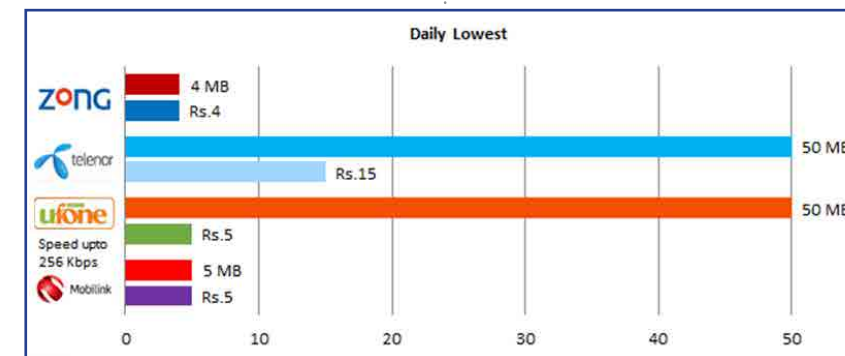
packages is that they are not speed limited. With 10 MHz of spectrum in 2100 Mhz and 10 MHz Spectrum in 1800 Mhz this tariff becomes even more attractive that is likely to offer good customer experience specially when more and more users come on board and network is put to real test.

Ufone, is the only operator that has capped its data speeds most probably because of spectrum limitation, the more users pay the more speed they get. There are two different daily data packages offered by Ufone, one is special daily package which has a data limit of 50 MB for Rs.5 but with speed limit of 256 Kbps and time limit from 1 A.M. to 9 P.M.

Default data tariff for Ufone is of Rs.20 for the first MB and the user will get next 19 MBs free, then they will get charged for the 21st MB and will get the next 19 MBs free and so on. It should be kept in mind that both packages are speed limited and are capped to achieve maximum speed of 256 Kbps.

**Currently, four out of five operators have started offering 3G Data services whereas Warid did not roll out its 3G network, as it did not participate in the 3G/4G Auction**

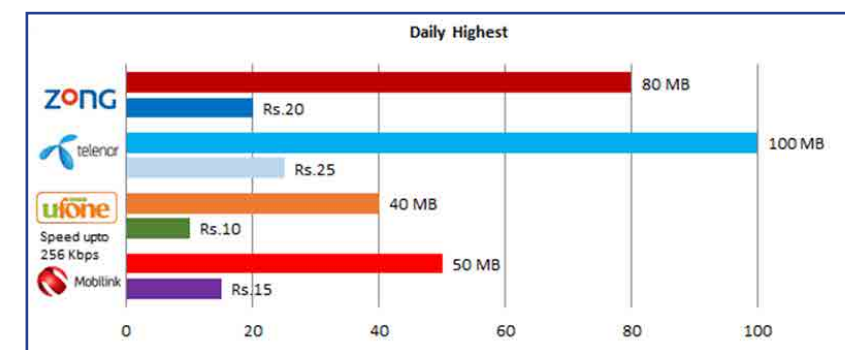
Telenor has also introduced two packages, the cheapest is the daily



The second package that is being offered is the normal daily package which has the data limit of 40 MB and can be purchased for Rs. 10.

**The delay and then the sudden announcement of a new CEO has also given strength to rumors that all was not well with Mobilink commercial preparation for its 3G Launch Planning**

bundle package which is priced at RS.15 and has a quota of 50 MB. The higher priced package is daily plus bundle which costs Rs.25 and has the data limit of 100 MB. Default rate of data without subscribing to bundles will be charged at 10 Paise per 10 KB. These packages offered by Telenor are not speed limited despite the fact that it has only 5 MHz bandwidth in 3G spectrum that may not have as much speed flexibility as Zong or Mobilink.





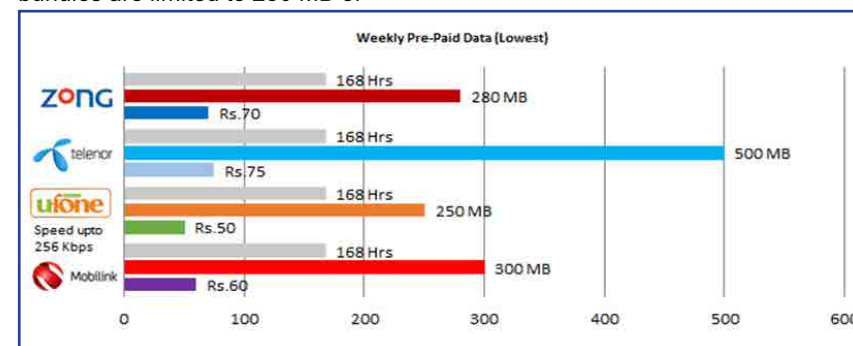
Mobilink was the last to announce its tariff of all the operators. They also only announced its prepaid packages and have yet to come up with their post-paid packages. The delay and then the sudden announcement of a new CEO has also given strength to rumors that all was not well with Mobilink commercial preparation for its 3G launch planning. Anyhow, there are two different daily packages offered by Mobilink, the cheaper of these two is the 3G daily bundle 2 which has data cap of 5 MB and costs Rs. 5. The other package which is more expensive is the 3G daily bundle 1 which costs Rs. 15 and has data limit of 50 MB. If you are not subscribed to any bundle, you will be charged at Pak Rs. 18 per MB. If a customer has not activated any 3G package, he will get 2G speed but when he activates a 3G package he will get 3G speed.

The tables below give a comparison of the data packages offered by four mobile operators, explaining both the daily lowest packages and daily highest packages in terms of Price and Data.

### Weekly Data Packages

Zong has announced single weekly data package bundle for both post-paid and pre-paid customers. The bundle comprises of 280 MB of data at Rs.70. Telenor has also introduced a weekly data package which has a total quota of 500 MB with the price of Rs.75.

Ufone has come up with three weekly data packages based upon various speeds. The three data bundles are limited to 250 MB of

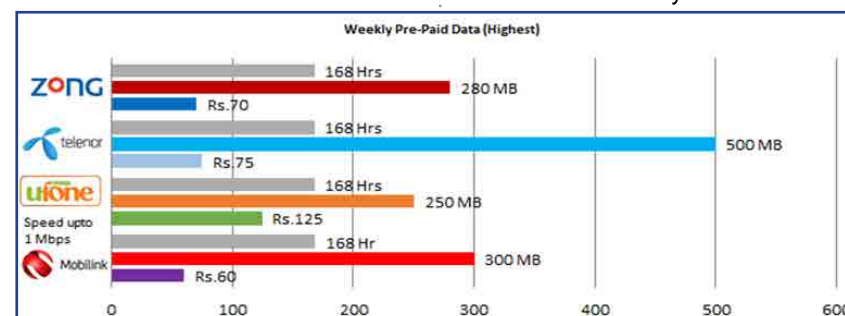


data while the speed of the data bundle varies.

### Mobilink, Zong and Telenor have offered only one weekly data package, while Ufone has offered three weekly data packages with different speeds

The first data bundle can be purchased for Rs.50 and has a speed cap of 256 kbps. Ufone is targeting their 2G users for this package and has even mentioned this on their website. The second data bundle is of Rs.75 and has a bit higher data cap of 512 kbps, while the third data bundle is speed limited to 1 Mbps and cost Rs.125.

Mobilink has one weekly data package to facilitate its 3G users, the package cost Rs.60 with data limitation of 300 MB.



### Monthly Data Packages

There are varieties of monthly data packages offered by mobile operators to choose from when it comes to monthly tariff so everyone wants to have a bigger pie of this segment.

Starting with Zong, it has offered 5 different monthly packages for its pre-paid as well as post-paid

customers.

The low-priced among these 5 is the monthly mini which charges RS.50 and has a data limit of 150 MB and the most expensive package offered by Zong is monthly premium 4GB which costs around RS.650 with monthly limit of 4 GB (4096 MB). Besides these two data packages there are monthly basic packages of Rs. 150 with 500 MB of data, monthly premium 1GB for Rs. 250 and monthly premium 2GB for Rs. 350.

### Zong has the cheapest monthly data package in terms of money but it has the lowest amount of data limit offered as well

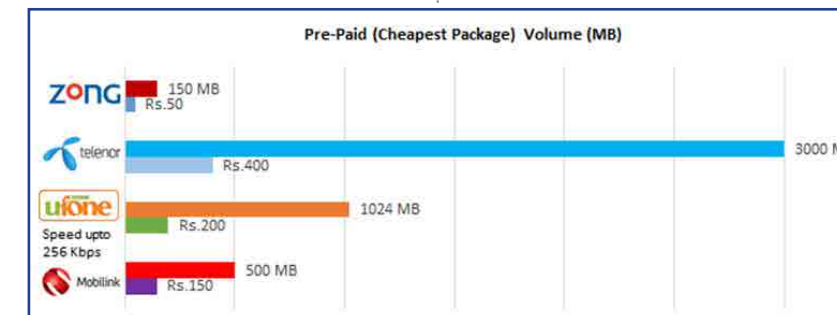
There are two monthly data packages offered by Telenor for its prepaid customers namely Monthly Bundle and Monthly Plus Bundle.

The Monthly Bundle offers 3000 MB of data for RS.400, while the Monthly Plus Bundle offers 8000 MB of data for RS.1000. Zong and Telenor do not have speed limitations on these packages.

Ufone on the other hand has speed limitations on its packages. The most economical of these is the monthly 1GB data package that charges RS.200 and has a speed limitation of 256 Kbps. The most expensive data package offered by Ufone is the Monthly 3GB data package which costs Rs.1500 and has a speed cap up to 3 Mbps. Few more data packages are offered by Ufone but these packages are speed limited, from 256 Kbps to 3 Mbps.

Lastly, Mobilink has also presented different packages for its customers, starting from the lowest

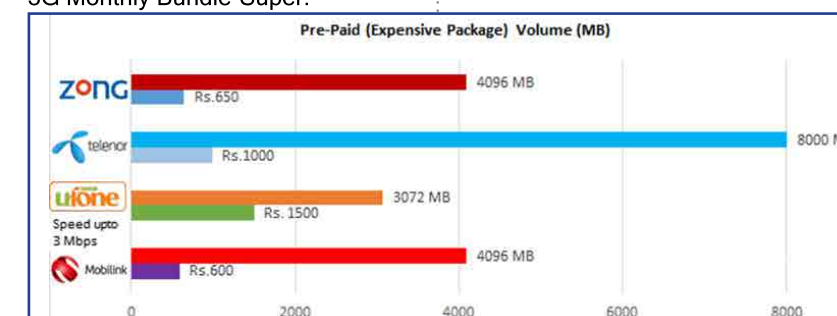
for both pre-paid and post-paid customers which costs Rs.70 and has a data cap of 280 MB. Telenor



of Rs.150 with data bundle of 500 MB called the 3G Monthly Bundle-Lite to the highest of Rs.600 with the data bundle of 4GB called the 3G Monthly Bundle-Super.

and Ufone have not offered any weekly data packages for its post-paid customers.

Mobilink till now has not been able



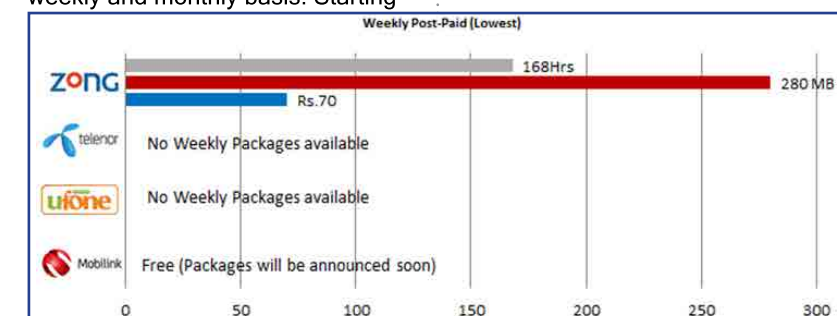
### Post-Paid Data Packages

#### Weekly Data Packages

Telecom operators have also introduced data packages suitable for their post-paid customers on weekly and monthly basis. Starting

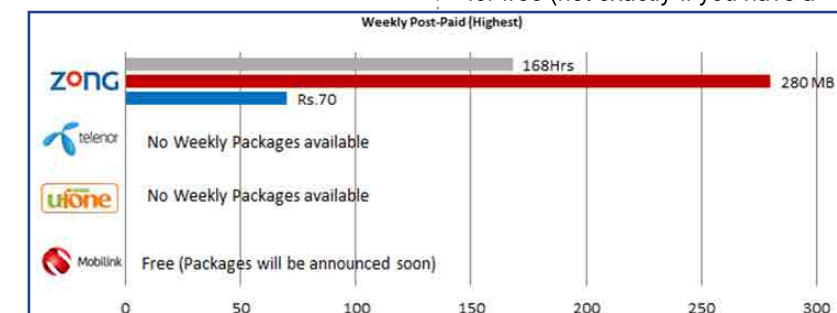
### Ufone and Telenor have not introduced any weekly data packages for its post-paid customers

to introduce any packages for its



from weekly data packages Zong has the same weekly data package

post-paid customers, the post-paid customers can enjoy 3G facilities for free (not exactly-if you have a



2G Data Package activated you will be charged the same 2G package. Infact, people without any data package are the main beneficiaries of this ) till their postpaid packages are announced.

### Mobilink offers free 3G services to its post-paid costumers till the data packages are announced

#### Monthly Data Packages

Zong again has the same monthly data bundle for its post-paid customers as it has for its pre-paid customers. These packages have been previously mentioned above in the pre-paid monthly data packages section. The cut-rate package that Zong offered is of Rs.50 and has the data limit of 150 MB. The most expensive data package by Zong is of Rs.650 and has a data cap of 4096 MB (or 4 GB).

