



Exclusive interview with Chairman PTA

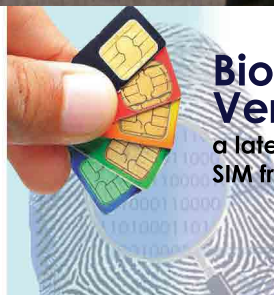
Dr. Ismail Shah

PTA aims to establish
Smart Society in Pakistan



From Friending to Spending

Social Media is changing
the Way Customers Shop



Biometric SIM Verification

a latest method to curb
SIM fraud



Ayesha Khan

It's a mobile society,
call it good, call it bad, it
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Adnan Khan
Managing Editor

Dear Readers,

Winter activities are in full swing and we hope that you are enjoying all of it. Phone World team wishes you a very happy new year.

Some individuals are so talented that they're often perceived to be one in a million.

Same is the case of Ayesha Khan. In this edition, Phone World magazine interviewed Ayesha Khan about her career and fascination towards mobile and telecom industry.

Lot of developments took place in the past two months including the selection of a consultancy firm by PTA for the assistance required in the 3G auctioning process, the successful installation of Bio-metric SIM verification system to control the illegal usage of SIMs; the important steps which PTA planned to control grey trafficking etc. All these areas have been covered in this edition. Moreover, our magazine also includes an exclusive interview of Chairman PTA, Dr. Ismail Shah which explains the achievements made by PTA so far and its future plans.

Our featured articles include "from Friending to Spending" explaining that how social media influences people to buy stuff marketed on various blogs and web sites. "BlackBerry's Last Survival" explaining how BlackBerry released its popular messenger BlackBerry Messenger (BBM) to cross platforms in order to occupy large audience and save itself from downfall. "Smartphone as Your Own Doctor" is based on all the latest health apps that are free to download from the internet. "The Need of Cyber Law in Pakistan" discussed the major threats of cyber-crimes faced by people on the internet and why a cyber-law should be implemented in Pakistan at this stage.

Phone World from this edition onwards will include a section "Telecom Campaigns" that will provide a brief review of the advertisements made by major mobile and cellular brands, discussing their marketing strategies and their overall impact on the audience.

Our team has put a great effort in covering all the latest trends of the telecom industry and I hope that it will stir your interest.

Thank you,
Adnan Khan
Managing Editor

Feedback
info@phoneworld.com.pk
www.phoneworld.com.pk

Khalid Khan
Publisher & Editor in Chief

Adnan Khan
Marketing Head & Managing Editor

**Kanwal Ayub,
Rizwana Khan**
Associate Editors

Agha Mehdi
Bureau Chief Lahore

**Imran Rashid
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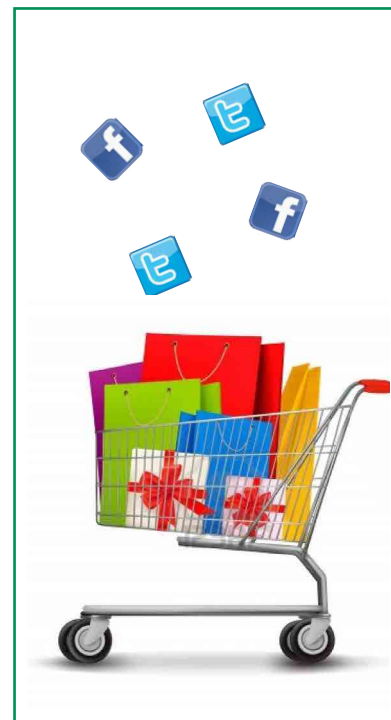
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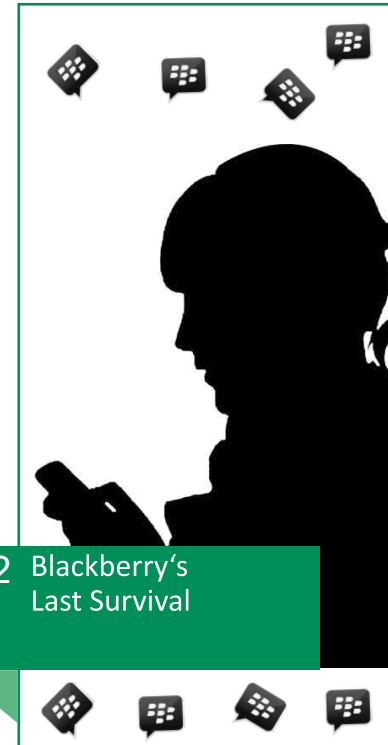
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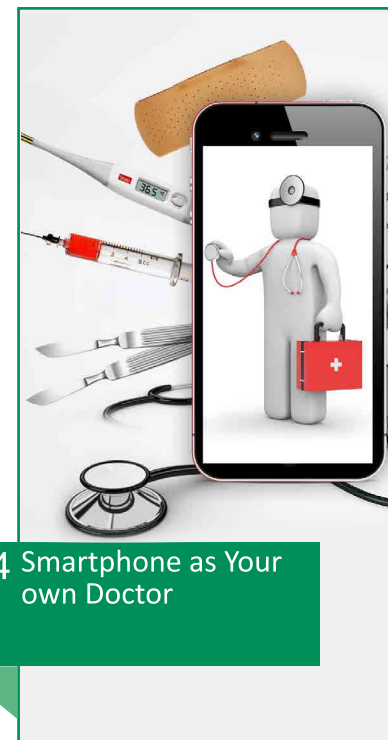
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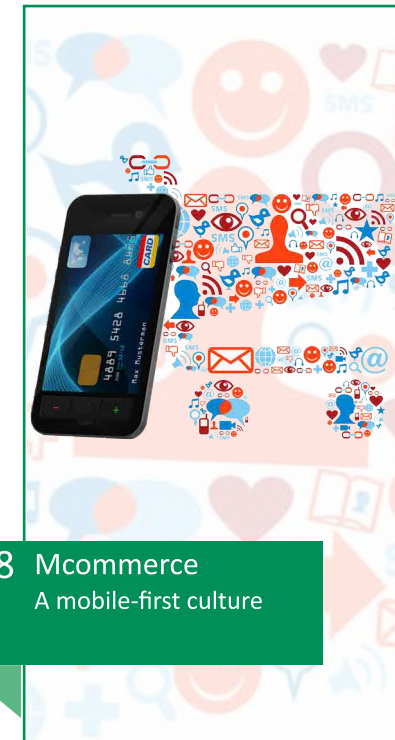
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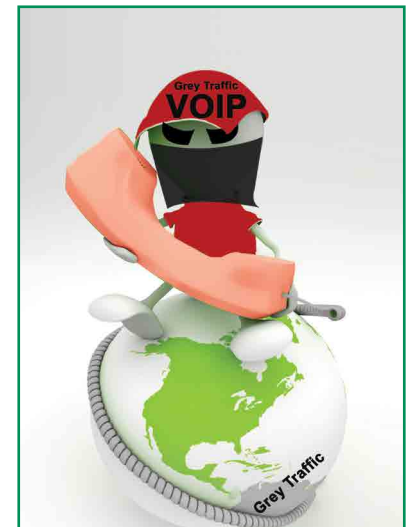
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PHONE WORLD

For Advertisement / Article Contact

Marketing Department

Adnan Khan 0345-5957155

Agha Mehdi 0322-8433364

Office : 051-2609339

sales@phoneworld.com.pk



Find us online:

Phoneworld
www.phoneworld.com.pk

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By Hunain Zahid Kayani



3G Technology in Pakistan On Its Way...

Introduction of 3G technology in Pakistan was considered a distant dream in the past. Almost every country even Bangladesh and Afghanistan have moved towards 3G and now they are making plans to move forward. The major reasons due to which the 3G auctioning process was delayed in past were the vested interest and Petty politics at the cost of consumer and the country

Ever since the Federal Minister of State for Information Technology and Telecom, Ms. Anusha Rehman officially declared that 3G Technology will be introduced in Pakistan in the first quarter of next year, the news has captured the eye of all professionals working in the telecom sector. At the same time, the academia and general public also seem to be looking forward towards this important step for which they've been waiting for many years.

The Pakistan Telecommunication Authority (PTA) made an

advertisement for a consultancy firm of strong repute to assist them towards the auctioning of this new technological setup.



The selected consultancy firm was expected to have worked extensively in mobile cellular spectrum auctions along with having vast technical and managerial experience. All the interested consulting firms were

required to submit their technical and financial proposals to PTA on the basis of which the process of evaluation had to be carried out.

In response to the advertisement, PTA received several proposals of various consulting firms, out of which the five companies were initially selected as pre-qualified consultants:

- » Arthur D Little Middle East FZ-LLC Booz & Company
- » Detecon International GmbH
- » Frontier Economics Limited
- » Value Partners Management

Consulting Limited

» Frontier Economics Limited

According to PTA Value Partners Management Consulting Limited was declared the final choice and therefore completed the first phase of its target of meeting the auction deadlines.

The number of Mobile phone subscribers in Pakistan is around 129- million making a cellular density of 72.27% and the number of broadband Subs only a meagre 1.5 million i.e less than 1% penetration. Telecom firms are to benefit from the likely huge growth of Mobile Broadband expected to reach over 50 million in the next 5 years

A lot of things are expected from the consultants selected that is widely recognized for its work in all main sectors of economy, business strategy, organizational management, change management and operational improvement. According to their web site, the company is providing services in over 50 countries and many of its clients are associated with it for the past thirty years. PTA has very rightly put the process of selection and related material on its web site that showed its intention to adhere to the principals of transparency. According to information on the PTA web site, the consultants will provide professional

analysis, input and some necessary recommendations on the whole auction process in accordance with the Terms of Reference provided to them. The consultants will initially have to identify the number and size of the blocks to be auctioned on the basis of which they will devise the auction methodology and plan along with reserving the specific price for each block. Moreover, they will also be actively engaged in the actual auction.

The number of Mobile phone subscribers in Pakistan is around 129-million making a cellular density of 72.27% and the number of broadband Subs only a meagre 1.5 million i.e less than 1% penetration. Telecom firms are to benefit from the likely huge growth of Mobile Broadband expected to reach over 50 million in the next 5 years.

Benefits of 3G over 2G

1 Function The main function of 2G technology is the transmission of information via voice signals while that of 3G technologies is data transfer via video conferencing, MMS etc.

Speed The downloading and uploading speeds in 2G technologies are up to 236 Kbps,

whereas in 3G the downloading and uploading speeds are up to 21 Mbps and 5.7 Mbps respectively.

2 Data Transmission The speed of data transmission in 2G network is less than 50,000 bits per sec whereas in 3G it can be more than 4 million bits per sec.

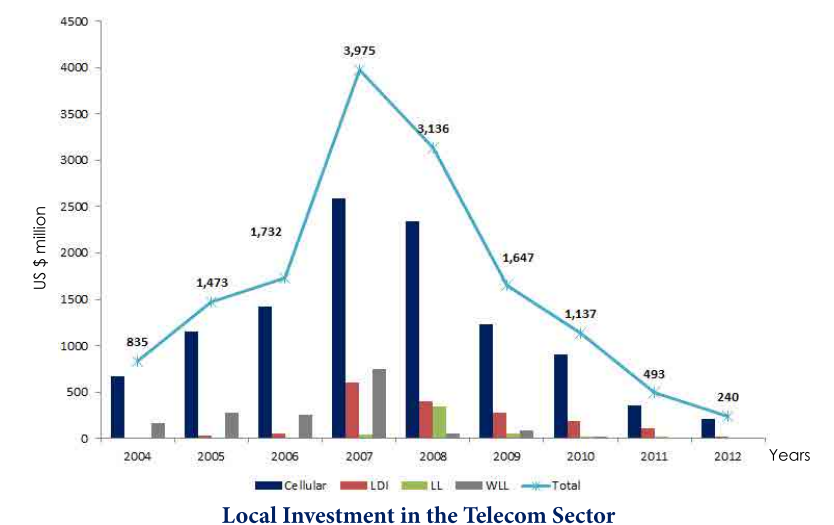
3 Making Video Calls Through 3G network video calls can be easily made.

4 Text Messages The data limit and speed of data transmission is comparatively higher than 2G networks.

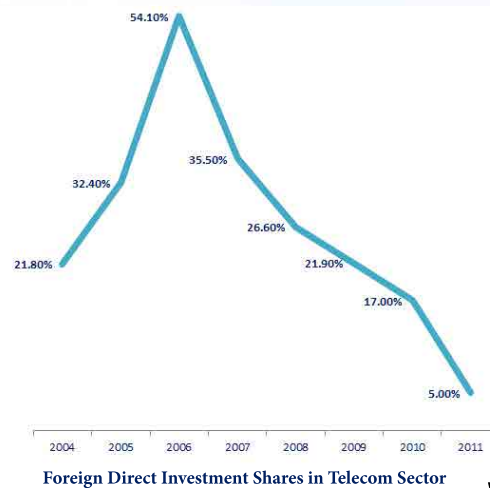
5 Implication 3G technology offers a high level of security as compared to 2G technologies because 3G network permits validation measures while communicating with other devices.

Investment Opportunities

According to PTA, in the year 2010-11 the total investment in the Telecom Industry was calculated to be US \$ 493.2 million whereas in 2011-12 it was calculated to be US \$ 240.3 million i.e. 51% decrease in the previous amount. And as far as



the foreign direct investment in the Telecom Sector is concerned, in year 2009-10 the shares were reported to be 17.0 % whereas in 2010-11 it was calculated out to be 5.0% i.e. 70% decrease in shares. The facts simply reflect that the crisis faced by our country in past created a huge negative impact on both the local and foreign investment, especially in the telecom sector. Through 3G, both the local and foreign investment in the



Foreign Direct Investment Shares in Telecom Sector

Telecom sector will increase.

Moreover, the nation will be witnessing many other economic benefits including enormous increase in broadband penetration that will allow Pakistan to promote various programs such as e-government, e-medicine, e-learning etc. It will also support our local software industry and various other kinds of businesses. The net present value of additional GDP over the period to 2020 will be PKR1180bn in the High Demand scenario and PKR490bn in the Low Demand scenario. Introduction of 3G technology in Pakistan was considered a distant dream in the past. Almost every country even Bangladesh and Afghanistan have moved towards 3G and now they are planning to move forward. The major reasons due to which the 3G auctioning process was delayed in past were the vested

interest and Petty politics at the cost of consumer and the country. When we look at Pakistan we see ourselves being enslaved by a technology that was adopted long time ago by many other developing countries. When previous government was working towards the auction, the Supreme Court took notice about the controversial practices being adopted in the process. With the arrival of present government, the post of Chairman PTA was vacant and a relevant Telecom regulatory body also did not exist which could play a pivotal role in the completion of auctioning process.

At present, things appear to be moving towards the right direction. When 3G will be introduced in Pakistan, it will result in improving the socio & economic situation of our country, thus contributing a lot towards the welfare

The Supreme Court ensured the present government to appoint Chairman PTA and the members of Telecom regulatory body in order to complete the process within the shortest period of time.

At present, things appear to be moving towards the right direction.

Now, PTA along with MoITT is putting forward its efforts to draw a comprehensive road map which would lead towards the successful auctioning of 3G technology in Pakistan.

Though, the immediate actions taken by PTA and MoITT seem to be moving on the right direction more efforts needs to be put in place that the process should not get derailed. Equally important are the post-auction scenarios that should ensure that the objectives of the auction are achieved.

The most important thing which lies in the post auctioning period is the availability of potential bidders through which extensive funding for the network will be received. Otherwise, the plans being made at present can get seriously affected and it might not be possible to maintain high service quality standards in the network. So, it is necessary for the policy makers to give serious attention to the long term goals along with focusing on achieving the short term goals. Even if the whole auctioning process occurs in a highly planned, organized and transparent manner, the auction will not be considered fully successful if the consumer uptake is not properly ensured.

When 3G will be introduced in Pakistan, it will result in improving the socio & economic situation of our country, thus bringing a lot of benefits to the overall welfare of the state. But, we should not stop at this auction as it is extremely important that we look beyond the auction at the next round of technology and innovation- that shall take the country to new heights through ICT services.

FAKE IMEI, a CAUSE OF GROWING SECURITY THREAT

Industry favours third party certification to ensure speedy & cost effective type approval

Chinese brand smartphones are entering Pakistani market with their attractive low cost, enabling low end users to switch to smartphones. While, it definitely is a positive development but on the other hand these devices besides providing low quality also cause security threats because the use of some of these mobile devices find way in terrorism activities which have grown over the years. This has forced the government and the PTA to restrict or ban the sale of such devices. Going forward all devices need to be 'Type Approved' by PTA prior to their launch in Pakistani Market.

According to a news report the Federal Board of Revenue (FBR) has been notified by the PTA to forbid clearance of cellular consignments that fail to submit IMEI (International Mobile Equipment Identity) to the customs authority. Also, going forward the entire type approval process of PTA will need to be followed that includes providing design, specs and samples to be provided for type approval

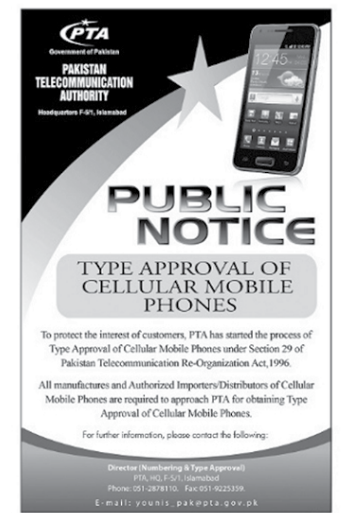
While, this ensures safety of the consumers but the type approval process at the PTA needs to be revamped drastically because the current procedure is not only time consuming but costly and more importantly does not suit the fast moving mobile distribution industry. Therefore, the importers and distributors have cautiously welcomed PTA move and look forward to a

more business friendly process than the one being followed. The industry has suggested for third party certification to ensure that the process does not affect the businesses while ensuring growth.

FBR Officials directed not to clear shipments that do not have IMEI numbers

The current type approval process demands that manufacturers and distributors submit specification details to the PTA to get approval under section 29 of the Pakistan Telecommunications (Re-Organisation) Act, 1996 which states "No terminal equipment shall directly or indirectly be connected to a public switched network unless it has been approved by the Authority or an agency appointed by the Authority in this behalf subject to such conditions as it may impose, including conditions limiting its connection to specified types of telecommunication systems". According to this, a strict IMEI verification by PTA has been made essential for all manufacturers and cellular phone importers.

Type Approval is granted to a product that meets the minimum set of regulatory and technical requirements. Over the span of few



months the local Chinese device distributors have increased and not all of them are going for PTA Type Approval. Due to which the devices launched by few distributors have fake IMEI's causing conflicts in the network, which includes:

- 1 Device cannot be tracked by a network
- 2 Device model number cannot be identified that creates trouble for the users on receiving data settings and MMS settings from operators
- 3 Security issues

The IMEI (International Mobile Equipment Identity) is a number allocated to a mobile device which must be unique as it is used for identification purposes of the device. So every single mobile device manufactured must go through Type Allocation Code (TAC) registration where the device is assigned a unique IMEI number. This registration is done via GSMA (Global System of Mobile Association).

Do You Know?

There are more mobile phones on the planet than there are TVs.
(Source: Jupiter)



By Rizwana Khan



From Friending to Spending Social Media is changing the Way Customers Shop

Social media , besides communication has not only carved a new way of marketing and promotion but also undoubtedly transformed the way how consumers make their buying decisions

Preaching the importance of social media is a little futile now as Social media is everywhere today and everyone assents to the fact that it is creating huge impact on peoples' lives. They can now express their opinions and share ideas more quickly while

speaking to a larger audience. And now with the advent new smartphones, social media has become even stronger, making by becoming accessible to billions of users around the world. At the realization of this power, many businesses have begun to sign up for social media accounts in order to form a new customer-centric

relationship.

Social media has not only carved a new way to marketing and promotion besides communication but it has also undoubtedly transformed the way how consumers make their buying decisions. Information available on the internet affects the attitudes

and beliefs about online purchasing but it also increases an individual's buying intentions.

It is not a secret to anyone that individuals are subjected to peer-pressure, whatever decision they make it is influenced by peers, by one way or the other. In the same way, purchasing behavior of a person is also influenced by peer groups. Consumer tends to show interests in the products that are liked by his friends or family.

Even before internet it was the word of mouth that used to influence other but with the popularity of social networks such as Facebook and Twitter; every person's word of mouth can now reach hundreds and thousands of followers a day, hence affecting the buying behavior of others. On these sites, businesses can interact directly with their most loyal buyers, and in the process, reach an extended network of friends and acquaintances to products and services they may not have previously sought out. The reviews and ratings given on these social sites are accessible from anywhere through smartphones.

People are more likely to buy from a company after engaging with it on Facebook, Twitter, Pinterest, Instagram and other social networks

Many surveys and researches have been conducted up till now, proving the point that people are more likely to buy from a company after engaging with it on Facebook, Twitter, Pinterest, Instagram and other social networks. Not only these sites help in converting fans into potential buyers but also

encourage them to promote their purchases among friends as they are more likely to recommend a brand to their friends after interacting with that brand on a social network.

Moreover, features such as Twitter's retweeting and Facebook's sharing allow these fans to immediately and automatically carry out this promotion, making it easier and thus more likely for other fans to do the same.

Most socially referred product categories include food/drinks, photos/art & Design, Gardening & Décor, beauty & clothing and tech and electronics

Peer groups influence is perhaps not the only factor on social media to affect the buying behavior of consumers anymore, but it has also produced a new kind of impact which probably is even more influential. Not only friends and family's product and service activities influence the purchasing patterns of individuals but consumers are unquestioningly accepting information about products available on the internet from somebody who is not a friend or anybody they know.

The information a consumer receives on social networks can come in a variety of formats from posts on company pages, tweets, Facebook likes, Pinterest favored posts or most familiar- bloggers. Generally these bloggers are thought to be impartial therefore consumers trust their opinions.

Almost all the small and large

businesses have social media presences these days but some of these business categories are more popular on social media than the rest. Most socially referred product categories include food/drinks, photos/art & Design, Gardening & Décor, beauty & clothing and tech and electronics.

The general trend that can be observed on the social media is that most of the users purchase an item or avail a service after sharing or "favoring" it on these sites. It has not only popularized the on-line shopping trend but has driven the in-store shopping as well. Consumers now search their products online before going to the stores, and even while standing in the store through their smartphones.

It is truly amazing to see how technology is changing our lives and helping us in every. But the way how social media is influencing our daily lives is even more fascinating. Although every new invention and creation has attached some negative aspects to it, and social media also brings some repercussions to the society but the assistance it brings to the society is also huge and cannot be denied either.

Therefore, as times change and technology improves continuously, businesses must also utilize every new opportunity to improve their sales, marketing, and customer loyalty in order to stay ahead and social media is the tool to achieve just that.....!!!