Telenor lowest-cost package is of Rs.200 with 300 MB data limit and the most expensive package that Telenor offers is of 8000 MB (or 8 GB) at the cost of Rs.1000. There are two other packages of 600 MB and 4000 MB which can be purchased at Rs.350 and Rs.600 respectively. While, three operators are providing data speeds without any limitation, Ufone has deployed a different strategy to bundle up data with data speed caps.

### Zong has the lowest data package in terms of price while Telenor has the highest data package in terms of data. Per Rs Telenor offers 8 MB without any data speed cap on the packages

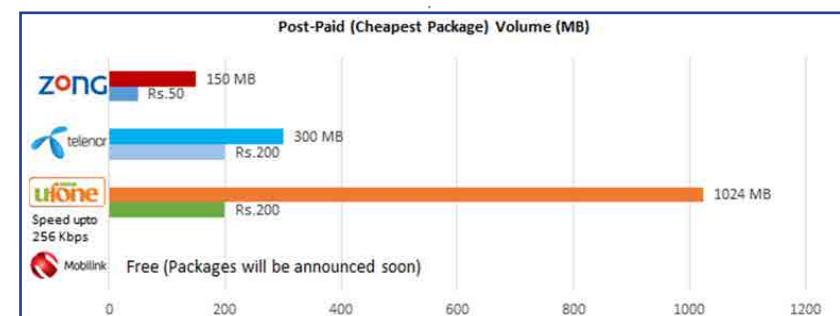
The most economic among Ufone data packages is the monthly data package of 1 GB which costs Rs.200 (speed up to 256 Kbps) and the most expensive data package offered is the monthly 3 GB which cost



Rs.1200 (speed up to 3 Mbps).

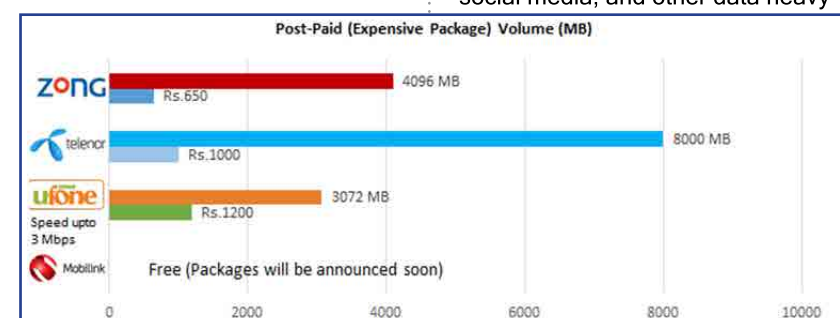
There are other monthly data bundle packages from the operators as well and therefore

(although the tariff are low as well) on the 2G network which could only be used for very light usage such as occasional e-mail download etc. While on 3G/4G networks, since the



it is highly recommended that consumers should visit the specific web operator's site for details on the monthly data tariff.

data speed is much higher people can use it for e-mail downloads, faster streaming, video calls, social media, and other data heavy



### Conclusion

The four mobile operators who got the 3G and 4G spectrum licenses have commercially launched their 3G services and data packages. There are many packages for the customers to choose from and it depends upon the users which package is suitable for them. The difference between 2G and 3G/4G from user's perspective is the data transfer speed that is quite slow

application that makes the 3G/4G services very useful and convenient.

From a mobile operator's perspective, since Pakistan is a low ARPU (Average Revenue per User) market of around Pak Rs. 220 (year 2013), the ARPU levels could be increased through data services. The use of data could possibly increase the ARPU by 3-4 times as generally data only ARPU is 4-6 times than

that of the voice ARPU and therefore a lot of emphasis is made on getting additional data customers or converting voice customers to data customers. After the launch of 3G/4G services in Pakistan it is expected that the average ARPU will increase as the users will be getting more value from enhanced data services. Operators are currently using aggressive marketing techniques for their data packages with the expectations of attracting maximum number of customers.

**After the launch of 3G/4G services in Pakistan it is expected that the average ARPU will increase and users will get more value from enhanced data services**

Every operator has different strategies to capture the market, some operators have leaned towards data speed caps while others have provided unlimited speed (depends upon the spectrum they hold) and some bundling it with social media services such as Facebook, twitter etc. Overall the prices of the data packages offered by the operators are quite affordable as compared to other operators around the world. Phoneworld shall conduct another tariff benchmarking review by end of the year to provided readers with latest situation on tariffs.

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# FACEBOOK LIKING ISN'T HELPING IDPS

**Technology, globalization and especially the social media (Facebook) activism have altered the way we think, behave, act and react on daily life situations as well as national disasters**

**T**he launch of Military Operation Zarb-e-Azb against militants in the troubled North Waziristan Agency of Federally Administered Tribal Areas (FATA) and the growing trend of social activism in Pakistan forced me to think about the social

**From mobilizing the young voters in Pakistan to the root of gathering crowd at D-Chowk, Islamabad; Facebook have played not just an important role, but also an instrumental one**

media and the potential harm and good associated with it.

My view is pretty straightforward - I believe that social media is a tool of liberation and empowerment. From mobilizing the young voters in Pakistan to the root of gathering crowd at D-Chowk, Islamabad; Facebook has played not just an important role, but also an instrumental one.

More than millions of people join a Facebook page or 'like' a

**One million 'Likes' on a Facebook page does not translate into one million mobilized volunteers for help**



particular post within fractions of minutes. My point here is that can social media replace the physical actions required or we can simply justify our contribution by just 'liking' the cause?

**It started off with 'Arab Spring', a social media slap that sparked a revolution against dictatorship**

Technology, globalization and especially the social media (Facebook) activism have altered the way we think, act and react on daily life situations as well as national disasters. Similarly, one million 'Likes' on a Facebook page does not translate into one million mobilized volunteers for help, or even one million people who agree with the cause of the host.

It started off with 'Arab Spring', a social media slap that sparked a revolution against dictatorship. It wasn't merely a social media whining but people stood up and took practical steps to change their situation. I feel sorry to say that whether it is complain of IDPs or the bleeding cry of children in Gaza; people show their support by liking a particular post.

Facebook activism has transformed into an ambiguous impractical phenomenon that won't motivate people to make a real sacrifice but it will make them sit in their homes, hit that blue colored 'like' button and let them have a useless reason to satisfy their inner self.

I felt quite empathetic when I

went through this ad campaign for relief i.e. 'Crisis Relief Singapore', which reminded me of the current situation of IDPs in Pakistan. Campaign pours cold water on Facebook activism by



**I felt quite empathetic when I went through this ad campaign for relief i.e. 'Crisis Relief Singapore', which reminded me of the current situation of IDPs in Pakistan**

confronting the idea of 'Facebook philanthropy'. It uses an interesting interpretation of the thumbs up icon against unfortunate situations of the affected people.

People have already started sharing pictures of IDPs using strong and heartbreaking captions, Facebook pages like 'Help IDPs', 'Help for the IDPs of Waziristan' have also emerged. People are using Facebook and Twitter to post pictures of poor IDPs, what they had for dinner, messages of

political parties towards the issue, sharing great quote about charity and all.

We have all become so accustomed to the 'Like' & 'Share'

button on Facebook that now whenever we hit 'like' button, it signifies our approval, a sense of empathy and a way to show our support. But we sometimes forget that just LIKING and SHARING stuff on social media won't help the IDPs.

There is no doubt that social media seemingly "connects" us to our friends & families, plays an important part in spreading awareness but we must not forget that when people need our help we must come out of this illusionist aiding and serving.

We might be able to spread more information, yes, but that is just

**We simply cannot let remain them devastated, there are greater chances that they will be exploited by anti-state elements**



virtually, whereas right now, IDPs in Pakistan need help not LIKES.

Now the challenging part here is to realize our duties toward IDPs i.e. to provide relief to the displaced people, followed by their rehabilitation. We simply cannot let them remain devastated, there are greater chances that they will be exploited by anti-state elements for their nefarious designs.

**Challenging part here is to realize our duties toward IDPs i.e. to provide relief to the displaced people, followed by their rehabilitation**



**Telecom sector of Pakistan is actively engaged in helping IDPs, the telecom operators are utilizing all available resources to provide relief and assistance to the IDPs**

It was pleasing to see that the telecom sector of Pakistan is actively engaged in helping IDPs, the telecom operators are utilizing all available resources to provide relief and assistance to the IDPs; as they are aware of the problems being faced by the displaced

families.

This is the time where all of us have to play our respective roles in helping them. Besides sending cash donations to the charity organizations, we can also support IDPs by providing different commodities like tinned food items (hygienic), clothes, medications, etc.

Even if the government doesn't get involved help, we on our own can meet their needs. But, the need of the hour is to make them (IDPs) realize that the entire nation is feeling their pain.

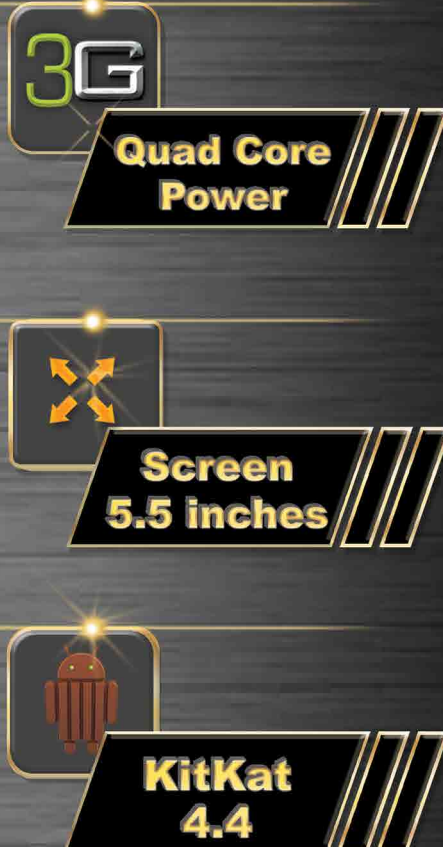
**This is an Appeal to all individuals, organizations, charities and NGOs in general and nationals of Pakistan in particular, whether resident or expat, to come forward and help by extending financial, technical and moral support to IDPs**

## Do You Know ???

In Japan, 90% of mobile phones are waterproof because youngsters use them even in the shower :)



**club mobile®** **hello 101 3G**  
 THINGS WITH CLUB lookin' great





# My Books Are Me, I Am My Books

**e-Books are probably more practical and convenient to use but there's nothing like reading an actual paper book**

With the advancement in technology, everything has dramatically changed. The latest gadgets have not only changed how people do things but it has also have transformed how they think. An interesting thing about the emergence of new technology is that after its arrival, it always starts a debate about what will happen to the outdated products. Ever since Amazon introduced Kindle e-reader six years ago, a great deal of discussion has been going on that whether paper will replace e-books. In a society where technology advanced is at its peak and almost every individual possess a laptop, tablet, a smartphone or all, it is easy to see the appeal of e-books over traditional print books. The production cost of e-book is considerably less with greater accessibility, environmental friendly as it saves paper and with e-books, we cannot need light so it's more practical, accessible than printed books.

**More than half a decade into the revolution of e-book and despite the prediction made by pundits, the prospect for traditional books is still looking bright**

More than half a decade into the revolution of e-book and despite the prediction made by pundits, the prospect for traditional books is still looking bright.

**Even though adopting e-books has its own advantages, but i think it can never replace reading paper textbooks entirely**

Although some people believe that e-books are more convenient and practical to use however, some also insist that there is nothing inherently virtuous or better about print itself but rather about the memories and sensations that are pinned to it, besides reading is not just about practicality, it's a whole new experience. Even though adopting e-books has its own advantages, I think it can never replace reading paper textbooks entirely.

There are things that cannot be easily replaced. Humans will always have an affinity for physical property and a digital version of your favorite story just doesn't satisfy the same needs that bonds a reader to the story.

There are so many other thing associated with a paper book that increase the enjoyable experience of the reader that include visiting the bookstore, collecting books on a shelf, writing all over the pages, folding the page corners, the mystery



By Rizwana Khan

surrounding a beaten-up used book, trading with your friends, the smell of a new book versus a musky old book.

As a tech-geek, I appreciate any new piece of everyday technology that makes life a little closer to the hyper-futuristic era and although E-books are a perfect combination of sleek gadgetry and a well written book to satisfy both book fan and tech fan with in me but still, I will always pick a real paperback novel over a digital version. Paper books have a soul and e-books clearly lack that, only a person having true enthusiasm for reading can understand that.

**There are so many things that can be done using computers and smartphones for example, surfing the internet and playing online games that it becomes quite difficult to concentrate and connect with the book**

People who call themselves practical and up-to-date with the new trends will call these arguments sentimental and unrealistic. Reading, in general is a pleasurable activity and pleasure doesn't rely on practicality or realism but still I can state many facts to prove that paper books are indeed better and e-books can never completely replace them.

**Having a hardcore book on the shelf is like having an artistic painting on the wall**

People say that e-books are environmental friendly but that's not entirely the case. E-books do save paper but it still requires battery and where does that comes from? Electricity, and we get electricity from water, coal or other non-renewable

resources. If trees are being saved by destroying some other aspect of nature, it hardly means anything.

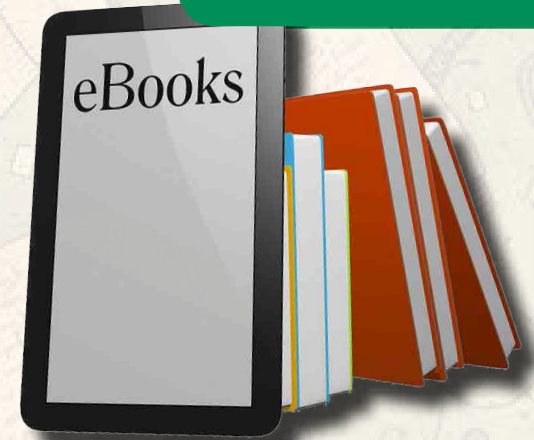
**Spending more time on computer/smartphone screen may cause health problems**

Spending more time on computer/smartphone screen may cause health problems as well. If paper books are replaced by e-books entirely, readers will spend more time on e-books not only will it easily exhaust their eyes, but it will cause many eye problems like short-sightedness and even cataract.