Blackberry's Last Survival

The new cross platform approach of BBM might come in handy to save BlackBerry from its downfall

BlackBerry is facing its worst nightmare, with stocks hitting the ground and the company off to a sale. BlackBerry shares slumped 24 percent on the Nasdaq and stock closed down to 16 percent to \$9.08 on the TSX in September. The company also laid off 4,500 employees in the same month. According to reports from the Wall Street Journal, the company took

an extraordinary step of halting trades of its shares. Reports claim that BlackBerry suffered from net operating loss around US \$950 and \$995 million. Due to purchase of inventory and reformation, the company expects net loss of \$250 to \$265 million.

As BlackBerry is witnessing its downfall it's time for BlackBerry Messenger (BBM) to take up the fight for its parent company. There

are over 60 million BBM users sending and receiving an estimated 10 billion messages per day. The new cross-platform version of this popular instant messaging app might come in handy to acquire audience based largely on the strength of its software rather than its hardware.

BBM is yet taking another run in making its debut across Android and iOS platforms. This is for the second time that BlackBerry launched its

By M.Bilal Abbasi

messenger to other platforms. The first effort failed due to some technical issues, but this time things appear to be quiet different. According to BlackBerry, this free app received more than 10,000 downloads within 24 hours just after its release.

Previously, BBM was just available to BlackBerry devices, the company never responded to requests for making it available on other platforms from Google, Apple and Microsoft. When BlackBerry was dominating the smartphone market this strategy made sense completely but now things have changed completely.

The grip of BlackBerry on the smartphone market has loosened; the value of the BBM sub brands was threatened by shrinking global aggregate of BlackBerry users, from 80 million last year to 70 million this year. This left BBM no choice but to go on multiplatforms as quickly as possible.

It is also said that BlackBerry is thinking about spinning off BBM into its own subsidiary company called BBM Inc. BlackBerry is also testing one-to-many broadcasting via BBM Channels, and is looking to build desktop app as well.

Now, let's do an in-depth analysis on these cross platforms starting this BBM.

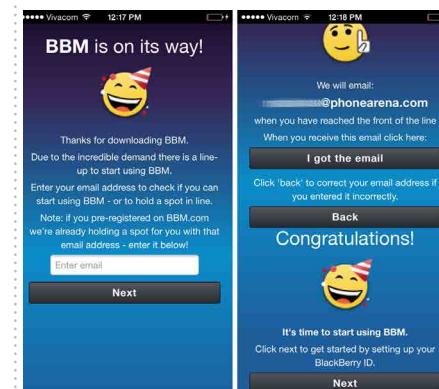
BBM

Price BBM is free to download. It is installed as standard on BlackBerry phone and is available to download free of cost on Android and iOS.

Users More than 50 million

Features The basic services that BBM provides are instant messaging and VoIP calls (Using internet to calls rather than using your cellular network minutes allowance). Some BlackBerry

devices like Z10 and Q10 also benefit from video calling.



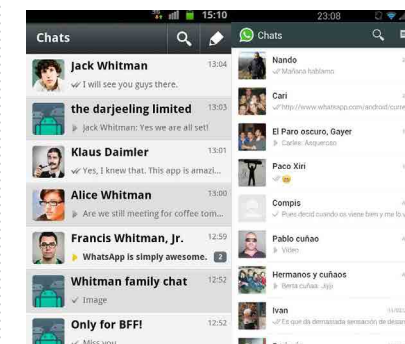
You can also share your screen to your friends, letting them see exactly what you are doing. This feature might come in handy if you are explaining something to your friend or giving a heads up before a presentation. BlackBerry said it will be introducing video calling and screen sharing later on to Android and iOS.

Whatsapp

Price Free for the first year then 69 penny per year. Whatsapp charge, but hardly nothing.

Users More than 300 million.

Features Whatsapp is available on various platforms like Android, iOS, BlackBerry, Symbian phones and Windows phone 8.



It is also an instant messaging service that also allows users to send photos, videos and also their location. New feature like voice messaging has also been introduced. You can engage yourself

in a group chat with all your mates.

Whatsapp is linked to your SIM card and phone number. It automatically picks up your contact list and shows you who else in your contact list is on Whatsapp. Unlike BBM, Whatsapp is linked to your SIM card and cannot be used in more than one devices.

Viber

Price Viber is also free to download. Viber said that it might be offering some extra services like 'stickers' i.e. emoticons for a very small charge.

Users More than 200 million

Features Viber is available on most of the platforms. You can find it on Android, iOS, BlackBerry, Windows Phone 8 and also on Windows desktop, mac OSX. It does not support iPad at present but it is expected to be released on iPad too.



Just like Whatsapp, Viber requires users to link their phone numbers to the application. It syncs your contact list and displays your contacts to those who are using Viber as well.

Voice calling is also available on Viber. Sharing videos, locations and photos are also some of the features that Viber has to offer.

All three services provide same core functionality of sending text messages, photos and voice

messaging for free over the internet. Viber might get an edge over the others because of its VoIP services and availability across many platforms, having said that its software is little bit buggy.

It's been few days since BBM has been released on iOS and Android so it's difficult to know how well BBM could stack up against the others.

If BBM brings all these features across all the platforms including video calling and screen sharing than it could offer some healthy competition to Whatsapp and Viber.

BBM against the Messaging Giants

Now, as BBM is released across other platforms, it will be going head on head with Whatsapp and Viber, both of which provide similar services. iMessages also provide users with sending messages and photos using internet but it is restricted to iOS users.

Whatsapp and Viber both have their prestige when it comes to active users. Whatsapp CEO Jan Koum in an event said that Whatsapp has now 350 million monthly active users. Which is around 50 million more users

as compared to 300 million in August, this indicates that more users are aligning towards Whatsapp.

Whereas, Viber has around 200 million registered users. Viber has an edge on Whatsapp when it comes to voice calls, as Viber provides VoIP services. Whatsapp has introduced voice messaging but does not offer voice calls.



Below is a comparison of features between the three applications:

Features	BBM	Whatsapp	Viber
Chat	Yes	Yes	Yes
Voice Calls on Cross Platforms	No	No	Yes
Cost	Free	Free for 1st year	Free
Voice Messages	Yes	Yes	Yes
Delivery Confirmation	Yes	Yes	Yes
Multi-party Chat	Yes	Yes	Yes
Share Any File	Yes	Only Defined types	Photo/Video
Block Contact	Yes	Yes	No
Group Photo Album	Yes	No	No
Group Calendar	Yes	No	No
Personal Status Stream	Yes	Yes	No
Easy Status Updating	Yes	Yes	No
Cloud-based contacts	Yes	No	No
Requires Phone Number Sharing	No	Yes	Yes
Authorized Contacts only	Yes	No	No
Requires Phone Number Sharing	No	Yes	Yes
Authorized Contacts only	Yes	No	No

By Hunain Zahid Kayani

- Primary camera sensor size: 6.7 MP
- Display size: 10.1"
- Processor Qualcomm Snapdragon™ 800
- Mass memory 32 GB, RAM: 2GB
- 8000 mAh of battery capacity



Nokia's First Tablet Lumia 2520 with Snapdragon 800

For the first time Nokia has crafted a Windows RT slate thus, becoming the first company after Microsoft to do that

Finally, Nokia has launched its newly developed product called Nokia Lumia 2520 with some advanced and exciting features. For the first time Nokia has crafted a Windows RT slate thus, becoming the first company after Microsoft to do that. With an Advanced-LTE technology, it consists of a 2.2GHz Snapdragon, 800 CPU and a 650nit screen made out of Gorilla Glass 2.0.. Apart from that, it consists of a storyteller app (which was also seen in the previous version i.e. 1520), a 6.7MP rear camera featuring Zeiss optics and a 2MP front facing camera.

It will be available in both red and white colors and might also be available in black. One of the exciting features is quick charging capabilities that allow its 800mAh battery to go from drained to fifty percent within a period of less than forty minutes. This has been made possible through the operating system that runs on an ARM-based chip allowing it to offer superior

battery life to the full Windows 8 system running on tablets powered by x86 processors. One of the best things about Lumia 2520 is this that it also supports an optional 4G card. According to some sources, the price of Nokia Lumia 2520 is going to be around \$499. Whereas, the Nokia Power Keyboard accessory costs \$150 more as it offers extra five hours of battery life along with two additional USB ports.

There are micro USB 3.0 and HDMI ports on the tablet body with NFC and GPS coming on board too. All the Nokia users appear to be quiet excited about this new product. They all are expecting to benefit from this newly developed product and its exciting features. As mentioned previously, Nokia is the first company after Microsoft to craft a Windows RT slate, so same feelings of excitement is seen amongst the users of Nokia as it was seen in the users of Microsoft. Moreover, the quick charging capabilities of Lumia 2520 will definitely increase the comfort level

of users to a high extent especially in the case of Nokia Power Keyboard as it offers five extra hours of battery life.

Some media sources have confirmed the fact that Nokia's head of product design, Mr. Marko Ahtisaari worked very hard for a year and a half towards the development of this new product. Perhaps, he used to spend at least one third of his time daily working on this tablet. As in past many rumors were heard about Nokia Lumia 2520 and today we see that the product finally got launched. Similarly, many rumors at present are also being heard that in future Nokia would be working towards the development of a smart watch. Many users of Nokia are eagerly waiting for the time when Nokia will officially announce that their smart watch is about to get launched and they are expecting that the standard and overall features of this upcoming product will definitely be incomparable just like many other Nokia products.

By Rizwana Khan

Biometric SIM Verification

Latest Method to Curb SIM Fraud

Cell phones have changed the dynamics of communication means for the good but at the same time their misuse has raised many problems with security risk being the biggest of all concerns

MoITT had proposed to address the need of an authentic procedure of SIM verification to eradicate the bogus free telecom service from the

country. To achieve this goal the ministry has been in close contact with NADRA and PTA for over a year now in order to devise the most suitable plan of action. For this purpose Biometric SIM verification procedure

was opined, which would maintain the complete record of telecommunication services provided in the country.

The government asked the telecom operators to bear all the set-up cost of verification contraption solely on their own a decision, to which many operators displayed their disapproval initially. Cellular companies believe that each mobile phone company will have to invest at least Rs. 500 million (or Rs. 2.5 billion in total) to deploy the biometric solution.

The telecom operators have agreed upon setting up the system in deep interest of national security, however, passing on a full load of all fixing cost of biometric system on the telecom companies is not an ample move of the government when the businesses are already running in a rugged situation. PTA gave the directions and deadline of December 20th for the installation of new system. China Mobile Pakistan (Zong) is the telecom



operator that has taken the first step toward the installment of bio-metric system, starting from Karachi. All other four operators have also installed the bio-metric system in order to meet the deadline given by PTA. Currently, mobile phone companies are selling SIMs at 250,000 sales points across Pakistan (including service centres, retailers and franchises), but initially it will be installed in at least 70,000 to 75,000 retail outlets all across the country.

The old methods of SIM verification were prone to frauds but with finger print matching facility, it will bring authenticity in the procedure and reduce SIM misuse and frauds

The new verification system requires each citizen to approach retailer, franchise or Customer Service Centers of Cellular Operators personally and provide his/her fingerprints for authentication against CNIC data held with NADRA. On successful transaction, SIM will be activated. All this operation will be performed online and will take 15 seconds to end.

Pakistan has significantly high cellular density with more than 125 million mobile service subscribers. Cell phones have changed the dynamics of communication means but at the same time their misuse has raised many problems with security risk being the biggest of all concerns. No doubt that the project requires a hefty investment but once the Bio metric SIM verification is installed and fully functional, it will bring a out great result. This is the reason why the security related segments are supporting the project with such zeal and eagerness.