Besides, the adoption of e-books is very distracting. There are so many things that can be done using computers and smartphones for example, surfing the internet and playing online games that it becomes quite difficult to concentrate and connect with the book. This is the biggest disadvantage for the students who have to do lot of work in a limited time-frame.

Paper books have provenance and physical beauty, having a hardcore book on the shelf is like having an artistic painting on the wall. People who argue that books are merely objects that take up space should consider for a moment that everything else is also nothing more than objects taking up space, even your kids and yourself.

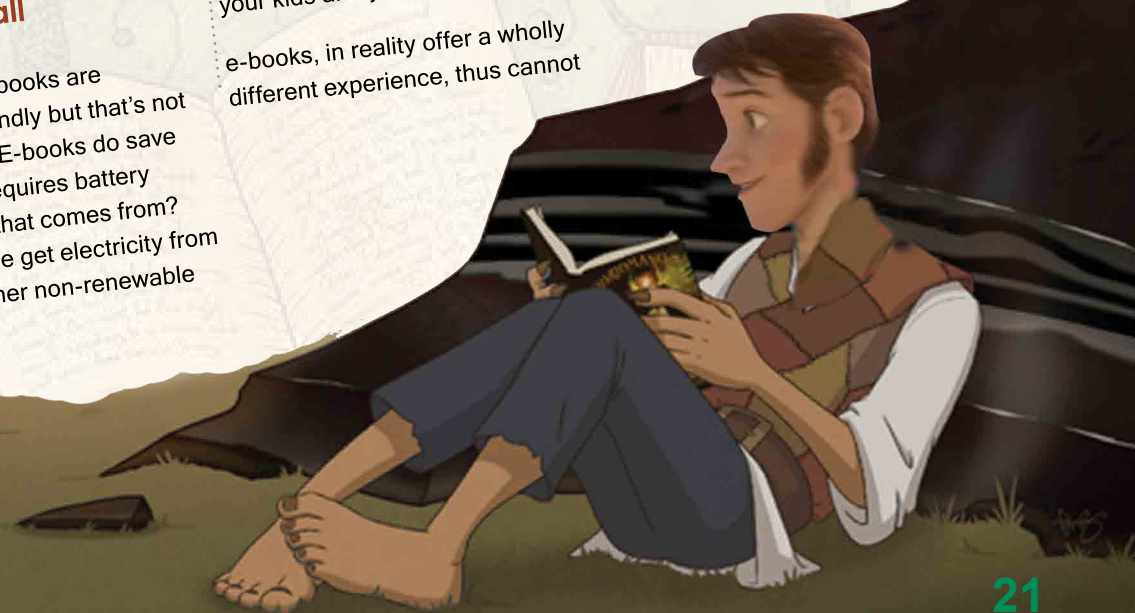
e-books, in reality offer a wholly different experience, thus cannot



be considered as a better format for reading replacing the inferior one.

A face to face meeting with your best friends cannot be replaced with webcam and skype chat, in the same way, an e-book can never substitute a good paper book. Digital channels including e-books, have their own uses but sometimes practicality and utility is not everything. I love reading, no matter how I do it, but I truly believe in the everlasting existence of physical paper books.

**A face to face meeting with your best friends cannot be replaced with webcam and skype chat, in the same way, an e-book can never substitute a good paper book**







**“On behalf of Qualcomm, I congratulate the ICT industry and people of Pakistan for having a successful 3G/4G auction”**

**JAMES MUNN**

VICE PRESIDENT BUSINESS DEVELOPMENT  
SUB SAHARA AFRICA **QUALCOMM**



By Kanwal Ayub

In his last visit to Pakistan, James Munn, gave an exclusive interview for our Phone World Magazine.

James Munn is the Vice President of Business Development in Sub Sahara Africa (SSA) for Qualcomm Incorporated based in Johannesburg, South Africa. Mr. Munn manages Qualcomm's strategic relationships with OEMs and the company's regional customers including network operators / carriers, mobile handset vendors and software developers.

Before joining Qualcomm, Mr. Munn was vice president of Samsung South Africa's mobile division where he spear headed sales and marketing operations and played a leading role in enhancing Samsung's regional market share by more than 20 per cent.

**Qualcomm is a B2B company, spending much of its time working directly with ecosystem partners in the back ground to make sure that latest technologies reach the mobile devices**

He has also spent 10 years with Ericsson and served as South Africa director of consumer products for Sony Ericsson, overseeing the launch of the company brand in South Africa and multiplying their relationships with key partners and customers. Prior to this, Mr. Munn worked in the European arena for Matsushita Communications (Panasonic) during the time when Europe started to migrate from analog to digital networks.

With such wide experience James gave an in-depth analysis of

post 3G/4G scenario and future prospects of the ICT industry of Pakistan. He also discussed the role that Qualcomm will play in accelerating migration towards 3G/4G of Pakistan after 3G/4G Auction and their initial roll-outs, but the conversation ranged widely through the ICT industry and every aspect of it.

**Along with our regional partner (CACF), Qualcomm will run a series of workshops to assist in knowledge transfer of essential lessons learned**

PhoneWorld (PW) team would like to express its profound gratitude to James Munn (JM) for taking out time from his busy schedule.

PW: Tell us something about Qualcomm Inc. - Not many people know Qualcomm despite being a key ECO system enabler why is this?

JM: Qualcomm is primarily a business to business company spending much of its time working directly with ecosystem partners in the back ground to ensure the latest technologies get through to the latest mobile devices. Those people whom are more technically aware and enjoy following technology would most certainly be familiar with the name Qualcomm.

In some cases the name of the Qualcomm chipset family 'Snapdragon' will appear on the packaging, web sites and print material of many of the leading mobile phone manufacturers as it signals the inclusion of a leading technology, something some end users may have also noticed.

PW: Tell us what new technologies Qualcomm on is

working that we see will have a lot of potential commercially?

JM: Qualcomm Reference Design is one of many projects Qualcomm is driving in order to support OEMs in reducing their time to market with low cost smartphones and tablets. The benefit of this program is that Qualcomm partner OEM can get access to a series of reference designs which without Qualcomm's investment in R&D would consume considerable resource and time to reach. This program allows OEM's to go to market with leading edge and cost effective smartphone in less than 2 months. For Pakistan this translates to a steady and affordable flow of high quality smartphones and tablets.

PW: You have been looking after the Africa market for quite some time- how do you find that when compared to Pakistan?

JM: I see many similarities and synergies between the two regions. Like Africa approximately half of the population is below the age of 20 and in the case of Pakistan Facebook has gained a massive following with over 13m users as of today, statistics which are so similar in many of the Africa countries as it's driven largely by the youth.

**Qualcomm is excited about Pakistan, where 3G/4G technologies will play a key role in education, health, commerce and automotive**

Our aim among this massive growth opportunity will be to enable through operators and distributors better access to quality but affordable 3G/4G devices which will further improve access to much loved and needed internet based services and application.



**PW:** How is Qualcomm looking at supporting the Government of Pakistan i.e. MoITT & PTA?

**JM:** With the help of our partners Central Asian Cellular Forum (CACF), Qualcomm will run a series of workshops to assist in knowledge transfer of essential lessons learned. Pakistan has a great opportunity to leap forward in its Mobile industry and accelerate access and mobile based services. Much of the learning we will share can assist in accelerating this transition.

## Through QRD program, companies can go in the market with cutting edge technology and cost effective smartphones in less than 2 months

**PW:** Qualcomm is engaged with operators for quite some time- what kind of activities does it do with operators?

**JM:** Qualcomm acts as a technology partner to Mobile operators in not only providing long term visibility in terms of what coming from a technology perspective but also by providing technology transfer in the form on network orientated training as well as numerous network based engineering support services.

**PW:** Has Qualcomm been engaged with distributors in Pakistan- being an open market industry how do you see this segment?

**JM:** Qualcomm will work closely with the distributors to ensure they have access to a broad range of affordable and reliable 3G and 4G devices. Like operators we also have in the past conducted training for their sales and distribution teams and will continue with these activities.

**PW:** Qualcomm is also quite active in mobile applications- what kind of

activities and support shall the local IT industry expect from Qualcomm?

**JM:** With the support of the Central Asian Cellular Forum, Qualcomm will be able to facilitate access to a very competent team of mobile application developers whom can both train as well as develop custom applications to meet the specific needs of the Pakistan consumer. We are already supporting one mobile application incubation initiative i.e. PurePush and will also facilitate other software houses and universities to produce best of the breed mobile applications in the country.

**PW:** Qualcomm has been advocating the cause of early deployment of 3G & 4G in Pakistan. Now that we have done the 3G/4G auction how do you see the market progressing for the next 4-5 years?

**JM:** Qualcomm foresees a massive adoption of 3G/4G devices, primarily in the form of smartphones and tablets. Whilst 3G/4G penetration may well be below 15% today, it is likely that this figure will change to over 75% 3G /4G in the coming 5 years. Another area we are excited about for Pakistan is the expansion of new verticals where 3G/4G technologies will have a key role to play such as education, health, commerce and automotive to name a few.

## We have partnered with MNOs to provide long term visibility for ICT sector and to facilitate technology transfer through training as well as engineering support services

**PW:** What are your views on the recent NGMSA auction?

**JM:** This is a very positive development for the country and its

progress. Qualcomm congratulate all parties involved in a successful auction and look forward to assisting the Pakistan Mobile industry in accelerating its migration towards 3G/4G and ensuring that maximum benefit is derived from these technologies through technology transfer of best practice globally.

## We are already supporting PurePush and also planning to facilitate other software houses and universities in producing best of the breed mobile applications in Pakistan

**PW:** What are the other services that you feel would really be beneficial for the Pakistani market?

**JM:** Education; digitalization of the entire education system and enhancement which in turn will uplift the overall education system and access to all students

- Health; to mitigate risk, prevent disease and improve quality of life

- Commerce; the implementation of a seamless mobile banking and commerce system and complemented by a basket of applications and services designed to improve access and efficiencies in the commercial system

The issuing of the 3G /4G license in Pakistan moves well beyond basic internet access and a smartphone and presents the country with an opportunity to leverage all these technologies have to offer as social and economic enablers

**PW:** Is the concept of smart homes, smart cars and smart cities is too soon for Pakistan or this is something we should expect soon?

**JM:** In the next 3 to 5 years as the network and consumer base will get mature, we will most definitely start to see the emergence and expansion of these new verticals in Pakistan as well. Qualcomm will again play a critical role in enabling the transfer to best practice from around the globe and provide the core building blocks from which to grow and commercialize these verticals.

**PW:** How do you see Mobile Education as key to fill up the large gap we have in removing illiteracy?

**JM:** This topic is on everyone's agenda in Pakistan (Government, Regulator, Mobile Operators, ICT operators, OEMs etc) which means it will make significant progress since there is a unified consciousness to use the technology for Education.

## Qualcomm is working closely with the distributors to ensure they have access to a broad range of affordable and reliable 3G and 4G devices

We are very proud to share with the readers that through the hard work of the CACF a formidable developer incubation center has emerged which as of today has already started to engage in the development of many valuable education based applications. This home grown talent will no doubt play a very critical role in the incubation and development of mobile education in Pakistan.

**PW:** 4G/LTE devices are quite expensive for Pakistani market- Do you have any plans to make them affordable for consumer and when do we see that? There also are reports of Qualcomm facilitating the industry doing some local assembly/ manufacturing- Is this for 3G or 4G?

**JM:** Quite the contrary, through programs such as the Qualcomm Reference Design the affordability barrier has been addressed significantly and will continue to improve.

## Qualcomm will also play its role in enabling access to OEMs and will work with Local Pakistani Partners for viable local assembly or manufacturing

Mobile technology has a significant role to play as an economic engine in any economy and Pakistan is no different. Government can play an important role here though releasing the burden of import duties on 3G/4G devices as improved access provide far greater returns to the economy than the funds collected from duties. Local manufacturing is a possible option if the correct cost structures can be managed since price is a key component. Successful case studies exist where local manufactures has been used to improve time to market. Qualcomm will play a role in enabling access to OEMs able to partake in such activities through viable local Pakistani partnerships.

**PW:** What is your opinion of the Pakistani Human Resource in terms of competency? Is there any plan to enhance the skill sets of the Pakistani engineers and professionals?

**JM:** Whilst Qualcomm does engage in compelling technology transfer through the training of mobile operator engineers. We have also been very encouraged by the advanced levels of ICT engineers coming out of Pakistan Universities, especially.

**PW:** Any message you want to give out to our readers?

**JM:** When you get your next mobile

phone check whether it's powered by Snapdragon? If it is you're using Qualcomm.

## Rapid Fire

**Smartphone brand you use?**

Sony

**Which application do you use the most?**

Whatsapp

**Your first mobile phone?**

Panasonic

**Did you buy your first phone or someone gifted that?**

I bought it.

**Favorite color?**

Blue

**Favorite food?**

Fruits

**Favorite dress?**

Jeans

**Favorite car?**

Toyota Landcruiser

**Favorite pastime?**

Clay pigeon shooting

**What makes you happy?**

Knowing that my work improves communication and internet access to many

**What makes you angry?**

Pollution

**What kind of music do you love to hear?**

Rock, pop

**If given a 2nd life what profession would you prefer?**

Vet

**You're deeply proud of?**

My childrens achievements





# AVG a must have App for Anti-Virus Android...!!!

## The #1 downloaded antivirus app on Google Play

Android's increasing popularity has led to increased security threats, ranging from common malware to advanced Phishing and ID theft techniques. In order to help Android users to deal with these issues, many security software companies have launched their own security Apps.