Such measures will undeniably help the Government of Pakistan to curtail use of illegally issued SIMs for terrorism, extortion and street crimes.

The old methods of SIM verification were prone to frauds but with finger print matching facility, it will bring authenticity in the procedure and reduce SIM misuse and frauds.

Once the fingerprints are authenticated against CNIC data held in NADRA, SIM will be activated. All this operation will be performed online and will take 15 seconds end to end

Government and cellular companies should work together and try to facilitate each other in the implementation of this new verification system as these devices are not widely available because this technology has not been employed by any cellular company worldwide till date.



Dr. Ismail Shah, Chairman PTA

PTA is working hard to provide light touch regulations that promotes business friendly environment to the telecom players so that the industry could flourish and benefit all stakeholders

Dr. Syed Ismail Shah, Chairman PTA and the former Member Telecom at the Ministry of Information Technology (IT and Telecommunication Division) brings with him rich experience of both private and the government sector. He has vast experience in the ICT industry and is a life member of Pakistan Engineering Council, Senior Member, Institute of Electrical and Electronic Engineers, USA and Member of the Institute of Electronics Information and Communication Engineers in Japan. He twice served as the Executive Director of the Central Asian Cellular Forum and has expertise in 3G and 4G cellular technologies. He also provided consultancy services to several prestigious companies on emerging wireless technologies. He is also an individual that has keen interest in research and educative

undertaking. He has served as at senior positions in the academia and industry in the US and Pakistan. He has conducted as well as supervised research in areas such as multiple user detection in CDMA, MC-CDMA, Jammer incision using time-frequency analysis and MIMO-OFDM based systems.

His appointment of being Chairman of the Pakistan Telecommunication Authority (PTA) has brought good fortune for Telecom & IT sector in Pakistan. A lot of developments have taken place recently regarding Spectrum Auction for the Next Generation Mobile Services in Pakistan as PTA has taken its first step forward by selecting the consultancy firm for the auction process. We are expecting great things from Dr. Shah in devising a comprehensive strategy for the upcoming auction and overall improvement in the efficiency of this institution as well as in the sector.

In an exclusive interview with Phone World team (PW) Dr. Shah (IS) shared his thoughts about upcoming auction and other challenges PTA is facing and more importantly good things to come.

PW: Although it has been only a couple of months since you joined PTA as a chairman but a lot of projects have been initiated

By Rizwana Khan
Adnan Khan

in last few months, how will you sum up your tenure up till now?

IS: Last few months have been quite challenging but I believe that there are great opportunities ahead of us. A number of important projects have been initiated and a couple more are in the pipeline. My work at PTA so far can be divided in to two categories, one comprises of the projects that were on a standstill or I would say also non-developmental for past some time like grey trafficking and illegal use of SIMs. The other category is related to the futuristic and development projects that are needed to be done, Next Generation Mobile Services being on the top most priority. PTA is also working hard to bring a fresh and modern organizational change within itself in order to increase the efficiency of the organization and provide better services to consumers.

PW: Now that you have mentioned consumer-How do you see the consumer in Pakistan from the ICT stand point?

IS: PTA being a regulator and public service organization values consumer at the highest level. I believe that consumers have become much smarter and more aware; Pakistan is a society of young people where the existing generation only has a median age of less than 26 who are more tech-savvy and educated about the modern technology trends. We not only see that consumers will get connected to others, but

they will connect to system and more systems and devices.

We expect consumers to react more rationally and be vigilant of negative things on social media

We will also see industrial systems and devices connecting to other systems, which in the next decade will create enormous social and economic opportunities. We also think that Pakistan will soon become one of the largest smartphone markets of Asia; there are still lots of opportunities to be availed. The vision PTA is moving forward with is to enable its consumer and help establish a connected society. So we will support the ecosystem that will enable a better and smarter society in the future.

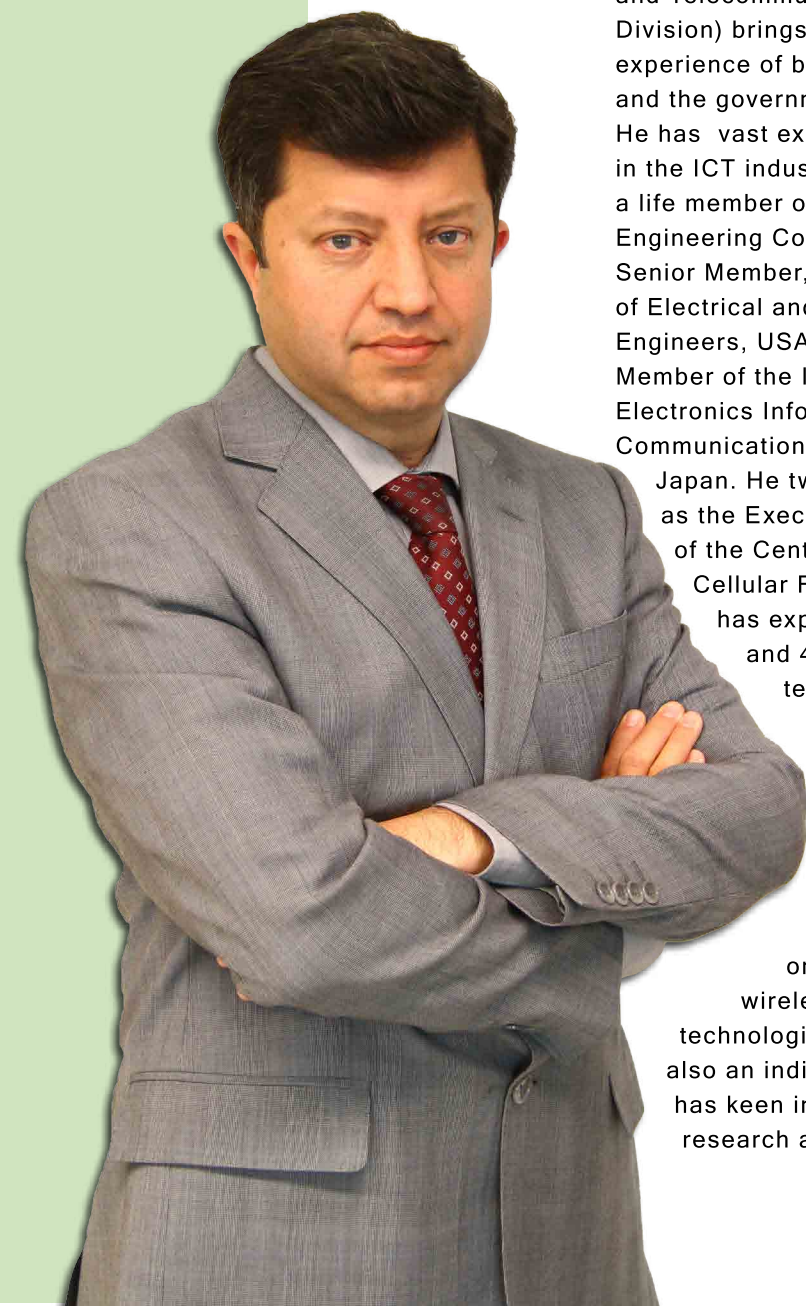
PW: A consulting firm has been appointed just recently for the auction process, tell us something about that?

IS: The launch of next generation Mobile services in

Pakistan is Government and the Minister Ms. Anusha Rehman's top priority and a project that is also very close to my heart, as well. Telecom operators and general public are expecting great things from PTA and we are working devotedly to meet their expectations. We don't want the auction to end up like the past attempts in Pakistan. Although, we want to speed up the process but there are certain procedures we have to follow such as the one set by PEPPRA that may take a bit more time but will ensure transparency and fairness in the whole process. As far as selection of the consulting firm is concerned, we have followed the PEPPRA procedures as well as International best practices we are pleased to receive an overwhelming response. After an open and extensive review process we have selected Value Partners for the consultancy. They have good experience and we hope that we would have a successful auction.

PW: When should we expect next generation services to be up and running and benefits will it bring to the country?

IS: If you ask me, I would like to see it up and running right from this very moment but as I



said there is a certain procedure that has to be followed. Insha-Allah as things are moving now in the right direction, we expect the auction process to be completed as soon as possible. While, we are playing our part, operators have already started working on enhancing their networks so once the licenses are issued, we expect a very quick roll out of the next generation mobile services. Here, I would like to point out that this is spectrum technology neutral so the operators can deploy the latest technology now and continue to modernize their network in future if they feel that ecosystem in the spectrum is mature enough and

take its course for the benefit of consumers.

There is going to be a mushroom growth of internet services especially on mobile side that will put a lot of pressure on the spectrum availability

For the current auction also, we will seek the consultant's opinion, as they start working.

system that will control the illegal use of SIMs by verifying the identity of the consumers. Although, it takes only a few seconds but some of my industry colleagues say that it is against the market forces but in the long run it will definitely benefit the society as a whole by overcoming the security risks. So I would request people to cooperate with us and their cooperation will not only help us but they themselves will benefit from taking such pre-cautionary measures.

PW: When next generation mobile services will be activated in the country, people will have 24/7 access to free call

PW: PTA has taken some solid steps to control grey trafficking, would you educate us about the progress made in this regard?

IS: We are working on two fronts to control the grey trafficking; there is a grey traffic monitoring system that has been installed and we are working with closely with the telecom operators and fixed-line service providers. On the other hand, we have also started a consumer awareness program in order to educate the customers about the mechanism of discouraging grey trafficking and also about the losses that are incurred because of grey trafficking.

web site on its own. It is after the issue has been analyzed by the Inter-ministerial committee that has representation from Ministry of Religious Affairs, Security agencies, MoI, MoIT and PTA. YouTube was blocked when blasphemous material appeared on it and there was unrest in the street across the country. I think what we need to understand here is that the use of internet and YouTube has both positive and negative aspects. While we need to increase its positive usage we have to be vigilant against the negative use but without taking the law into our hands.

interest groups and respond in a way that damages the society. So, we are trying hard through public awareness programs to be vigilant against such miscreants and we expect from consumers to react more rationally are fulfilled. As far as technical capabilities are concerned, we are not only working on a filtering mechanism but the government is also in contact with all the stakeholders especially with Google so that such objectionable material could be controlled. I would like to clarify that the PTA would support free expression of interest but it should be within the norms of a



make business viability for the latest versions of the technology.

PW: Another pressing issue right now is the number of licenses for the upcoming auction. How will PTA auction 3 licenses among five operators?

IS: I personally wish that all the operators should move towards the next stage of technology evolution, however, there is only a limited spectrum available right now. We currently have only 30 MHz for the current auction but we are working with the Frequency Allocation Board and other organizations on securing additional spectrum so that technology development can

PW: All operators have finally installed the biometric SIM verification system, how will it control the misuse of SIM connection?

IS: The law and order situation in Pakistan is a very serious and unfortunate where sadly the whole nation is getting affected by this in one way or another. The misuse of SIM connection has been the topic of hot debates for quite some time. The honorable Supreme Court has also taken a very serious note of this and we are making all out efforts to see that the SIMs are not used for anti-state activities. PTA in cooperation with all telecom operators and NADRA have installed new SIM verification

services like, Viber, Skype, Tango, free messengers.

How will PTA control this?

IS: I think from a business standpoint this is the issue related to Over the Top or OTT services and the conventional service providers have more at stake than anyone else. As far as misuse the so called "misuse" of OTT services is concerned; we will try to get OTT service providers to work with telecom operators to ensure that these services are being used in optimal manners. We also need to come up with a cooperative framework where not only it makes business case for the entities, but address the security concerns and provide better consumer experience.