Viruses and malware aren't the only threat, but what's more important is to provide an all-round package that includes handy features such as backup, app locker, task killer and an anti-theft utility. Hence, most antivirus apps for Android smartphones and tablets combine basic protection with a bunch of useful stuff. AVG is not only an antivirus but it also helps you scan apps, find location of your lost or stolen phone by being there in your device in the form of an app. AVG AntiVirus

Pro for Android combines the very best of AVG's mobile technologies, from safer browsing, real-time app scanning and privacy controls through to battery and performance tune-ups.

**Viruses and malware aren't the only threat, but what's more important is to provide an all-round package that includes handy features such as backup, app locker, task killer and an anti-theft utility**

By Yumna Ashfaq

AVG Pro is loaded with stunning features through which you can Scan apps, settings, files, media, calls & text messages (SMS) in real-time, locating your lost or stolen phone via Google Maps, Lock & wipe your phone to protect your privacy, Kill tasks that can slow down your phone, Browse the web safely and securely, Monitor battery, storage and data package usage and Filter & block unwanted calls & text messages (SMS).

**AVG is not only an antivirus but it also helps you scan apps, find location of your lost or stolen phone by being there in your device in the form of an app**

The highlight of AVG Anti-virus is its Anti-theft Feature. It provides variety of features to protect your stolen phone and data, Its Remote Management feature can be used to locate your stolen phone using location-based services (Google Maps). Other features include:

- Rings the phone at full volume even though it's kept on silent.
- Displays the location of the phone on Google Maps.
- Locks the phone with a password-protected long screen.
- Unlocks the phone without having to specify the password.
- Wipes all the information away and formats the memory card on your command.
- Performs a scan for security threats on your android device.

The most unique and exclusive feature is the Camera Trap which discreetly emails you a photo of anyone who enters 3 wrong passwords when trying to unlock your phone. It makes it even easier to locate your phone and get to the culprit.

Along with the numerous benefits there are also a couple of limitations to AVG Antivirus that are affecting its productivity. Such as:

- Your phone could only be located if 2G/3G is active on your device. This way the Anti-

theft feature goes out of the window if the SIM in your device is not active.

- Requires constant updating in order to detect latest threats.
- Some versions have to be paid.
- Selecting files you wish to scan can be quite painful as there's no option for selecting all files or an entire folder and files have to be selected one-by-one using checkboxes.
- In order to password-protect your apps and even backup installed apps to the SD card you would have to upgrade to the PRO version to unlock them.

Despite a few drawbacks AVG Anti-Virus is a solid solution for protecting Android phone with clean and well-designed easy to use interface. It certainly is a must have app for Android..!!

**The most unique and exclusive feature is the Camera Trap which discreetly emails you a photo of anyone who enters 3 wrong passwords when trying to unlock your phone**





By Saima Ibrahim

# YOUR FRIENDS' EMOTIONS ON FACEBOOK CAN AFFECT YOUR MOOD

**S**ocial researches and studies on Facebook have always amazed the Facebook addicts. Facebook has become more or less a modern way of psychological assessment tool, where social interactions of individuals can serve as research samples. Among many other options, a common trend is "Facebook Status Update", where people update status about anything that trigger their minds. These few computer key strokes have the potential to affect our moods either positively or negatively. A recent study conducted by Adam D. I. Kramer and his co-fellows shared same results.

**Few computer key strokes have the potential to affect our moods either positively or negatively**

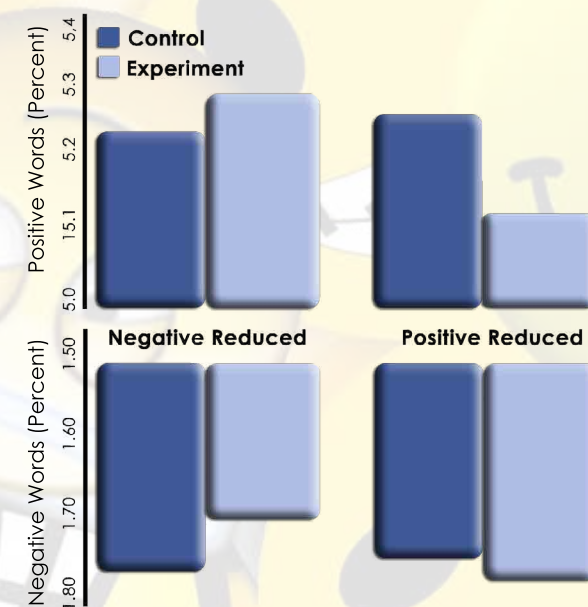
The study "Experimental Evidence of Massive-Scale Emotional Contagion through Social Networks" showed very astonishing results about human moods. People alter their emotions and moods based upon other people's positive and negative moods as expressed on Facebook status updates. The researchers called this effect an "emotional contagion". Because they claimed to show that our friend's words (statuses) on our

Facebook news feed directly affects our own mood.

"The results of study indicate that emotions expressed by others on Facebook influence our own emotions, constituting experimental evidence for massive-scale contagion via social networks"

The study observed 689,003 people's statuses but as a matter of authentic research and legal grounds, it actually violated the rules and principles of research. The people were not told that Facebook was altering their news feeds for the study. In order to test people's emotions, Facebook removed a subset of "positive" and

"negative" posts from news feeds to see how people responds. They didn't actually measure a single person's emotions or mood states, but instead relied on a flawed assessment measure to do so.



**People alter their emotions and moods based upon other people's positive and negative moods as expressed on Facebook status updates, the researchers called this effect an "emotional contagion"**

So for the group that saw more positive status updates (Negativity Reduced), there was a 0.07% increase in the users' own positive statuses. For the group that saw more negative status updates, (Positivity Reduced), there was a 0.01% increase in the users' own negative statuses. Which sounds small, sure, but in Facebook world, that could still translate to hundreds of thousands of actual users.

When positive expressions were

reduced, people produced fewer positive posts and more negative posts; when negative expressions were reduced, the opposite pattern occurred. These results indicate that emotions expressed by others on Facebook influence our own emotions.

The research was carried out to improve Facebook services and to make the content people see on Facebook as relevant and engaging as possible and make an understanding about how people respond to

different types of content, whether it's positive or negative in tone, news from friends, or information from pages they follow.

The results of this research are quite interesting but critics are of the view that Facebook has breached the trust of its users by manipulating user's emotion and conducting a discreet research without inform them first.

**Despite all controversies, the study is interesting in its own place because of its realistic behavioral assumptions**

But this time Facebook is not entirely wrong, according to the official statement of social researchers team of this study, when the users of Facebook "sign up" for the first time they are asked to agree to the terms and conditions of Facebook data;

hence, the Facebook experts are allowed to conduct such studies. This is a very solid point regarding the violation of research tool "consent of people", making the experiment almost certainly legal. In the company's current terms of service, Facebook users relinquish the use of their data for "data analysis, testing and research."

**When positive expressions were reduced, people produced fewer positive posts and more negative posts; when negative expressions were reduced, the opposite pattern occurred**

Despite all controversies, the study is interesting in its own place because of its realistic behavioral assumptions. As our friends on Facebook always show interest to know why we had updated "feeling happy" or "feeling sad" status; this ultimately affects their own moods and emotions.

If nothing else, it's something to keep in mind when making your next status update and also make us aware that the world's biggest social network can anytime turn to be a laboratory test of our emotions, moods, likeness, unlikeness etc.

**The results of study indicate that emotions expressed by others on Facebook influence our own emotions, constituting experimental evidence for massive-scale contagion via social networks**



# MoITT's One Year Performance Report

The progress of the Ministry has been satisfactory over the year and some milestones that have been achieved are indeed commendable but more needs to be done as the ICT Sector needs a very proactive policy mechanism to ensure it does not stifle growth

**M**oITT recently has released a one-year performance report, highlighting its achievements and policies for the country's information communication technology (ICT) sector. Certainly, during the last one year a lot of developments have been made for the improvement and development of ICT sector of Pakistan but a lot more needs to be done. Let's take a closer look at some of the achievements highlighted in the report and their impact with some expectations from the MoITT in future.

**The transparent and timely spectrum auction of 3G/4G was indeed the major highlight of the MoITT achievement for the past year. Although much time was taken, still they need to be appreciated for completing the process that has been delayed thrice during last few Governments**

**3G/4G Auction** The transparent and timely spectrum auction of 3G/4G was indeed the major highlight of the MoITT achievement for the past year. Although much time was taken, still they need to be appreciated for completing the process that has been delayed thrice during last few Governments. In fact many in the industry were skeptical that if this would even happen this



time but the confidence it gave to the telco policy and regulatory apparatus which was going through turmoil at that time is immense. The MoITT mention in their report that the directive to initiate the auction process was issued on October 7, 2013 mandating PTA to conduct the auction, which engaged the consulting services of Value Partner Management Consulting. The auction was held on 23rd April, 2014 in which Mobilink was able to secure 10 MHz of 3G spectrum in the 2100 MHz frequency for \$300.9 million. Telenor and Ufone each obtained 5 MHz of 3G spectrum (\$147.5 million) at the spectrum auction, while Zong obtained 10 MHz of 3G spectrum (\$306.9 million) and 10 MHz of 4G spectrum (\$210 million) while the government still has additional spectrum worth \$500 million that could be auctioned anytime. It would be good to see the left over spectrum also auctioned out for the betterment of the industry and the consumers.

**CMPAK LDI License** The other major achievement highlighted in the report is the issuance of the new LDI license to CMPAK that has been under consideration and held back due to moratorium on new licensing in the PTCL Sale agreement between the GoP and Etisalat. The moratorium expired in March 2013 and finally the long stalled LDI license application stalled since 2007 which had been resolved. This again is a positive development specially to see Government's growing confidence in

moving ahead and further licensing has commenced where a demand from a major key service provider has been fulfilled. Additionally, with the recent acquisition of largest spectrum block in the NGMSA Zong probably deserved the LDI license to be less reliant on their competitors and able to provide better services. This could also result in greater consumer choices and improved quality of services offered by different mobile operators in the Country.

**Some milestones highlighted as achieved are probably still half cooked and need to be delivered before claiming achieved**

**ICT Policy** Some milestones highlighted as achieved are probably still half cooked and need to be delivered before claiming achieved. The most important is the ICT Policy document which should have been delivered on priority bases- a well governed Ministry should have that done if not in the first quarter but atleast in the 6 months. While, the MoITT claims that integration of telecom sector policies are being done with the assistance of World Bank funded consultants it is reported that the policy does not have an IT component, which makes the entire policy update and integration exercise futile- as the IT Sector is the only sector in the entire ICT Industry having maximum local component and importance for the

By Rizwana Khan

growth of the ICT Industry. It is significant to note that the last ICT policy was made for 5 years in 2003 and was due to be reviewed in 2008. The Ministry said that it hopes to complete the policy by end of June, 2014 but we have yet to see the first draft made public.

**Re-Organization of EGD/PCB to NITB:** The MoITT also claims as its achievement a Decision to merge Pakistan Computer Bureau (PCB) and the Electronic Government Directorate (EGD) into a single entity called National Information Technology Board (NITB). The MoITT sites that in the past EGD and PCB failed to deliver its responsibilities and irregularities were found in different projects. Ground work on the proposal has been completed and Ministry has already placed this restructuring proposal before the Cabinet Committee on Restructuring (CCOR). While it is appreciated that they have merged the two organizations to save cost but it would be a challenge as so far they are not clear that how they intend to make a more dynamic Government organization from the merger of two lethargic government departments. It takes more than a merger to improve the efficiency of the department and without addressing the fundamental and bureaucratic issues of hiring/firing, merit based system and check and balance, nothing great could be achieved. We will keep our fingers crossed on the outcome and efficiency of the NITB.

**Re-Organization of EGD/PCB to NITB takes more than a merger to improve the efficiency of the department and without addressing the fundamental and bureaucratic issues of hiring/firing, merit based system and check and balance, nothing great could be achieved**

**Curbing Grey Traffic** MoITT also highlighted meeting the ongoing

challenges of the grey Trafficking, due to which significant revenue loss to the national exchequer incurred in the past few years. The grey traffic monitoring equipment which the LEAs had obtained in collaboration with PTA during the term of the previous Government was made operational by middle of September, 2013. The system identifies irregular traffic patterns through analysis of heavy caller's data and monitoring of voice traffic and shares the results with FIA for subsequent raids/legal action. The MoITT sites considerable improvements seen in terms of curbing the grey traffic since the system became operational. This is a policy issue and should have been addressed through policy intervention by adjusting the tariff imbalance rather getting the regulators' resources stretched to run after the grey traffickers.

**Curbing Grey Traffic is a policy issue and should have been addressed through policy intervention by adjusting the tariff imbalance rather getting the regulators' resources stretched to run after the grey traffickers**

**Electronic Crime Bill** On the cybercrime front, MoITT has submitted a draft Prevention of Electronic Crime Bill to the Prime Minister for cabinet approval after consultation with stakeholders. It is yet to see the day light and needs to be pushed for final adoption.

**Other Initiatives:** Other milestones mentioned are routine stuff such as projects by the USF, PSEB and Manufacturing etc., which has been stalled for quite sometime due to mismanagement or lack of interest especially during the last government.

While, the initial year was probably a learning experience for the team at MoITT including for the Minister herself. Successful NGMSA auction coupled with other developments and

the backlog from previous years, the first year could be termed successful but there still exist lots of challenges and issues that the MoITT needs to focus on if they really want to excel in the coming years. These key issues include:

- Establishment of a multimedia or integrated ICT Policy that is owned by all stakeholders
- Update of outdated legislation and regulation to promote ICT business in the country

**Initial year was a learning experience for the team at MoITT including the Minister herself. Successful NGMSA auction coupled with other developments and the backlog from previous years, the first year could be termed successful but there still exist lots of challenges and issues that the MoITT needs to focus on if they really want to excel in the coming years**

- Policy and regulatory intervention to save the sinking WLL industry
- HRD & Job opportunities for the millions of IT graduates through supporting local IT sector
- Ensure that organizations under MoITT such as PSEB, USF, NITB, NTC, SCO etc., all run by professionals (not by bureaucrats, ex forces/judges, ) and deliver good results
- Improve Pakistan ICT branding to facilitate businesses
- Formalization of industry advisory groups so that collective wisdom prevails when deciding important ICT industry policy decisions

We feel that Pakistan ICT Industry has lot of opportunities and if the MoITT can overcome these challenges some of which are inherited from the previous government, the ICT sector could become the turning wheel making a very vibrant economy and could also improve the overall socio-economic condition of the country.





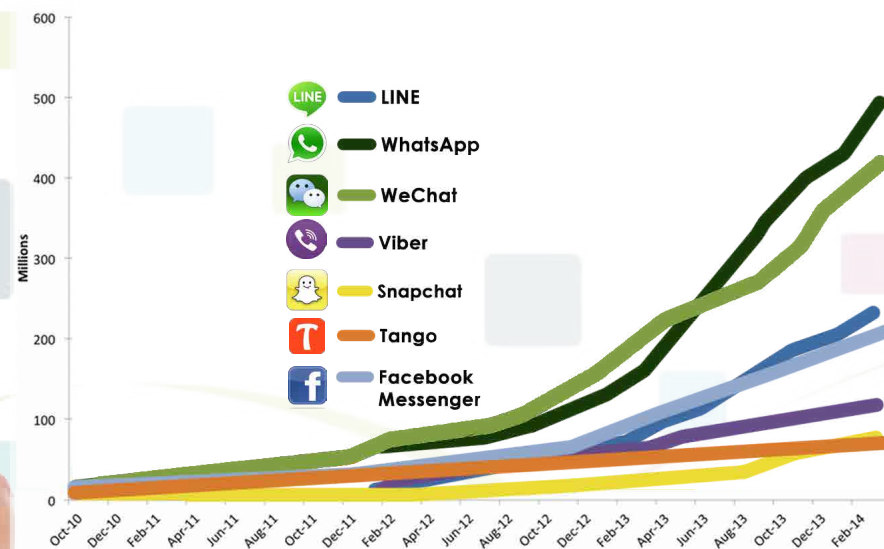
By M. Bilal Abbasi

# SOCIAL MESSAGING APPS

## the new face of messaging



The means of communication in the world have gone through a quick revolution in the last decade and resulted in the continuous development in newer technologies. One off these developments is the intensification of texting apps that have taken over the traditional SMS to a large extent. These social messaging apps like WhatsApp, Viber, LINE and WeChat allow users to communicate with no additional cost or any additional fee for International services. Plus cross-platform apps are far more elegant and feature-packed than a traditional SMS for instance it allows you to customize the interface by setting a profile picture and status, share photos and videos.



From the ongoing dominance of social messaging apps we may assume that the SMS may have lost its charm and is out of date but traditional SMS still has an edge on the social messaging apps. SMS are quite convenient, one doesn't have to look for Wi-Fi or a data connection to send a message or to make a call - Users just need mobile coverage to send SMS.

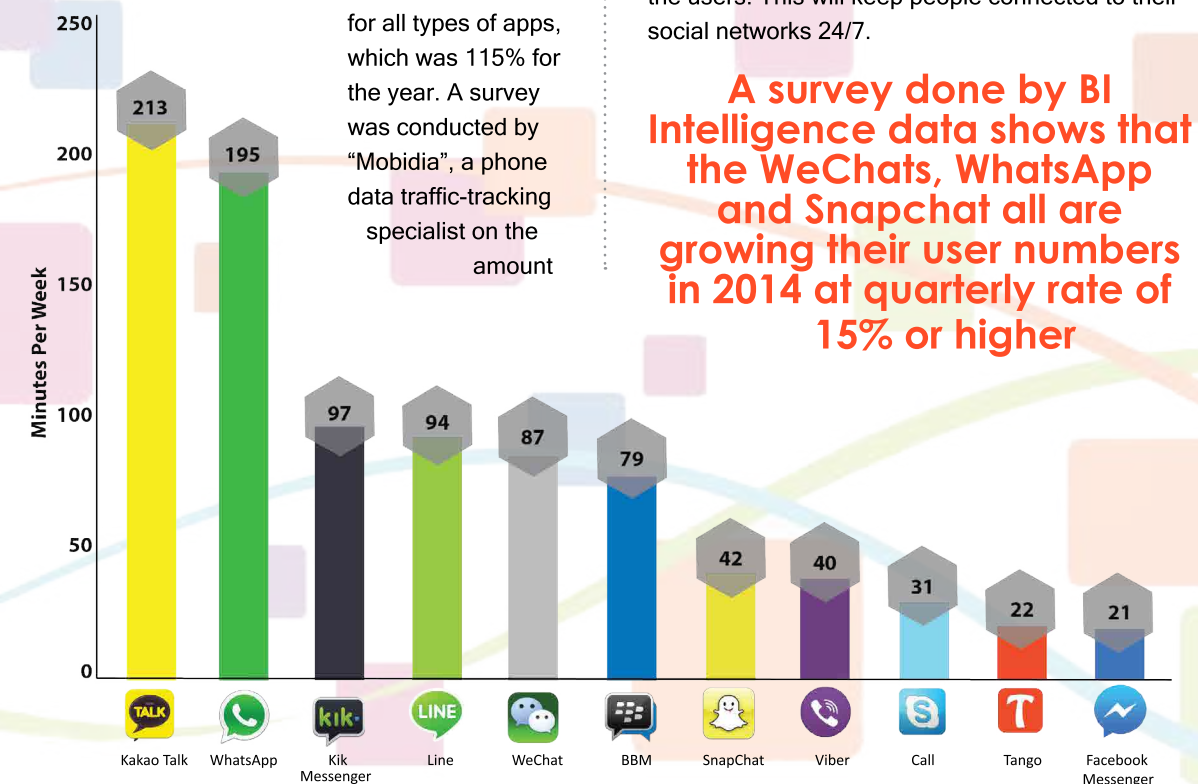
Whereas, Social Messaging apps are mainly for users who use smartphones, plus it relies on a mobile data connection or a Wi-Fi. In Pakistan, this especially was a major as there are more feature phone users as compared to smartphones users.

**Kakao Talk users, on average spent about 213 minutes on the app during the end of last year, this is the highest time spent by user on any messaging app**

But as 3G and 4G technology is being rolled out in Pakistan, trend of 3G enabled handsets is on the rise and now both issues can now easily be controlled and we will see more trend towards social messaging app. Smartphone messaging apps like WhatsApp and WeChat are gaining huge popularity. The users are very attracted to these messaging apps, WhatsApp recently surpassed half billion users. This is not just about one messaging app in fact all the messaging apps are growing its user's day by day. A survey done by BI Intelligence data shows the WeChats, WhatsApp and Snapchat all are growing their user numbers in 2014 at quarterly rate of 15% or higher.

As these app have many advantages they also account for huge amount of time-spend by users. According to "Flurry" the user sessions for social apps and messaging increased 203% in 2013, this is about twice as fast as the increase in sessions

for all types of apps, which was 115% for the year. A survey was conducted by "Mobidia", a phone data traffic-tracking specialist on the amount



of time a messaging app was open on the Android device, while the smartphone screen was on. The graph below shows the weekly time spend per android smartphone user on messaging app.

According to this research, Korean based Kakao Talk users, on average spent about 213 minutes on the app during the end of last year, this is the highest time spent by user on any messaging app. WhatsApp was the second in line as the users spent 195 minutes per week on average on the app. And with 97 minutes Kik stood in the third place, while LINE users averaged about 94 minutes on the application.

**There is no doubt that these cross-platform apps are on rise but mobile operators are fighting back hard to retain their market by providing data access and data subscription packages**

There is no doubt that these cross-platform apps are on rise but mobile operators are fighting back hard to retain their market by providing data access and data subscription packages. It's all about the data packages, as operators work to stay ahead of the curve by getting users hooked on data bundles. Now the smartphone users in Pakistan also have a variety of limited/unlimited packages offered by operators, depending on the need and facilities of the users. This will keep people connected to their social networks 24/7.

**A survey done by BI Intelligence data shows that the WeChats, WhatsApp and Snapchat all are growing their user numbers in 2014 at quarterly rate of 15% or higher**



# THE GROWING INTEREST OF DESI MOMS IN SMARTPHONE APPS

My mother doesn't leave my cellphone until the battery is totally out

**W**ith the way smartphones started playing a vital role in our lives, I have done a mini comparison research between smartphone usage of Pakistani mothers and the international mothers.

Desi Pakistani moms & their smartphones is something interesting to explore. My new and mini-research finds the 3 most favorite smartphones apps of Pakistani moms.

The idea of this mini-research popped into my mind when I observed the recent growing interest of my mother into smartphones and apps (which was quite surprising for me).

**W**riting for a technology forum has made me a type of technology junkie, I keep up with all the latest gadgets, and I could spend hours drooling over 'app store', where I keep installing & uninstalling applications all the time.

**Geo Kahani claims that Mera Sultan is the channel's most popular program and continues to receive highest ratings among other series**

But, I found it really adorable, when for the very first time I got a recommendation from my mom to install an app i.e. Geo Kahani App.



She asked me to install the app because she wanted to watch her favorite Turkish



By Kanwal Ayub

soap opera television series airing on Geo Kahani, Muhteşem Yüzyıl - also called Mera Sultan in Pakistan.

Geo Kahani claims that Mera Sultan is the channel's most popular program and continues to receive highest ratings among other series.

**M**oms use their smartphones for somewhat different purposes than ours, for example, moms are significantly more likely to access games and according to my research the best game among Pakistani mothers is 'FRUIT NINJA'.

*I smile every time I see my mom swiping her finger to chop the fruit scoring points as she do so*

Over the past few weeks, I have been observing the way my mom gets engage while playing 'fruit ninja' on my smartphone.



The game is simple yet very addictive - I smile every time I see my mom swiping her finger to chop the fruit scoring points as she do so.

**O**ther than this I have also observed that moms are less likely to use their phones to access content like WhatsApp, Viber, Google maps and even social media, but mothers are more inclined towards apps that are financially productive like OLX, yes OLX, as it was

the second app that my mother wanted me to install on my smartphone.



**OLX, yes OLX, as it was the second app that my mother wanted me to install on my smartphone**

OLX is a very popular online market that was founded in 2006 and now it is present in more than 105 countries including Pakistan. The idea follows a humorous theme in line with the brands popular and core 'Bech De' message and I guess my mother took it a little more seriously, as she is on a mission to sell old junk of our home.

This new techno-interest of hers has also influenced her friends, and more than half of my aunts are also now tapping their child (I feel pity for them :-P) to hand over their smartphones to them for gaming or to watch the missed episodes of their favorite serial.

Most of us have already heard or seen reports/research on internet about mothers using smartphones, but let me clear you guys that those researches were never about 'Desi moms'.

Guys! Be careful now because our Desi mothers have sprung in to action, they've adopted the technology in their daily lives - it is just the beginning!



# Smartphone Review



## QMobile Z5 The Ultimate Power Device



QMobile, currently the leading smartphone company of Pakistan is reviving the trend in smartphone by focusing on fresh designs and hardware quality. At present, the company is a prominent brand with customer recall all over the country offering QWERTY, Wi-Fi and Android OS smart phones at reasonable prices.

### Hands on

Qmobile Noir Z5 offers a stylish phone with excellent design curves. The back of the phone is a bit rounded providing a comfortable grip, but the Smartphone is made of glossy plastic material making it a little slippery. Qmobile Noir Z5 features a 5.5 inch Full HD IPS display protected by Gorilla Glass 3 and custom build version of android 4.2.2

Qmobile has officially entered the group of Qualcomm by presenting Noir Z5 with the fastest chipset among all the QMobile flagships till date. Powered by a Qualcomm Snapdragon 800 processor and 2 GB RAM on board. The internal memory on the device is 16 GB and there is no microSD card support.

Being a camera phone Qmobile Noir Z5 offers excellent imaging capabilities. Qmobile Noir Z5 features a 16 MP camera on the back with a 5MP secondary camera on the front.

### Display

The 5.5 inches super AMOLED capacitive touch screen (1920x1020) JDi Display Screen

& 16M colors display gives you sharp picture and high quality

video result up to 1080p. And the new BSI-sensor allows to obtain high-quality pictures in any light.

### Camera

16MP rear camera is an amazing thing in this phone which allows capturing picture of high resolution up to 4208x3120 pixels. 8 MP front camera is specially made for video calling; with it you can make video call through Skype and other apps over Wi-Fi connection. The front camera gives clear video calling result to other user. Rear camera has Multi Shot, V gesture, Beauty effects, Panorama shots and Geo-tagging features. There is also specially designed camera app which offers a pro mode and a simple mode giving you more control over your photos. There is also another camera app on the device called a charm cam which offers its own set of features like beautification etc.