I would specially like to praise the general public who have been reporting to us the local numbers appearing when a call is received from abroad by sending us free text messages at 8866 or by e-mail at complaint@pta.gov.pk or by calling our 24/7 call center at: 0800 55055.

PW: YouTube has been blocked in Pakistan for more than a year now, but still people are hoping that it will be unblocked soon. Has PTA started working to a devise mechanism to filter internet content and will YouTube be unblocked any time soon?

IS: Let me first clarify that PTA does not block or unblock any

3G Auction Consultants have good experience and we hope that we have a successful auction

By doing so we may be fulfilling the desires of people who want to harm us. Imagine if we start burning our own businesses and building when a video is uploaded, people who would like to harm us would try to upload thousands of such videos. while other is the negative. People react in a very emotional manner to the content available on the internet posted by the vested

decent society respecting religion, language, customs etc. However, we must understand that there is no 100% surety against availability of material against our religion and society norms.

PW: According to a recent survey Pakistan is in the bottom 10 countries in terms of internet speed. What is PTA is take on that?

IS: We are aware that the competition has increased three folds over the time but we also believe that once the next generation mobile networks is rolled out, a lot of improvement will be seen in internet speed all across the country including

the rural areas. We are working not only on the wireless side but are also encouraging other technologies to join in that could provide internet facility.

A more market oriented type approval processes for handsets is being evolved that shall involve the manufacturers and distributors, as well

The process is a little time consuming but it will bear fruit in the longer run. I do not want to defend what happened earlier but I assure you that while we may not be in first 10 in the near future but will surely be far ahead where we stand now as you indicated.

PW: Chinese handsets are rapidly capturing the Pakistani handset market but most of handsets come with technical issues. What is PTA doing in device testing department in order to overcome this problem?

IS: Devices are very important part of the ecosystem, the cheaper the device, the lower its quality gets. We are working on a multi-facet strategy to ensure that good quality devices come in the market. We are working on the Type approval processes of handsets and we will work on our device testing and approval. We are also planning to involve the manufacturers and distributors in the process. I am very hopeful that the collaboration with the market forces will enable us to overcome this problem of getting quality devices at affordable prices.

PW: What kind of wireless technologies are you envisioning for Pakistan in the future and how will it evolve?

IS: All the licenses either current or future that we have or will issue are technology neutral, on which all types of technology could be deployed.

We are expecting mushroom growth of internet services especially on mobile side that will also put a lot of pressure on the spectrum availability. We are planning to get additional spectrum as I said earlier that will support LTE advanced networks in the future. FAB is being really helpful in this regard. We will be encouraging the industry to move forward with the technology weather it is wireless technology or access network. I see a bright future for the telecom sector of Pakistan as the next generation networks will grow from short to medium term and ultimately will move towards LTE-Advanced networks at the right time. I am very optimistic that a good eco-system will be developed with the help of operators and other stakeholders.

We have a very good team at the PTA, so give us a little time and Insha Allah you will see a new face of PTA

PW: Do you think that OFC and others have room to expand in the future telecom scenario from Pakistan Perspective?

IS: I believe Pakistan has a very important Geographical position by being in the middle of China, the market leader in ICT, Afghanistan & Central Asian Countries which are landlocked and have strategic importance, South East Asian countries, India and Middle East. Pakistan being the transit point has a lot of potential in fiber optics, going all the way from China to the Indian Ocean, Middle East & Iran than towards South East Asia through India and then finally to Afghanistan and Central Asia. So Pakistan's Fiber Optics international scene has a very bright future with lots of opportunities in my opinion.

Additionally, work is in progress for our metro networks to connect

intra-country destinations for triple and quad play services that are presently available in major towns. The companies currently working in Pakistan are doing a pretty good job; we will assist them in every possible way so that they could expand to other smaller cities and areas of the country as well.

PW: How do you see PTA as a regulator in future and what steps are being taken in this regard?

IS: Regulator plays a very important role in taking the industry forward; I see regulator as a facilitator and PTA is working hard to provide light touch regulations that promotes business friendly environment to the telecom players so that the industry could flourish and benefit all stakeholders. We will try to address all the hindrances in an efficient manner and provide complete assistance to the industry. We have a very good team at the PTA, so give us a little time and Insha Allah you will see a new face of PTA and it will not only set an example for the other institutions of the country but will also be benchmarked highly by other regulatory authorities as well.



By Hunain Zahid Kayani

NATIONAL

KOREAN SMARTPHONES & Their Existence in PAKISTANI MARKETS



Some sources have confirmed that there are various Korean versions of smartphones available in the Pakistani market which cannot be recognized easily since they appear to be simple duplicates of the international brands

People nowadays often, whenever visit any mobile market face situations where they find two mobile handsets having almost the same features (i.e. same name, brand etc.) but different price rates. The mobile handset with a higher price rate is actually the international version. People often wonder the reason for the mobile handsets of same name and brand to be sold at different price rates. Moreover, they also try to discover the country from which such handsets are imported. Well the smartphones which are being sold at cheaper price rates are actually the Korean Versions of the international brands. These versions appear to have the same look and feel as of those with higher price rates.

Some sources have also confirmed the fact that there are various Korean versions of smartphones available in the Pakistani market which cannot be recognized easily since they appear to be simple duplicates of the international version. Here, it is felt extremely important to mention that though these versions appear to be almost the same but they do differ with the international versions in some cases, so there are certain compromises which the user has to make if such smartphone is bought.

The following are some key features which differentiate these smartphones from their corresponding international versions:

1. These phones usually have antennas due to which they appear to have a prominent look as the people of our country have been using mobile handsets without antennas since a long time.
2. They have some specific logos existing on their backside which serve as solid proofs of the fact that these devices have arrived on a carrier and have not been blocked.
3. These phones firstly have a limit of 80 characters when typing a text message so therefore one can convey message through SMS only within eighty characters. If one wishes to exceed the limit than for that one will have to install Go SMS pro or hand cent through which the limit will reach to one sixty.
4. These phones face a lot of issues in the case of signals which results in the dropping of many calls, thus creating discomfort for the user.
5. The battery which these phones consume is almost the double as that of the international versions.
6. Their resale value can be considered as vulnerable.
7. Some of the Korean smartphones are not even capable enough to recognize SIM card.
8. Somehow it can be considered as impossible to root these devices since they have their recovery mode in Korean language.
9. It is very difficult to find custom ROMs and firm ware for these Korean devices.
10. These phones have many apps installed in them, and users often complain that majority of them are of no use at all, and as mentioned previously that it is very difficult to root such devices so all such apps cannot be uninstalled since rooting these devices serves as a necessary pre-requisite to uninstalling the apps.

The customers should check the following features while buying some mobile handset from any shop. If any mobile handset consists of the above features it is simply the Korean version of the international brand. Lastly though the handset is of cheaper price but the user should be prepared to make some certain compromises while using the device.





Technology has been serving the humanity in many ways. People today wish to live their lives in a much healthier and happier way. Through the creation of smartphone health apps, people are utilizing their smartphones for different health purposes

With the advancement of mobile technology, the users were not only facilitated by making long distant calls but with the passage of time people started listening to music, watch videos, access internet and get any authentic information irrespective of time and place on their smartphones. Today, smartphones are playing a pivotal role in making the lives of people much easier by increasing their comfort levels.

Mobile app developers from all across the world have created millions of mobiles apps which are serving the lives of users in multiple ways.

Technology has been serving the humanity in many ways. People today wish to live their lives in a much healthier and happier way. Through the creation of smartphone health apps, people are utilizing their smartphones for different health purposes. Today many mobile application developers are creating mobile health apps with a sole purpose of

serving the humanity so that they utilize technology in order to live a healthy life. Mobile apps can help people manage their own health and wellness, promote healthy living, and gain access to useful information whenever they require.

Many people who at times face difficulty in visiting the doctor can make their lives much easier by using different mobile health apps and get them medically treated by at home. There are also some health apps available through which people can interact live with some doctor and get themselves

treated while sitting at home. This article contains brief descriptions of different apps which are meant to create some positive impact on the overall health of any individual and are free to download from the internet.

Blood Pressure (BP) Calculator

Blood Pressure (BP) Calculator is a unique app that is designed to calculate the blood pressure with appx. 10% accuracy. As possibility exists that blood pressure can rise to such a high extent that it can result in damaging the body seriously. Therefore, it is always advisable to keep track of BP level throughout the day.



This app fulfills the desired purpose by allowing the user to measure his/her systolic and diastolic blood pressures quickly. It is a small and easy to use application through which user periodically checks the blood pressure readings and get symptoms and valuable tips.

My Tracks

It is an app which is used for recording user's speed, distance, and path whenever one is either walking or running.

It uses GPS sensor to record geographic and velocity statistics. While using this application, one can also explore tracks to Google Maps, Google Fusion Tables, Google Spreadsheets, etc.



"My Tracks" detects automatically that whether user is walking, biking, or driving. Apart from that it also provides the user with stats view and landscape view

Calorie Counter-MyFitnessPal

This app can help users in losing their weight. It consists of over 350 exercises tracking both cardio and strength training. It includes sets, repetitions and weight repetitions.

It facilitates the user by allowing them to create unlimited number of custom exercises. Users can enter their calorie amounts and generate reports regarding improvements after specific intervals of time during different exercises.

An individual can set his/her specific goals on the basis of age, gender, activity etc. and then do exercises that basis of that. What distinguishes this app from the other apps is this that its food database consists of 3,000,000



global items.

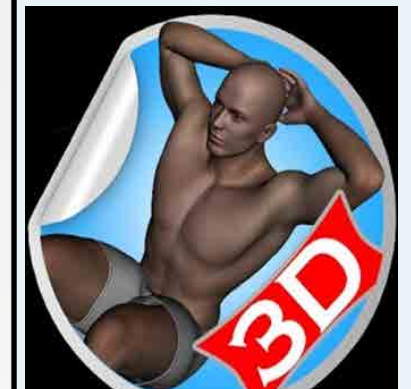
It guides the user during all kinds of exercises that what kind of food

item should be taken in accordance with the kind of exercise.

This application has been featured in NY Times, Wall Street Journal, USA Today, and Today Show.

Abs 3D Workout Sets-Trainer

This app is specifically meant to ease the user in an interactive and entertaining way for full ABS workout. Through this app the user can perform complete abdominal workout either at home or at gym. It consists of four basic exercises, one for upper abs, one for lower and two for sides.



The exercises designed in this app are quiet easy to perform and users usually get their desired results within a period of four weeks. Users can also avail the facility to get gym like atmosphere through upbeat music. Moreover, users can see any exercise set at any time. In order to use this app the users are just required to swipe their finger all over the scree to observe from any angle.

Instant Heart Rate

It is considered as one of the most accurate apps to monitor heart rate and its best feature is this that it does not require any external hardware.

You just need to place your tip of the index finger on phone's camera and just after couple of seconds

a real time chart will be displayed showing every second of your heart beat. It enables heart beat measurements, real time PPG graph and cardio workout monitoring.



But care should be taken that this application works best on smartphones carrying flash.

BMI Calculator



Through this app one can easily calculate his/her "body mass index". This application is effective especially for those individuals who are putting forward their efforts to lose their weights. Apart from BMI, it also calculates Waist-to-Height Ratio and Body Fat Percentage.



This application can be used by all individuals greater than seven years of age. Users have found this app to be one of the best amongst weight losing apps on Android phone.

Moves



Apart from few moments of rest, usually we remain in motion during the day either at home or office. The "Moves" app tracks all of your body movements daily and keeps them in

record.

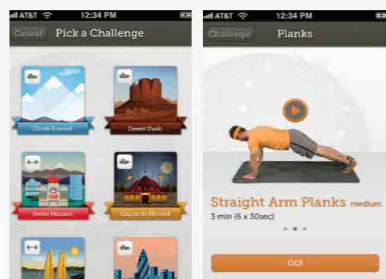


The best thing about this app is that it fulfills the desired functionality without the use of additional hardware.

Teemo



Many individuals dream of keeping themselves physically fit all the time without going to gym or using any other exercise equipment, Teemo app is specifically meant for such individuals. You'd be wondering that how this app fulfills the desired purpose.



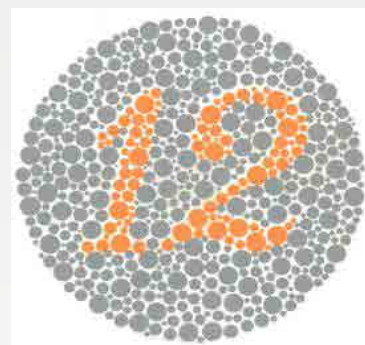
Well it does that by allowing you to invite your Facebook friends into a jungle, dessert or a mountain for a "virtual challenge". And then the participants compete by doing a series of cardio, strength, and flexibility exercises either in easy or difficult mode. And all the participants while playing the game feel as if they are inside the video game. All the exercises which are done by the participants are expert approved.

Test Your Eyes



People often visit their nearby

eye specialists to get their eyes checked especially those who are in old age. Even for a basic eye checkup, individuals have to spend some amount of time and money. By using the "Test Your Eyes" mobile app a user can carry out basic eye tests at any place and any time. Though, the eye tests of this app cannot be considered as pure medical diagnosis but still it proves to be beneficial for all individuals (irrespective of their age) who wish to keep their eye sight absolutely fine all the time and decrease their number of visits to professional eye specialists.



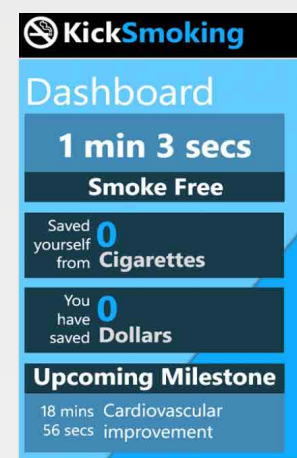
Moreover, it also helps the user to confirm whether he/she is color blind or not. Users have considered this application to be an entertaining one. The tests are found to be extremely useful in providing authentic information to the user regarding the basic features of their eyes and users have also found its illusions to be quiet fascinating.

KickSmoking



This app is specifically meant for those individuals who are fond of chain smoking and find themselves in that particular stage where somehow it is next to impossible to quit this bad habit. This app is effective in enabling individuals in getting rid of this bad habit. It reduces the desire for smoking by encouraging smokers to keep track of all the positive habits regarding their health which they usually

ignore.



It consists of a timer which constantly reminds the individuals to focus on some specific end goal and the mind gets refrained of going towards the wrong direction. Though this app does not replace medical advice but it is an effective tool for the ones who wish to quit smoking.

Arm 3D Workout Sets for Girls



This app is a complete 3D arm workout package for ladies. It consists of eight basic exercises i.e. 3 for bicep, 3 for triceps and 2 for forearms.



The exercises are quite easy to perform for all the young ladies belonging to any age group. Exercises can be done with upbeat music in order to attain a gym like atmosphere.

Diet Tracker



Many people at certain stage of their lives gain a lot of weight and then they wish to lose it through some process, be it dieting or physical training etc. During that process the individuals tend to do some paper work to keep a track record of their progress i.e. how much weight they have lost or how much they will lose.



The "Diet Tracker" app has been designed to reduce this extra effort for all those individuals who are in the process of losing their weights.

It allows its users to simply track their weights and monitor the progress in order to achieve the desired target. Its latest version consists of some features including daily, weekly, monthly and yearly progress charts.

Diabetes Manager

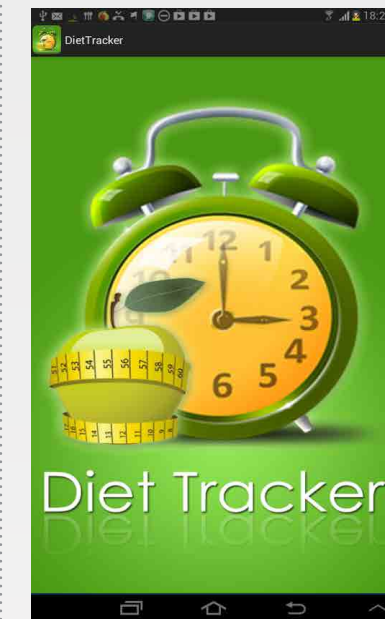


This application is specifically meant to monitor the blood glucose levels of individuals. Users hold the right to set individual goals for blood sugar levels and see their progress on smartphones in the form of graphs.

A user can also track blood glucose levels at different times of the day i.e. before breakfast, after lunch, before dinner etc.

There exists an option of friendly graph which allows the users to monitor their progress in accordance with their specific goals.

All users are kept up to date with the latest Diabetes news and users have the option to export the



monthly glucose data as a CSV file in the form of an email attachment.

Clear Hear :



This application has been specially developed for all those individuals who are unfortunately suffering from full/partial deafness. It supports all of its users in hearing by using head phones. It also consists of a vibration mode which is responsible for converting sound amplitudes into vibration pulses.



The app holds the capability to control the vibrator motor speed on all Android Platforms. Its full version supports different environment settings in accordance with different audible conditions for deaf people.

Motorola Project ARA, A Phone worth keeping Build Your Phone Block By Block And Keep It For The Rest Of Your Life

Every time, when we make something new, we throw away the old one. Imagine all the good displays, Bluetooths and speakers we have thrown away... Motorola and Phonebloks are now making collaborative efforts to introduce customization and modularity to the smartphone market



Smartphone is known to be one of the major inventions of the century. Its usage has expanded from making simple calls to controlling other devices

through a single click. Every now and then we hear about a new and upgraded version of mobile hardware and software. But the project which Motorola has recently announced is

probably one of its kinds. In what Motorola calls "Project ARA", the company plans to "create a vibrant third-party developer ecosystem, lower the barriers to entry, increase the pace of innovation,

By Rizwana Khan

and substantially compress development timelines."

Motorola has been working on the project for over a year now but after partnering up with Phonebloks, Moto opened up its efforts. Phonebloks is an independent online platform that lets individuals engage in big projects, influence development and help build the outcome. Phonebloks' creator Dave Hakkens posted a video on YouTube in September about smartphone made of detachable blocks designed to be easily customized, upgraded and repaired. The video instantly went viral and inspired nearly a million supporters.

The market of electronic devices is growing rapidly but most of stuff that is build is disposable. Dave Hakkens said "Every time we make something new we completely throw away the old one. Imagine all the good displays, Bluetooths and speakers we have thrown away," keeping this in mind Phonbloks took the initiative and came up with the idea of setting up a universal modular platform for mobiles to build the best phone in the world.

Motorola and Phonebloks are now making collaborative efforts to introduce customization and modularity to the smartphone market.

The Phonebloks community is now numbering over 900,000 supporters that not only serves as a forum where ideas can be shared and properly organized but where good designs are voted and then passed on to engineers at

Motorola.

Right now there isn't much information released by Motorola but according to the available information, Ara platform will comprise two main parts: an endo (endoskeleton) - the structural frame of the device - and a set of blocks, or modules, for building a complete handset.

Ara platform will comprise two main parts: an endo (endoskeleton) - the structural frame of the device - and a set of blocks, or modules, for building a complete handset

Having a variety of modules will enable a customer to buy a specific part for the smartphone when needed, like if the phone screen gets scratched, he can buy just another one instead of replacing the whole phone.

In the same way battery, flash, camera, RAM etc can be replaced. Ofcourse, it doesn't always have to be a faulty part you replace. Users can simply upgrade to faster and more powerful components by

switching to the module of their own choice.

A Module Developer's Kit (MDK) is expected to be released this winter that will facilitate the completion of process.

The exact idea by Phonebloks and Motorola hasn't been tried out yet but the concept of modular handsets is not entirely new. In the past Modu (a tiny, no-frills phone that plugged into various jackets to perform higher-order functions) was also planned out but a misalignment between the cost of extra modules and accessories and buyers' willingness to pay that price resulted in failure of that project.

Although Project Ara is still in its infancy but Motorola is paying special attention to all the details and trying to make a real go of it. ZTE is also coming forward with its modular phone, Eco Mobius. ZTE Eco-Mobius phone parts are very easy to assemble, the phone has sliding tracks so that the parts can be put in or taken out with no fuss. But unlike Motorola Ara, Eco-Mobius is only divided into four modules, which are the camera, display, battery and core.

With projects like Motorola's Ara and ZTE's Eco-Mobius, the seemingly utopian concept can become reality. All you can do right now is sit back and wait, or if you are a tech savvy person with lot of mind boggling ideas, you can always share it with Motorola through Phonebloks forum.



“It’s a mobile society,
call it good, call it bad
It just is...”

Ayesha Khan

In an industry where there is a plenitude of actors, it is quite difficult to make your distinct identity but a glamorous, doe-eyed woman successfully marked her uniqueness and individuality right from her first television project. That sensuous lady is non-other than our very own Ayesha Khan.

Ayesha Khan belongs to Lahore but was raised in Abu Dhabi and Canada. After giving her debut in 2000 from PTV’s drama serial “Tum yehi Kehna” she went back to Canada to study architecture and interior designing. But the overwhelming response from the viewers made Ayesha to come back. She has appeared in numerous television dramas and just recently started her film career with the blockbuster hit, Waar. Ayesha has also appeared in Abhi tou mein jawan houn, a telefilm by Geo Television Network. Although Ayesha has started her

By Rizwana Khan
Adnan Khan
Agha Mehdi

film career but she says that she can never do a typical hardcore commercial film because all the latka jhatkas are not her style.

I don’t like overly dramatic, ronay dhonay walay roles, I want to stand out in an offbeat manner and make sure that I look natural

Ayesha is undoubtedly one of the most versatile actors of Pakistan television industry. With the passage of time her acting abilities have radically improved adding her to the top list actresses. Apart from acting, Ayesha Khan has also done commercials of huge brands like Q-Mobile and Telenor. She has won two best actress awards, once in Pakistan media awards and other in Nesvita women of strength awards.

Ayesha has earned herself a very good reputation in the industry through her promising attitude and hard work. Even after getting such stardom and popularity



she still has a very humble and unpretentious personality. Phone World Team got a chance to engage in a casual chit chat with Ayesha. Here is what she said.

“I read my Horoscope daily, and believe that everything written in it will happen”, she said. Ayesha was born on 27th September and her zodiac sign is Libra, she is a very superstitious person.

My biggest challenge in life is to sugar-coat things I say. I am very blunt

While, talking about the success of her project she said that she wasn’t expecting such an amazing response and after getting instant fame and more offers her first response was, “What the hell is happening?” Ayesha is known for

her straight forward and honest personality this is reason

My 01st Phone was the Famous Nokia 3310 in Blue, which I got when I was in 10th Grade- Not many girls had phones this young then- I felt in 7th skies

why when we asked her that what is biggest challenge in life for her, she replied by saying, “trying to sugar coat everything I say, I am very blunt”.

Ayesha said that she loves shopping, for her money means a little more shopping. She said that being neat and presentable is very important to her she said that one thing that instantly ticks

her off is poor personal hygiene and stinginess.

Ayesha is a very tech-savvy person and she loves trying out new apps and gadgets. She considers her smartphone as her most prized possession.