By Yasir Ajmal

## Pros

Qualcomm MSM8974  
Snapdragon 800, Adreno 330 GPU  
2 GB RAM  
5.5 Inch Full HD Screen  
3G Supported  
16 MP Camera

## Cons

No SD Card Slot  
No KitKat at launch

## Inside the Box

>> Handset >> Battery >> Charger  
>> Headset >> User Manual



## Specs

**General:** 2G Network: GSM 850 / 900 / 1800 / 1900  
3G Network: HSDPA 900 / 2100

**Body:** Dimensions: 150.6 x 75 x 9.5 mm (5.93 x 2.95 x 0.37 in)  
Weight: 150 g (5.29 oz)

**Display:** Type: IPS LCD capacitive touch screen, 16M colors  
Size: 1080 x 1920 pixels, 5.5 inches

**Protection:** Corning Gorilla Glass 3

**OS:** Android OS, v4.2 (Jelly Bean)

**Memory:** Card Slot: No  
Internal: 16 GB, 2 GB RAM

**Camera:** Primary: 16 MP, autofocus, LED flash  
Features: Geo-tagging, touch focus, face and smile detection  
Secondary: Yes, 8 MP

**Sensor:** Accelerometer, gyro, proximity, compass

**Chipset:** Qualcomm MSM8274 Snapdragon 800

**GPU:** Adreno 330

**Radio:** FM radio; recording

**Battery:** Non-removable Li-Po 2500 mAh battery

**Colors:** White, Black

**GPS:** Yes, with A-GPS support

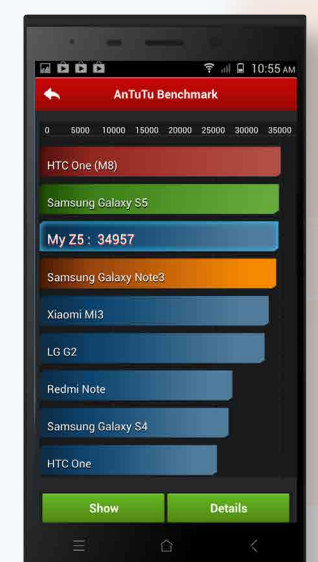
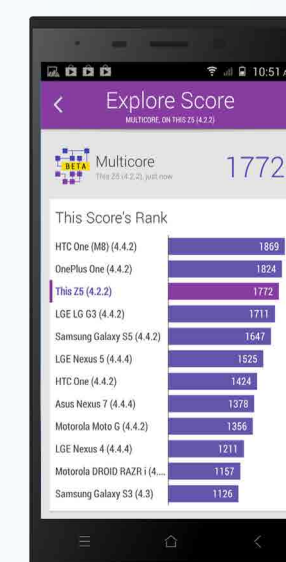
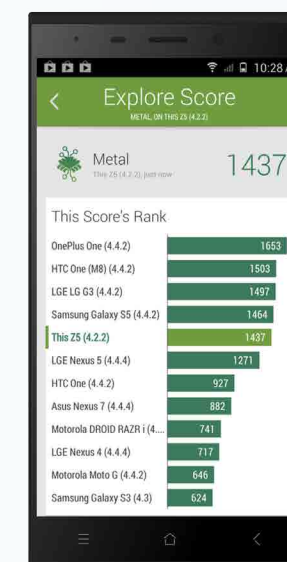
## Performance and Benchmarking

Two comprehensive tools were used to check the performance of Qmobile noir Z5 and its standout position amongst its competitors.

**Vellamo Metal** is a set of discrete lower-level benchmarks around the CPU. This series of tests evaluates capabilities such as: CPU performance on integer and floating point operations, memory read/write and peak bandwidth performance, and memory branching speed.

**Vellamo Multi-Core:** This chapter tests how well the processors in your multi-core device work together (simultaneous execution). Z5 ranked 3rd on this test.

**Antutu Benchmarking** Antutu is compound benchmarking application. It includes various comprehensive tests such as "Memory Performance", "CPU Integer Performance", "CPU Floating Point Performance", "2D 3D Graphics Performance", "SD card read-write speed", "Database IO" performance testing. Z5 scored 34957 points in this test and landed at 3rd position.





 By Saima Ibrahim

# Stay Connected in Style

## RINGLY

### A Perfect Engagement Ring for Tech-savvy Women

calendar alerts and a variety of popular applications (Facebook, Twitter, Instagram, Uber, eBay, Tinder, etc.)

#### Jewelry, Meets Technology

Ringly is an amalgam of beautiful smart jewelry and technological accessory that keeps connected to the things that matter most. With Ringly individuals can be connected to each other with style and simplicity. The additional ring box acts as a charging station in a very simple way by putting Ringly in the box to recharge. It's charging matters with usage but still Ringly easily remain charged for 2+ days and its battery can be checked through Ringly's app.

**Ringly is an amalgam of beautiful smart jewelry and technological accessory that keeps connected to the things that matter most**

Ringly App is available for all iOS and Android users

#### iOS

- iPhone 4S, iPhone 5, iPhone 5C and iPhone 5S
- iPad Mini, iPad 3rd gen and newer
- iPod Touch 5th gen
- Must run iOS 7 or above

#### Android

- Android device running Android 4.3 or above

Ringly can also work with supported tablets, but without a phone or tablet, Ringly is simply a stylish accessory. It entertains its users with help of four different vibration patterns and colorful lights that enables them to control the frequency and type of notifications and customization

for each person and app.

The uniqueness of Ringly is its design from semi-precious and precious gemstones set in an 18 carat gold plated brass setting. For notification there is a separate small gemstone on the side of the ring. At start it is available in three beautiful semi-precious and precious gemstones and there is only style difference in these three types:

- Daydream - Rainbow Moonstone
- Wine Bar - Pink Sapphire
- Stargaze - Black Onyx

**Ringly is water-resistant so women can use it all the time they want**

Ringly is water-resistant so women can use it all the time they want.

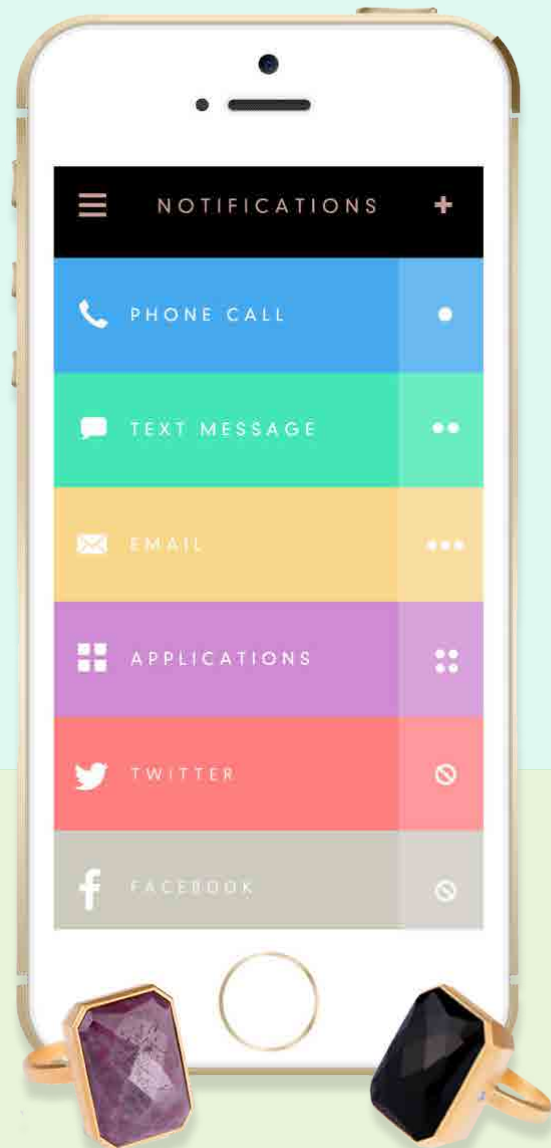
The range of communication between Ringly and mobile device depends on a number of factors, but on average Ringly can work 20-30 feet away from phone.

**The uniqueness of Ringly is its design from semi-precious and precious gemstones set in an 18 carat gold plated brass setting**

Ringly has also secured its users regarding security and privacy issues. It uses industry standard encryption to keep the data safe and secure, as it does not collect any user-specific information. The Ringly app receives the notifications, but no data or content is stored or sent to a third party.

Ringly Enters Pre-Sales, Aims to prove that Wearable Technology can be as beautiful as it is Functional

Ringly will cost 14,000-17,000 PKR in Pakistan, depending on the type of stone. Wonders like Ringly will definitely unveil a collection of safety-focused, fashion-forward, wearable technology.



**W**earable technology is the mind blowing innovation in recent years, but nothing has been presented as stylish and simple as Ringly-A cocktail ring that notifies about messages, calls, emails, apps etc. This new smart wearable device is specially conceived to deal with the complexity of one of the most important accessories for women: The purse.

**Ringly Enters Pre-Sales, Aims to prove that Wearable Technology can be as beautiful as it is Functional**

It actually wants to fix a problem that many women face: Missing important calls and text messages because the phone is buried in the purse. Ringly as a Bluetooth LE-technology connects to phones and sends customized notifications through light and vibration. The app will support phone calls, texts, emails, out-of-range-from-phone notifications,







By Rizwana Khan

Arbab Faisal Khan



# NADIA HUSSAIN

THE STYLISH  
DIVA WHO HAS  
GOT IT ALL,  
CHARM, BEAUTY,  
INTELLIGENCE,  
FAME

One of the most talented and presently the most popular Pakistani model, Nadia Hussain is all about excellence and style. She has gathered lot of eyes in very short span of time. Nadia Hussain is truly a wonder woman and is known for her many skills. She is a dentist, a famed model, actress, host, outstanding designer and successfully runs an aesthetic clinic, Radiance. Her recent venture is the launch of her own beauty salon, Nadia Hussain Salon & Clinic.

**“TINA SANI IS MY KHALA, SO I HAVE LITERALLY BEEN BORN AND RAISED IN THE MEDIA CIRCLE. AS A KID I DID CRYSTAL TOOTHPASTE AD AND A VIDEO SHOOT FOR MY KHALA ”**

Nadia Hussain was born on 11th January 1979 in Karachi. She did her early schooling from Beacon-house School System and later got a bachelor's degree in dental surgery from Fatima Jinnah Dental College and is a practicing dentist.

She is married to an investment banker and stockbroker Atif Khan and has three beautiful kids.

Nadia Hussain has done numerous fashion and modeling shoots and also has been part of number of television shows and commercials. This multi-dimensional woman is not camera shy, in her own words:

‘I have been associated with media for quite a long time because Tina Sani is my khala, we have literally been born and raised in the media circle. As a kid I did crystal toothpaste ad and a video shoot for my khala. Thus I had always been touch with media so I didn't face any problem on that front.’

Nadia Hussain is truly an inspiration for Pakistani women as she has successfully broke the stereotyped image of women. She is successfully managing her career along with her family life which speaks much about her focus on her career and her care and attention towards her family.

In a short and candid interview with Phone World team (PW), Nadia Hussain (NH) shared her love for technology and her future aspirations and prospects regarding the fashion industry.

Here is what she said:

PW: How do you perceive fashion?

NH: Fashion is surely a part of everyone's lifestyle... It is up to the people themselves how they interpret fashion and change it according to their own comfort, but certainly, everyone LOVES FASHION.

**SHE IS TRULY A WONDER WOMAN KNOWN FOR HER MANY SKILLS & AN INSPIRATION FOR PAKISTANI WOMEN AS SHE HAS SUCCESSFULLY BROKEN THE STEREOTYPED IMAGE OF WOMEN**

PW: What is the public's biggest misconception about female models?

NH: People think that all models are loose character and easy to flirt with. This is very saddening and sometime really infuriating.

PW: You are a model, fashion designer, an actress and dentist by profession so which field do you think is more challenging and itself entertaining for you?

NH: All the different fields of my profession are exciting and challenging, I really cannot compare which one is more than the other. I love trying out new things.

**“ALL THE DIFFERENT FIELDS OF MY PROFESSION ARE EXCITING AND CHALLENGING, I REALLY CANNOT COMPARE WHICH ONE IS MORE THAN THE OTHER. I LOVE TRYING OUT NEW THINGS ”**

PW: So if you are offered good movie would you prefer to join Pakistani or Bollywood film industry?

NH: With the Pakistani movie scene advancing so much, I'd surely only want to do a Pakistani film now.

PW: How do you see yourself progress in this field?

NH: I have plenty of goal for this field, especially for my acting career. I would like to see myself doing much bigger and better plays on TV & maybe someday soon a film!!

PW: How does it feel to represent Pakistan abroad as you appeared on my international platforms?





**NH:** It's always great to go abroad and give a different image of Pakistanis as compared to what the world always sees. I often come across people who never believe I'm from Pakistan.

**PW:** You have hosted, acted and modeled in videos; why such diversification?

**NH:** Diversity is the spice of life!!! And I love challenges.

**PW:** Are you addicted to social networking sites? Or you use them casually?

**NH:** I use them quite casually.

**PW:** When did you get your first mobile, which one was it?

**NH:** My first set was a Nokia. I don't remember model number but I got it when I was around 21-22.

## DIVERSITY IS THE SPICE OF LIFE!!!

## & I LOVE CHALLENGES

**PW:** Which mobile are you currently using and why?

**NH:** I've been using an iPhone for past 5 years now, simply because it's super convenient. FaceTime is a must with family abroad which is only possible with apple devices.

**PW:** What is your favorite mobile app?

**NH:** I guess it's any of the social networking apps or a game like candy crush.

**PW:** Which gadget do you wish you could have?

**NH:** I'm actually very tech-friendly, I pretty much own a lot of gadgets and don't feel I need anything new for now.

## MY FIRST SET WAS A NOKIA. I DON'T REMEMBER MODEL NUMBER BUT I GOT IT WHEN I WAS AROUND 21-22

**PW:** How important is your phone for you? How long do you think you can survive without it?

**NH:** It's THEEEE MOST important!!!! My life

is my calendar which I cannot do without!!! And then of course, nowadays, nobody remembers numbers, so it's imperative to have your CONTACTS at one place. My phone is very important to manage my everyday life.

## MY PHONE IS VERY IMPORTANT TO MANAGE MY EVERYDAY LIFE

**PW:** Do you think it's a distraction for you or a helpful gadget?

**NH:** I don't let it be a distraction, I try to balance the amount of time I spend on the phone and the time I spend with my family. Otherwise I make good use of games.

**PW:** Smartphones have given a tremendous opportunity to connect with people through social media. What role do you think it is playing in Celebrities' life in terms of fan following and popularity graph?

**NH:** Well it's surely bridging the gap, now with smartphones it's very easy to take pics and upload stuff about upcoming shoots, campaigns, TV dramas etc. and keep your fans hooked.

## I AM ACTUALLY VERY TECH-FRIENDLY AND I HAVE ALL THE GADGETS I NEED

**PW:** What do you think, how smartphones can help a superstar like you to interact with your fans?

**NH:** It surely does help me through Facebook, Instagram and Twitter... Though with all 3 apps, it becomes a bit painful to upload on all!!!

**PW:** There are many fake IDs and Pages of celebrities on social media; like Facebook, twitter Instagram. Would you like to share you Official page links so that you?

**NH:** I am very active social media user, and I love to interact with my fans through social media.

*Facebook fan page. : Facebook.com/nadiahussainofficial*

*Twitter: NADIAHUSSAIN\_NH*

*Instagram: nadiahussain\_nh*

**PW:** Being a successful model entrepreneur,

actress, fashion designer and also having successful career as dentist, what message would you like to give to the women of Pakistan?

**NH:** U can surely achieve anything you want... Just be SMART about it!!!!

## Rapid Fire

**Favorite color:** Blue

**Favorite food:** Any kind is good, I just love to eat

**Favorite dress:** Smart casual eg, jeans with a trendy top

**Favorite car:** Ferrari

**Favorite pastime:** Any kind of sports

**Favorite political personality:** None for now

**What makes you happy:** My kids

**What makes you angry:** Falsehood

**Favorite film star Hero:** There are too many

**Favorite villain:** Jack Nicholson

**Your strength:** My patience and endurance

**Your weakness:** Brownies

**Any regrets:** None

**Worst nightmare:** Getting dependent on someone

**What kind of music do you love to hear:** Mostly hip-hop

**If you were not in this profession what other profession would you have liked to pursue:** I would surely be a dentist, that's what I studied for.

## SMARTPHONES ARE SURELY BRIDGING THE GAP, NOW WITH SMARTPHONES IT'S VERY EASY TO TAKE PICS AND UPLOAD STUFF ABOUT UPCOMING SHOOT, CAMPAIGNS, TV DRAMAS ETC. AND KEEP YOUR FANS HOOKED





# Smart Phone Usage in Pakistan



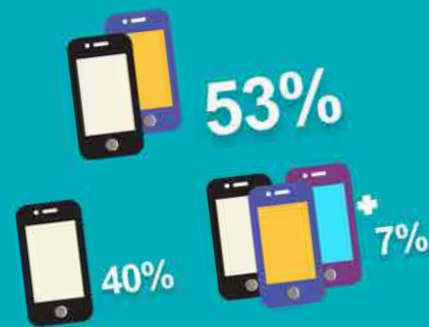
By Yumna Ashfaq

## Where Online?

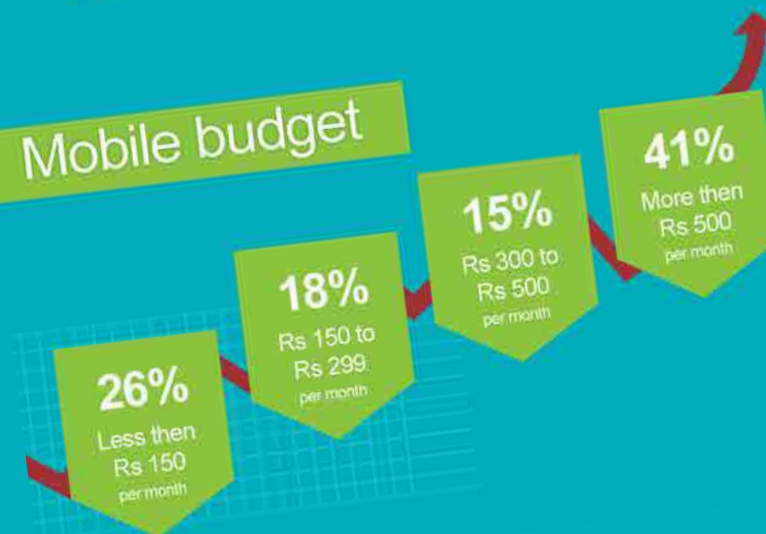


60%

of people use more than one cell phone



## Mobile budget



## Top operating systems



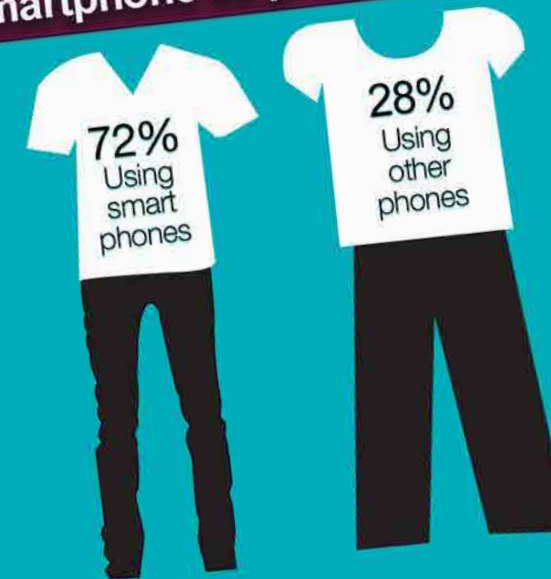
## Brand Popularity

- 34% Samsung
- 24% iPhone
- 21% QMobile
- 20% Nokia
- 14% BlackBerry
- 11% HTC
- 19% Others

## Ages of cell phone users



## Smartphone as primary phone?



52% access the internet on Edge, 3G, GPRS



35%

carry a low cost phone with them for safety



16% buys apps regularly

84% uses only free apps



## Top 5 apps people use



Source : Grappetite



# Smartphone Review



## OPPO Find 7a

### The new Talk of Town



Smartphone newcomer Oppo has arrived to Pakistani market and is ready to compete with already established contenders like Samsung, Htc, Sony and apple. The Chinese company has deeply focused on great designs with high end performance. It has recently launched “find 7a” which is the “lite” variant of “find 7”.

Oppo seems to be very conscious of designs, down to finer details. It might be a Chinese brand but the design and the build quality of its smartphones contradicts the general perception of cheap phones created by Chinese manufacturers. More importantly, Oppo has been innovative.

The phone comes with the screen size of 5.5 inch and QHD display. The display is the same as four 720p screens and is bright and brilliant such that it is usable even under bright sunlight. The phone crams in 403 ppi which is considered to be higher than the apple’s “Retina” displays.

The phone has a 13-megapixel rear camera with a Sony Exmor IMX214 sensor and dual-LED flash. The quality of the video is 4k which is the highest in its competitors. Oppo “find 7a” offers 5MP for front camera and thanks to its BIS sensor for the good quality.

Find 7a is powered by a 2.5GHz Qualcomm Snapdragon 801 processor which is the most powerful chipset in the market today. The phone is packed with 3GB of RAM and 32GB of onboard storage which can be further expanded by 128GB using external micro-SD cards.

Oppo “find 7a” has VOOC rapid charging system which has the capability to charge the phone 4x faster than conventional chargers. A five minute charge will allow the “Find 7a” to support a two-hour call. A 30 minute charge will get the Find 7a to 75% of battery.

Connectivity-wise, it has 4G LTE support, and there are two variants: the international model should work for most countries in Europe and around

the world, while the US and Mexico version comes with frequencies tuned for these markets.

Besides LTE, the Find 7a also has quad-band 3G support, which should work on most networks around the world, and the usual NFC, Bluetooth, and Wi-Fi.

Oppo has used “color OS” a skin that runs over Android 4.3 Jelly Bean . It comes with a few innovative software features that you don’t really see in other phones.

The phone has a gesture panel that can be turned on by sliding down from the top left side. Once there, you can draw with your finger to quickly activate apps. The default gestures allow you to draw a circle to open the camera, or a V to turn on the flashlight. You can also add your own for your favorite apps or the apps that you use frequently. Oppo has also added Swype keyboard as the default input option, but you can swap it out for Google’s default if that’s your preference.

## Pros

Capable Camera.

Customizable OS and gestures.

Quad-core 2.3GHz Krait 400 CPU, 2GB RAM, Adreno 330 GPU; Qualcomm Snapdragon 801 chipset.

Cool notification light.

## Cons

Disappointing battery life.

No KitKat at launch.

Gets a bit heavy.

Costly according to Pakistani market.

HDR videos are not as nice as the regular ones

## Inside the Box

1x handset  
1x A/C adapter  
1x headphones  
1x Usb cable



## Specs

**Dimensions** : 152.6 x 75 x 9.2 mm (6.01 x 2.95 x 0.36 in)

**CPU** : Quad-core 2.3GHz Krait 400

**Weight** : 170 g (6.00 oz)

**Display** : Type IPS LCD capacitive touchscreen, 16M colors

**Protection** : Corning Gorilla Glass 3

**OS** : ColorOS UI

**Memory** : 16 GB, 2 GB RAM, microSD supported up to 128 GB

**Camera** : Primary 13 MP, 4160 x 3120 pixels, autofocus, dual-LED flash, check quality  
Secondary 5 MP

**Sensor** : Accelerometer, gyro, proximity, compass

**Chipset** : Qualcomm Snapdragon 801

**GPU** : Adreno 330

**Colors** : White, Black

**Battery** : Li-Po 2800 mAh

**Battery** : 2GB RAM

**Colors** : White, Black

**2G Network** : GSM 850 / 900 / 1800 / 1900 - all models

**3G Network** : HSDPA 850 / 900 / 1900 / 2100 - international model, HSDPA 850 / 900 / 1700 / 1900 / 2100 - Mexico & US model

**4G Network** : LTE 800 / 1800 / 2600 / 2100 - international model LTE 700 / 1700 / 2100 - Mexico & US model

## Performance and Benchmarking

**Vellamo**: Vellamo is designed to be an accurate, easy to use suite of system-level benchmarks for devices based on Android 2.3 forward.

**Vellamo Metal**: This test contains tests to measure single processor core performance. In addition, the speed of the external storage of the device is measured (e.g. SD card).

**Vellamo Multi-Core**: This chapter tests how well the processors in your multi-core device work together (simultaneous execution).

**Antutu Benchmarking** AnTuTu Benchmark is a comprehensive Android Benchmarking application. It includes “Memory Performance”, “CPU Integer Performance”, “CPU Floating Point Performance”, “2D 3D Graphics Performance”, “SD card read-write speed”, “Database IO” performance testing.





# TELECOM CAMPAIGNS

The advertising campaigns play a very vital role in promoting a brand/product, a truly memorable campaign creates a visceral response – but one bad campaign can ruin all. PhoneWorld keeps a close eye on the latest ad releases of the telecom industry; Here is a critical review of the latest telecom campaigns.

uFone

**Hisaab SMS**  
Highlighted Feature:  
Hisaab SMS provides you with complete details of balance consumed  
Ufone always manages to bring out the unique balance of communication and humor in its campaigns. With the help of this campaign, Ufone shows its credibility to its users. The SAITH JI look of Adeel Hashmi has managed to capture the audience's attention and also paved way for people to take 'Payi Payi ka Hisab'. I must say that Ufone truly understands the use and value of words, which it uses to communicate and grab attention of the people at all levels of society.



Mobile

**Tara3 Service**  
Highlighted Feature:  
Introducing Tara3 service to set anyone's Mobitune on your number  
This latest Tara3 TVC is packed with two small promotional videos, where in one video we can see an eye catching dancing replica of Micheal Jackson and in another we see a replica of Attaullah Khan Esakhelvi singing 'Kameez teri kali'. The campaign is passable as the content and concept does match the service but it could've been better as we have seen many creative campaigns for services like caller tune. & yes, there was one more thing in the campaign; Ali Zaffar =P



Optel

**Chaar Ji**  
Highlighted Feature:  
PTCL Chaar Ji Evo device  
The shock that I received after watching the video is something that can't really be described in writing, so watch it yourself, I bet you will get a big surprise! PTCL launching Chaar Ji was big news and I was expecting a very creative and booming campaign. Awkwardly, the theme of the campaign is confused with some 'Star war' theme, where everything going face and world revolving etc., but the charming Osman Khalid Butt didn't even utter a single dialogue.



oppo

**OPPO N1**  
Highlighted Feature:  
A campaign that highlights the features of OPPO N1  
Oppo might still be a relatively unheard brand in Pakistan unlike other brands it didn't launch with a BIG BANG. Although, OPPO has pulled out the hottest actors like Leonardo DiCaprio, Hritik Roshan and Sonam Kapoor to rev up consumer interest in its brand in other countries. But it was totally opposite when OPPO launched its TVC for Pakistan, no superstar, no local celebrity, not even a cultural theme. It was an average video.  
In a country like Pakistan, OPPO will have to come up with some more customized and local flavored campaigns.

QMobile

**G-400 Feature Phone**  
Highlighted Feature:  
A TVC that highlights the features of G400 handset  
It is a proven fact that people of Pakistan keep a great love for the 'Bollywood style' campaigns, the one that are full of dances and glitters. It is one reason that this TVC is picked for the review, Qmobile have been putting a lot of budget into the promotion of its smartphones but now it has started giving due attention to its feature phones too. I would like to thumb an extra star (\*) to the TVC for the way 'Gandi Baat' turned into 'Lambhi Baaat', which will make it remember for quite a long time.



club mobile

**Club Mobile A90i**  
Highlighted Feature:  
TCV presents the specification of CLUB A90i feature phone  
The companies in telecom sector of Pakistan go to great length and expense to design and develop the promotional campaigns for their product. The one thing that is really interesting about this campaign is that CLUB mobile is not as big player as the other local brands in Pakistani market but still it managed to make a good ad. The company focused on displaying the features of the handset rather than spending hundreds and thousands on celebrities.