Rapid Fire Questions

- Q: Favorite color?
A: Blue
Q: Favorite food?
A: Pakistani and Italian
Q: Favorite car?
A: Rolls royce
Q: Favorite political personality?
A: Imran Khan
Q: All-time favorite movie?
A: Waar *laughs*
Q: Favorite film star Hero?
A: Brad Pitt & Shaan
Q: Favourite villain?
A: Shamoona Abbasi
Q: A present you can’t say no to?
A: Diamonds!
Q: One thing you really like about yourself?
A: Hardworking, focused
Q: Rate yourself as an actress on a scale of 1 to 10?
A: 8ish





Q: When did u get your first mobile and which one was it?

A: It was one of the most famous Nokia 3310 in blue color. I got it when I was in 10th Grade.

Q: Which mobile phone are you currently using?

A: I am using Samsung Galaxy Note 3 Android smartphone.

Q: What's Your Favorite App?

A: 'Whatsapp', it helps me to stay connected with friends and family and now I just cannot desire to live without it..

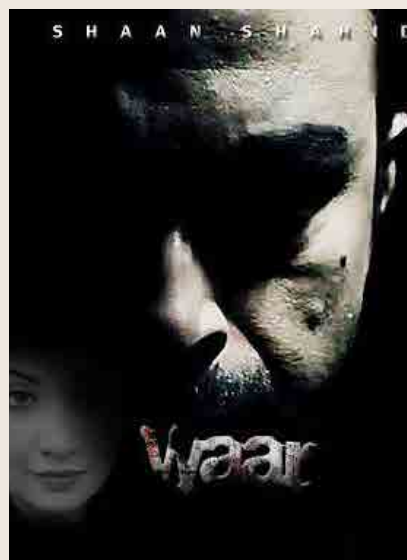
Q: Checking your mobile phone is probably the first thing most of the people do when they wake up in the morning, how important is your smartphone for you?

A: It is as important as my life is, I spend half of my day with it and production crew members hate me for it *laughs*.

Q: Is it a distraction for you?

A: It's a mobile society. Call it good. Call it bad. It just is. For me, mobile gadgets are helpful, they do a

WAAR' is one of the most special projects I have ever done and for me acting is more creative and challenging. It makes you to get into a new character and story every time, which is not an easy task



supportive role in our daily routine and I don't consider them distraction.

Q: Fame is our society's most powerful force, especially for celebrities; what is the major factor in your fame? (Drama/commercials/movie)

A: The major factor that contributed in my fame is 'Drama', it gave me the spotlight I need, I consider it an important milestone of my journey, but I would also say that just doing drama is not the end of my struggle story. It's an industry where you constantly have to prove yourself.

Q: You worked in dramas, movies, advertisements, what was more challenging for you?

A: 'WAAR' is one of my most special projects. For me acting is more creative and challenging as compared to TV commercials and modeling. It gives you a chance to get into a new character and story every time, which is not an easy task.

Q: What are your future projects? Which you like to share with your fans?

A: I'm getting offers from movies & dramas alike but I haven't accepted any because I'm busy in the recording of my new serial "SHUKK". Once it finish this project, I will select my next other project.

Q: Where do you see yourself in the next five years?

A: Somewhere around here, not necessarily acting, maybe directing, married with one kid at least!

Q:How active you are on social media?

A: Fully active, i read all the articles and posts related to me or my work or local industry.

Q: There are many fake ids and pages of celebrities on social media; would you like to share your official pages (i.e. Facebook/twitter/Instagram)?

A: Well, I don't have any official pages, but there are people who have created my fan pages and updating them on regular basis and I don't mind it.

Q:Any message you would like to give for your fans?

A: Thank you all for your overwhelming response of my work on TV & Film both.

Ayesha Khan Famous Plays & Drama Serials

Tum Yah Kehna, Mehndi , Shiddat, Manay Na Ye Dil, Khamoshiyan, Meri Adhoori Mohabbat, Mujhay Apna Bana Lo, Socha Na Tha, Chaar Chaand, Mehmaan, Mulaqat, Man-O-Salwa, Haroon Tou Piya Teri, Maasi Aur Malika, Khuda Zameen Se Gya Nahi, Bol Meri Machli, Vasl, Choti Si Kahani, Chein Aaye Naa, Parsa, Lamha

Lamha Zindagi, Zip Bus Chup Raho, Tum Ho Ke Chup, Mere Charagar, Kuch Pyar Ka Pagalpan, Jab Naam Pukarey Jaye ge, Kaafir , Maseeha, Bari Apa, Mujhe Khuda Pe Yaqeen Hai, Narmeen, Zulfiqar, Momal Sheikh, Shakk, Mehwish, Pyar Mai Dard, Ayla, Kheyloon Pyar Ki Bazi

I don't like overly dramatic, ronay dhonay walay roles, I want to stand out in an offbeat manner and make sure that I look natural



TC CAMPAIGNS

elecom

Companies have been adopting different marketing and advertising strategies in accordance with some certain conditions including time, market, business etc. Phone World from this edition onwards will be providing a brief review of the advertisements made by major mobile and cellular brand and their overall impact on the audience.

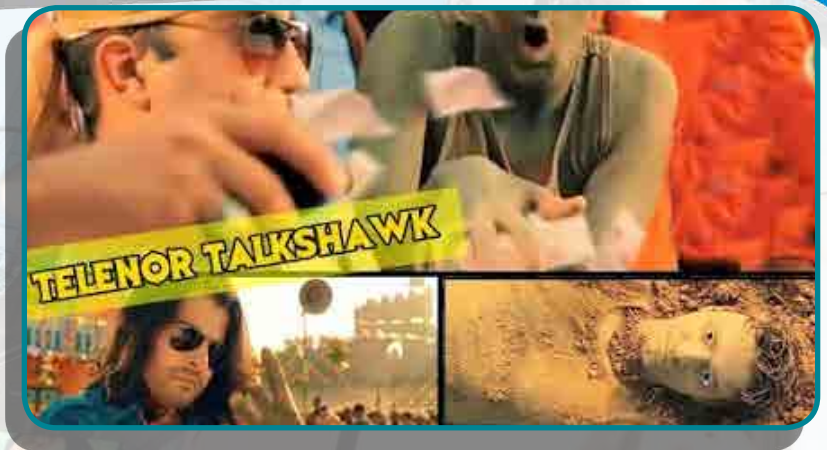



★★★★★

Package: Talkshawk
Highlighted Features: Recovery of mobile balance through Talkshawk

Featured Model: Babrek Shah

Along with the change of Telenor talkshawk's tagline, one more change has been noticed in the talkshawk's advertisement which is that in the previous advertisements of Telenor talkshawk it was clearly seen that the audience which the company was targeting was of urban areas as we remember those advertisements in which the stars were dancing either on roads or on a luxury boat. But the new advertisement is probably shot in some rural area, featuring Babrek Shah it clearly displays the message that no matter the mobile balance gets finished; the customer of telenor talkshawk will never land in trouble. But one more thing needs to be mentioned that this time Telenor has specifically targeted the audience of rural class as in the previous advertisements it used to be the urban class. It would be much appreciable if the upcoming advertisements are strong enough to capture the eye of audience belonging to both rural and urban areas.






★★★★★

Featured Model: Atif Aslam

Highlighted Features: Make call from Mobilink to Mobilink at 3 rupees per minute, 50 paisas per 30 seconds and 3 paisas per second at any network.

Mobilink came up with a short but very well created advertisement featuring Atif Aslam. The main features which they've highlighted through this advertisement are that through Mobilink and individual can talk to any other Mobilink number at 3 rupees per minute, 50 paisas per 30 seconds and 3 paisas per second at any network. It is a very good advertisement but its length is too short.





★★★★★

Package: 30 Paisay
Featured Models: Adeel Hashmi, Faisal Qureshi, Ayaan and Mekaal

Highlighted Features: Make call from Ufone to Ufone or any other network of just 30 paisas during day and night.

Talking about Ufone's latest advertisement probably known by "30 paisay", which shows a scenario of a game show called "number ka chakkar" featuring Adeel Hashmi, Mekaal, Faisal Qureshi and model Ayaan. The major features of the company's new package which are highlighted in this advertisement are that from Ufone one can make a call to own and any other network of just 30 paisas either at day or at night. And in order to acquire this package one simply needs to dial *3030# and get the package activated.

Though, the advertisement appears to be interesting, funny and humorous just like the other advertisements made by Ufone, but the delivery of dialogues in the advertisement appears to be so quick that if one watching it in an unconscious way, makes difficult to understand that what the actors are actually trying to say. Secondly, the package offers 30 paisas per 15 seconds which has not been verbally explained in the advertisement. But overall the advertisement appears to be colorful and quiet entertaining.





★★★★★

Brand: Samsung Galaxy Star
Featured Models: Josh Band

Highlighted Features: 4.0 High Quality Large Display, Powerful A5 1 GHz processor, Social media unlimited apps.

Samsung came up with an advertisement of its new brand Samsung Galaxy Star Pro, featuring "Josh the band". Their song „Dil Mei Chumkay“ has been played at background music and both the band members are roaming around different streets with the latest Samsung Mobile Handset. The key features of the new brand which they've highlighted through this advertisement are 4.0 High Quality Large Display, Powerful A5 1 GHz processor, and Social media and unlimited apps.

Overall, the advertisement seems to be quiet attractive but one thing needs to be mentioned that all the scenes of advertisement depict one fact that the focus has primarily been given on taking photographs with Samsung Galaxy Star Pro whereas some other features should have also been elaborated in the same way.



QMobile



Brand: QMobile 785 & 755

Featured Model: Ahmed Ali

Highlighted Features: Full metallic body, big speakers, big screens and big style.

Now, talking about QMobile's new advertisement in which a similar sort of scene of the famous Bollywood film "Sholay" is displayed where Ahmed Butt speaks the famous dialogue of Amjad Khan "Kitnay Admi Thay" in the same sort of voice and style and then the advertisement proceeds further explaining the key features of QMobile 785 and QMobile 755 which are full metallic body, big speakers, big screens and big style. Though, the main theme of the advertisement is clearly understood but the point to ponder is this that when the mobile brand is Pakistani, actors are Pakistani and above all the audience is Pakistani than why a scene of an Indian film has been chosen for the desired purpose? That simply doesn't make any sense. There are various scenes of famous Pakistani films made in past which could have been chosen. So, QMobile or any other mobile brand should always try to utilize some entertaining feature of the Pakistani origin for some particular advertisement.



Featured Model: Hamza Abbasi and Huma Khan Butt

Highlighted Features: SMS the numbers of family and friends on 7677 and allow them to enter the network of ZONG without the changing their numbers as well as codes.

Zong along with its unique offer to all of its customers has come up with a unique advertisement which is very much different from the previous ones. Featuring models Hamza Abbasi and Huma Khan, the advertisement shows Hamza Abbasi walking slowly and touching the people of his choice who on getting touched find a positive change in their outlooks and a mobile number is displayed above their heads which simply forces the viewer to think that after all what does it all mean, but at the end one simply gets impressed on realizing that the people are actually entering the Zong network. Through this advertisement, it has been explained that all ZONG customers can easily allow their friends and family members (of other mobile network) to enter Zong network by simply sending their mobile numbers to 7677 without requiring any change in their mobile numbers and codes. Moreover, this advertisement tells that on doing so both the sender and receiver will get a free 50 rupees additional balance and if the sender sends request for five or more numbers, than through luck draw he/she can win a Samsung Galaxy S4.