# ARE YOU A CERTIFIED ETHICAL H@CKER?

## TO BEAT A HACKER, YOU NEED TO THINK LIKE ONE!

A couple of years ago, there was a lot of talk about hacking, not only people but companies also were scared of hackers. It was also believed; "Once a hacker, always a hacker." Fast forward the story, and now it seems that the masses have changed their mind about hackers.

### TO MASTER THE HACKING TECHNOLOGIES, YOU WILL NEED TO BECOME ONE

With the immense extent of technology that our world runs on, the best way to protect ourselves from the hacking is to think like the bad guys.

To succeed today, security professionals have to think just like them—and this is where we benefit from ethical hackers. By working along with our security teams, they can offer penetration testing so we can determine how to attack our adversaries

relentlessly. Technology isn't going to stop, but we CAN stop the adversaries by becoming an ethical hacker.



### Think Like Hacker

An ethical hacker is a computer and network expert who attacks a security system on behalf of its owners, seeking vulnerabilities that a malicious hacker could exploit.

But wait! How can a hacker be ethical? The term "ethical hacker" has received criticism at times from people who say that there is no such thing as an "ethical" hacker. Hacking is hacking, no matter how you look at it and those who do the hacking are commonly referred to as computer criminals.

**AN ETHICAL HACKER IS A  
COMPUTER AND NETWORK  
EXPERT WHO ATTACKS  
A SECURITY SYSTEM ON  
BEHALF OF ITS OWNERS,  
SEEKING VULNERABILITIES  
THAT A MALICIOUS HACKER  
COULD EXPLOIT**



It turns out that many companies hire these experts to purposefully hack systems in order to pinpoint problems in security measures before their less-ethical counterparts get the chance. However, the work that ethical hackers do for organizations has helped improve system security and can be said to be quite successful.

You can even become a Certified Ethical Hacker (CEH), a professional who's tasked with network policy creation, intrusion detection and virus creation. This certification is provided by the International Council of E-Commerce Consultants (EC-Council).



**INDIA WILL REQUIRE AT  
LEAST 77,000 ETHICAL  
HACKERS EVERY YEAR  
WHEREAS THEY ARE  
PRODUCING ONLY 15,000  
IN A YEAR, CURRENTLY**

The Certified Ethical Hacker class will immerse the students into a hands-on environment where they will be shown how to conduct ethical hacking. They will be exposed to an entirely different way of achieving optimal information security posture in their organization; by hacking it! They will scan, test, hack and secure their own systems. To master the hacking technologies, you will need to become one.

People and professionals from ICT industry elaborate on ethical hacking as a rapidly growing career option. It was mentioned in 'Times of India' that India will require at least 77,000 ethical hackers every year whereas they are producing only 15,000 in a year, currently. Hence, Ethical hacking is growing at a tremendous pace and offers a plethora of lucrative job opportunities not only in India but all over the world.

I would like to give message to all the hackers out there; 'If you have a talent then you should not have to hide it under a rock because some people practice the art for malicious or fraudulent reasons. Make yourself ready and get some certification, adopt it as a career and let your talent serve you in a better way.'



**MAKE YOURSELF  
READY AND GET SOME  
CERTIFICATION, ADOPT IT  
AS A CAREER AND LET YOUR  
TALENT SERVE YOU IN A  
BETTER WAY**





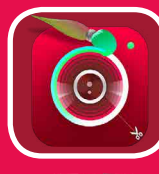
# TOP MUST HAVE FOR APPLICATIONS & GAMES YOUR SMARTPHONE

## Picture Shop - Photo Editor

Rating : 4.8 Price: Free

Why this photo editor? smallest size with most important features. All important features in just one small little handy application.

PAKISTANI SOFTWARE DEVELOPER APPLICATION



## Easy Taxi – Taxi Cab App

Rating : 4.5 Price: Free

The world's fastest free taxi app (Now available in Pakistan) that allows you to easily book a taxi and track it in real time, with just a tap of a button. Loved by 7million+ users and present in over 31 countries and 120 cities, Easy Taxi has redefined taxi booking globally.



## Toddler 3D Sports Bike Kid Toy

Rating : 4.5 Price: Free

Keep your kids busy for a while. Kids can interact with the bike by accelerating it through an accelerator, apply hard brakes and much more. Reveal the secrets inside the app... fun for you and fun for kids..

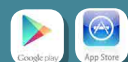
PAKISTANI SOFTWARE DEVELOPER APPLICATION



## JumpStart Pakistan

Rating : 5 Price: Free

JumpStart Pakistan is an initiative through which you can play your part in changing Pakistan. If you want to be part of this initiative, our only requirement is for you to have an Entrepreneurial Mindset!



## Diabetes Calculator

Rating : 5 Price: Free

Are you taking the right dosage? Is your sugar level actually high? Forget about all these tensions because Diabetes calculator will tell you how much Insulin dosage you have to take. IMPORTANT: This app provides insulin dosage unit per day for patients with type2 diabetes.

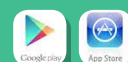
PAKISTANI SOFTWARE DEVELOPER APPLICATION



## Leo's Fortune

Rating : 4.7 Price : 4.99 USD

Leo's Fortune is an award-winning platform adventure game where you hunt down the cunning and mysterious thief that stole your gold. Beautifully hand-crafted levels bring the story of Leo to life in this epic adventure.



## Home Style Interior

Rating : 5 Price: Free

Home Style Interior Design is a wonderful free app with beautiful interior designs. Get inspired with stunning home style interior design. Then watch your own home design ideas come to life by experimenting with real products.

PAKISTANI SOFTWARE DEVELOPER APPLICATION



## Zombie Killer

Rating : 4.2 Price: Free

Zombie Killer is #1 FPS zombie shooter game that combines the timeless appeal of classic action games with crisp graphics.



PAKISTANI SOFTWARE DEVELOPER APPLICATION

## Blek

Rating : 3.8 Price: 0.99 USD

Blek is a unique game about imagination and personality. Everything you draw keeps moving - and watching your creations move is like watching magic. The goal is simple: shape a line that collects all colored circles avoiding black holes on its route.



## Gullu Butt Beat-up

Rating : 3.6 Price: Free

Gullu Butt beat-up is a fun game where everyone has equal opportunity to beat-up Gullu Butt. the game provides Gullu Butt on your screen and you are allowed to beat him up as much as you can and reaction to beating with funny facial expressions and sounds.



PAKISTANI SOFTWARE DEVELOPER APPLICATION

## Blood Pressure Calculator Pro

Rating : 3.9 Price: Free

Precise Blood pressure Measurement Tool. Usage of this application requires precision/stability at user end due to sensitivity of its category. It calculates your blood pressure in two steps with appx.  $\pm 10\%$

PAKISTANI SOFTWARE DEVELOPER APPLICATION



## Fitbit

Rating : 4.1 Price: Free

The free Fitbit app is designed to work with Fitbit activity trackers and smart scales. Compete and compare stats with your Fitbit FRIENDS



## SlideShare Presentation App

Rating : 4.3 Price: Free

With SlideShare, discover and view presentations on topics ranging from technology and business to design and entertainment. Share your favorite presentations, or save professional content to read offline or later. SlideShare is the world's largest community for sharing presentations and profe.



## Preschool Learning

Rating : 3.8 Price: Free

8 fun and original games to help your preschoolers learn basic skills! Keep them entertained while they learn sorting, shapes, colors, differences, numbers, memory, and more! They will love playing the racing and balloons games, and you will love the fact that they're learning and entertained at the same time.





# LOCAL BRANDS

## New Arrivals



### Dany Genius Talk T400s

**OS :** Android v4.2.2, Jelly Bean  
**Display:** 6.95 inches  
**CPU:** 1.3 GHz, Quad-core  
**Camera:** 8 MP  
**Memory:** 8GB built-in, 1GB RAM

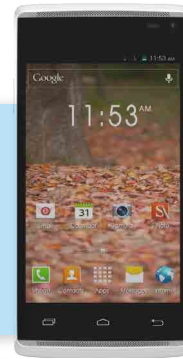
### Voice V35

**OS :** Android v4.2, Jelly Bean  
**Display:** 4 inches  
**CPU:** 1.3 GHz Quad Core  
**Camera:** 5 MP  
**Memory:** 4GB ROM, 512MB RAM



### Qmobile Noir Z6

**OS :** Android v4.2, Jelly Bean  
**Display:** 5 inches  
**CPU:** 1.7 GHz, Octa Core  
**Camera:** 13 MP  
**Memory:** 16GB ROM, 2GB RAM



### Grigh T82

**OS :** Android v4.2, Jelly Bean  
**Display:** 7.85 inches  
**CPU:** 1.2 GHz Quad Core  
**Camera:** 5 MP  
**Memory:** 16 GB built-in, 1GB RAM



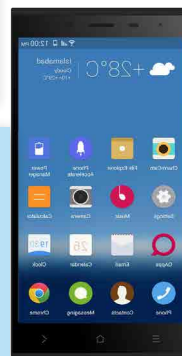
### Dany Genius Talk T1000

**OS :** Android v4.4, Kitkat  
**Display:** 10 inches  
**CPU:** 1.3 GHz Quad-core  
**Camera:** 8 MP  
**Memory:** 16 GB built-in, 1GB RAM



### Qmobile Noir Z5

**OS :** Android v4.2, Jelly Bean  
**Display:** 5.5 inches  
**CPU:** 2.3 GHz Quad Core  
**Camera:** 16 MP  
**Memory:** 16GB ROM, 2GB RAM



### Grigh HD8i

**OS :** Android v4.2, Jelly Bean  
**Display:** 8 inches  
**CPU:** 2.0 GHz  
**Camera:** 5 MP  
**Memory:** 4 GB built-in, 1GB RAM



By M.Bilal Abbasi

## which 1 would YOU like to CHOOSE ?

### Huawei Ascend P7



**OS:** Android OS, v4.4.2 (KitKat)  
**Chipset:** HiSilicon Kirin 910T  
**CPU:** Quad-core 1.8 GHz Cortex-A9  
**Camera:** 13 MP, autofocus, LED flash  
**Memory:** 16 GB, 2 GB RAM

### Oppo Find 7



**OS:** Android OS, v4.3 (Jelly Bean)  
**Chipset:** Qualcomm Snapdragon 801  
**CPU:** Quad-core 2.5 GHz  
**Camera:** 13 MP, autofocus, dual-LED flash  
**Memory:** 32 GB, 3 GB RAM



### Sony Xperia Z2a



**OS:** Android OS, v4.4.2 (KitKat)  
**Chipset:** Qualcomm MSM8974AB Snapdragon 801  
**CPU:** Quad-core 2.3 GHz  
**Camera:** 20.7 MP, autofocus, LED flash  
**Memory:** 16 GB, 3 GB RAM



### HTC One (M8)



**OS:** Android OS, v4.4.2 (KitKat)  
**Chipset:** Qualcomm MSM8974AB Snapdragon 801  
**CPU:** Quad-core 2.3 GHz  
**Camera:** Dual 4 MP, autofocus, dual-LED (dual tone) flash  
**Memory:** 16/32 GB, 2 GB RAM



### Oppo N1 mini



**OS:** Android OS, v4.3 (Jelly Bean)  
**Chipset:** Qualcomm Snapdragon 400  
**CPU:** Quad-core 1.6 GHz  
**Camera:** 13 MP, autofocus, LED flash  
**Memory:** 16 GB, 2 GB RAM



### Nokia X2 Dual SIM



**OS:** Android OS, v4.3 (Jelly Bean)  
**Chipset:** Qualcomm MSM8210 Snapdragon 200  
**CPU:** Dual-core 1.2 GHz  
**Camera:** 5 MP, autofocus, LED flash  
**Memory:** 4 GB, 1 GB RAM



### Samsung Galaxy Avant



**OS:** Android OS, v4.4.2 (KitKat)  
**Sensors:** Accelerometer, gyro, proximity  
**CPU:** Quad-core 1.2 GHz  
**Camera:** 5 MP, autofocus, LED flash  
**Memory:** 16 GB, 1.5 GB RAM

### ZTE Nubia Z7



**OS:** Android OS, v4.4.2 (KitKat)  
**Chipset:** Qualcomm MSM8974AC Snapdragon 801  
**CPU:** Quad-core 2.5 GHz  
**Camera:** 13 MP, autofocus, Optical image  
**Memory:** 32 GB, 3 GB RAM



### Samsung Galaxy K Zoom



**OS:** Android OS, v4.4.2 (KitKat)  
**Chipset:** Exynos 5260  
**CPU:** Quad-core 1.3 GHz, Dual-core 1.7 GHz  
**Camera:** 20 MP, auto/manual focus, 10x optical zoom  
**Memory:** 8 GB, 2 GB RAM

### HTC One Remix



**OS:** Android OS, v4.4.2 (KitKat)  
**Chipset:** Qualcomm Snapdragon 400  
**CPU:** Quad-core 1.2 GHz  
**Camera:** 13 MP, autofocus, LED flash  
**Memory:** 16 GB, 1.5 GB RAM







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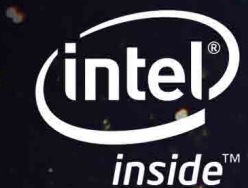


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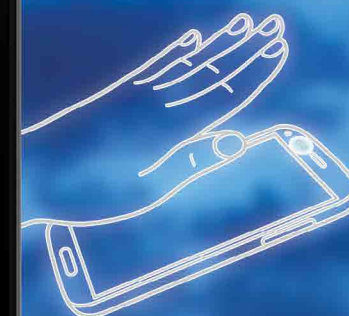
## President Octa Core **G10**

## G'FIVE SMART PHONE



## Real 8 Core

"Air Gesture"



**4.2 Jelly Bean**



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**Air Gesture**

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*Sonam Kapoor*  
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