Zong



By Kanwal Ayub

Dany Technologies presents the Genius TAB Q4



Latest TAB along with other devices, providing an easy access to their quality products which improve human communication

Dany Technologies has captured the market with its latest TABs to establish a strong foothold in Pakistan. Dany technology launches its latest TAB - Genius Tab Q4 along with other devices, providing an easy access to quality products that

which improve human communication.

Genius TAB Q4 is designed with gaming in mind, With Upto 10 Multi touches and heart pounding. Q4 features a vibrant 1024-by-768 high-resolution display and it also gives you a chance to explore over 700,000 apps and games on Google Play.

Genius TAB G3 features a sleek design with all the interesting features that brings a GSM experience than ever.

The high definition 7.85" IPS display of Genius Tab Q4 RT is distinctively colorful and clicky, which delivers excellent screen sharpness. Movies & Photos with rich graphics will pop to life on the tablet's screen. Plus, the touch feels very light and typing on its flat surface takes some getting used to.

The overall styling of the Genius Tablet is quite some achievement, and its bountiful connectivity is excellent. It performs all of the core tasks of a tablet efficiently and the build quality is as good as anything in the local market.

The Genius Tabs by Dany Technologies offers amazing value-for-money. If you're not planning on spending a fortune, but still want a tablet with a wide choice of apps and features then you should pick up this one in particular.



A mobile-first culture

Mcommerce

Smartphones have become the “go everywhere, do anything device” – Mcommerce



Before leaving our house, most of us make sure that we have three things on hand: keys, wallet and mobile phone. No one can deny the ubiquity of mobile. Mass-market smartphones, with touchscreens, fast connections and an array of feature-rich applications, are extending the convenience and interactivity of online commerce into the physical bricks and mortar world. Welcome to the new world of ‘Mobile Commerce’, where our smartphones will shop for us.

The shift to mobile in the last

few years has created a trend of shopping retail products, services, gift cards, magazine subscriptions and purchases made for in-store pickup and payments made at physical checkouts with phones i.e., NFC payments or checkout system (Square).

The developments in branchless banking in Pakistan have been so far marvelous, leaving nobody in doubt about the potential of mobile phone banking to be a game-changer in banking, m-commerce and financial inclusion.

M-banking and M-commerce will lead the government of Pakistan to connect the unbanked segment of the country to financial services, thus contributing to their empowerment.

These growing trends will increase mobile spending 11x over next 5 years. According to statistics presented by Forrester Analyst

>> 44% of e-mail opens happen in a mobile environment

>> Walmart estimated that 40% of all visits to their internet shopping site

in December 2012 were from a mobile device.

>> More than two-thirds of tablet owners make a purchase on their device every month. One in ten of these customers used their tablets for big ticket purchases

>> Over 20 per cent claimed to shop less in high street stores since purchasing their device

>> In Pakistan only 22% of the country's population owns bank accounts

>> More than 60% Pakistanis have access to mobile

phones

According to the statistics of SBP; the value of branchless banking transactions reached Rs79,410 million during the last quarter. Total number of branchless banking accounts have increased to 929,184, while branchless banking deposits have grown to Rs503 million

The average size of branchless banking transactions is Rs3,855 which shows that mobile phone technology is providing financial services to unbanked poor.

The bottom line here is that the companies today know that mobile is evolving into an important station for

their citizens. The “Mcommerce” culture is making businesses and products more findable and creating a better omni-channel experience for today's customer.

It is also seen as a bridge between the gaps created by e-commerce and in-store shopping, and is being utilized by physical retailers as a way to compete with the lower prices typically seen through online retailers. By mid-summer 2013, “omni-channel” retailers (those with significant e-commerce and in-store sales) were seeing between 25% and 30% of traffic to their online

the value of branchless banking transactions reached Rs79,410 million during the last quarter. Total number of branchless banking accounts have increased to 929,184, while branchless banking deposits have grown to Rs503 million

properties originating from mobile devices.

Operators in Pakistan have also understood the importance of m-commerce and have launched their mobile services i.e. Easy Paisa by Telenor, Omni by UBL, Mobicash by Mobilink, Upaisa by Ufone and Time Pey by Zong. These services demonstrate the opportunity to bring the benefits of this infrastructure to millions of the unbanked population.

This drastic shift to m-commerce is part of an inevitable evolution which will ensure the long-term sustainable development of the mobile sector.

Things that mcommerce offers you:

- Mobile Money Transfer
- Mobile ATM
- Mobile ticketing
- Mobile vouchers, coupons and loyalty cards
- Mobile brokerage
- Mobile banking
- Information services
- Mobile browsing Auctions
- Mobile purchase
- In-application mobile phone payments
- Mobile marketing and advertising
- NFC in Mobile Commerce Content purchase and delivery
- Location-based services

Consumers want mobile utility for:



Special Membership Cards



Transit Passes



Loyalty Card Points



Gift Cards



Coupons

which 1 would YOU like to CHOOSE ?



LG Nexus 5

OS	:	Android OS, v4.4 (KitKat)
Chipset	:	Qualcomm MSM8974 Snapdragon 800
CPU	:	Quad-core 2.3 GHz Krait 400
Camera	:	8 MP, autofocus, LED flash
Memory	:	16/32 GB, 2 GB RAM



Sony Xperia Z1

OS	:	Android OS, v4.2 (Jelly Bean)
Chipset	:	Qualcomm MSM8974 Snapdragon 800
CPU	:	Quad-core 2.2 GHz Krait 400
Camera	:	20.7 MP, autofocus, LED flashh
Memory	:	16 GB, 2 GB RAM



Motorola Moto G

OS	:	Android OS, v4.3 (Jelly Bean)
Chipset	:	Qualcomm Snapdragon 400
CPU	:	Quad-core 1.2 GHz Cortex-A7
Camera	:	5 MP, autofocus, LED flash
Memory	:	8/16 GB, 1 GB RAM



Samsung Galaxy Note 3

OS	:	Android OS, v4.3 (Jelly Bean)
CPU	:	Quad-core 2.3 GHz Krait 400
Camera	:	13 MP, autofocus, LED flash
Chipset	:	Qualcomm Snapdragon 800
Memory	:	16/32/64 GB storage, 3 GB RAM



Apple iPhone 5c

OS	:	iOS 7, upgradable to iOS 7.0.4
Chipset	:	Apple A6
CPU	:	Dual-core 1.3 GHz Swift
Camera	:	8 MP, autofocus, LED flash
Memory	:	16/32 GB, 1 GB RAM



Nokia Lumia 1320

OS	:	Microsoft Windows Phone 8 Black
Chipset	:	Qualcomm Snapdragon S4
CPU	:	Dual-core 1.7 GHz
Camera	:	5 MP, autofocus, LED flash
Memory	:	8 GB, 1 GB RAM



Huawei Honor 3

OS	:	Android OS, v4.2.2 (Jelly Bean)
Chipset	:	Huawei K3V2E
CPU	:	Quad-core 1.5 GHz
Camera	:	13 MP, autofocus, LED flash
Memory	:	8 GB, 2 GB RAM



Telenor Pakistan's Annual Internship Ceremony 2013

Telenor Pakistan organized its "Annual Internship Graduation Ceremony" at Marriott Hotel Islamabad. Many interns were awarded with certificates and gifts from Telenor Pakistan.

With a lot of positive energy floating around, all the interns seemed to be quiet exuberant on the occasion. Telenor Pakistan organizes its internship program every year in during summer vacations where thousands of individuals apply from all over the country and less than hundred finally qualify for the program.



Smartphone Review

NOKIA Lumia 625

Nokia, a brand name much in common for every mobile device user for over a decade, now comes up with Windows OS devices to compete the modern phone era of smartphones. It has already come with few Windows OS enabled devices under the brand name of Lumia. Latest device launched by Nokia is 'Lumia 625'.

'Lumia 625' is a well-designed light weight smart handset, with plastic backs of 5 trendy colors which are Orange, Bright green, Yellow, Black and white. A screen of 4.7" allows easy view for content reading and typing of text messages and emails.

Lumia 625 of Nokia has a 4.7" screen with Corning Gorilla Glass

2 providing scratch proof screen. Adreno 305 GPU that supports 1080p HD, so playing 1080p videos will be no problem.

The phone is launched with Windows 8 OS software version and has a dedicated application which checks for updated OS versions and is promised upgrade to WP8 Amber

The camera is 5MP with LED flash and BSI sensor which supports Nokia Smart Cam feature capturing.

The Nokia Smart Cam feature enables to take a number of shots and allows you to select between the picture shots and also to enhance the picture with effects. The secondary camera is a VGA cam for video call services such as Skype, yahoo, etc.

'Lumia 625' is powered by Qualcomm's Snapdragon 1.2GHz Dual-Core processor and 512 MB RAM which surprisingly still assures speed along with multitasking capabilities of the phone. Windows 8 provides the optimized utilization of RAM that adds up to the smoothness it needs to run applications and switch between screens.

It supports micro SIM capability that supports 2G, 3G and 4G networks. The 3G support is up to Release 8 of HSPA+ that gives DL speed up to 42Mbps along UL speed up to 5.76Mbps.

Inside the phone there is 8GB internal memory for saving pictures and music and an SD slot which supports up to 64GB SD card for more space with battery of 2000 mAh.

By Muneeb Javed
Rizwana Khan

Applications and features

Metro Home Screen - Metro home screen provides the user with a good view of favorite applications. And if supported by the application tile; live feed backs are given on the Metro home screen. Also allows the tiles to be resized to a small size.

Nokia Care - Nokia Care provides the users with updated tips and tricks on various things such as Extending battery life, Copying between phone and computer, Getting Directions, etc

Nokia Xpress - This application is a Browser application enabling to browse websites even designed for desktops. It uses an advanced cloud based technology with high speed internet connections to render and optimize web pages. When a web page is requested it is routed through the nokia server on its way to the destination website. The server then receives the website, renders and optimizes it for the device, compresses the data and sends it back to the device. This results an experience of faster browsing and low utilization of mobile data package.

Nokia Smart Cam - Nokia smart Cam is a Camera software which facilitates to create actions shots and also enables to remove unwanted objects from the snap-shot, blur backgrounds and capture best smiles.

Skydrive - This app provides the user with free online data storage of 7GB on Skydrive

Office - Office allows to open and scan MS Office documents on the phone or on Skydrive.



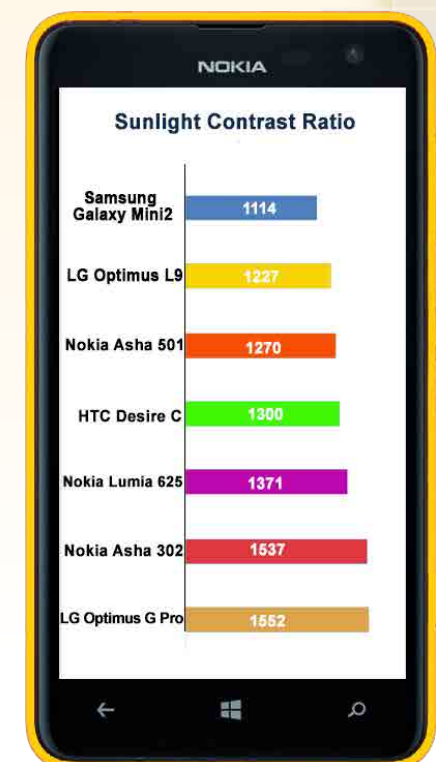
Benchmarks

Few benchmarks were performed to calculate the performance of Lumia 625 among other devices.

Sunlight Contrast Ratio - Contrast ratio is the ratio of luminance between the brightest "white" and the darkest "black" that can be produced on a display.

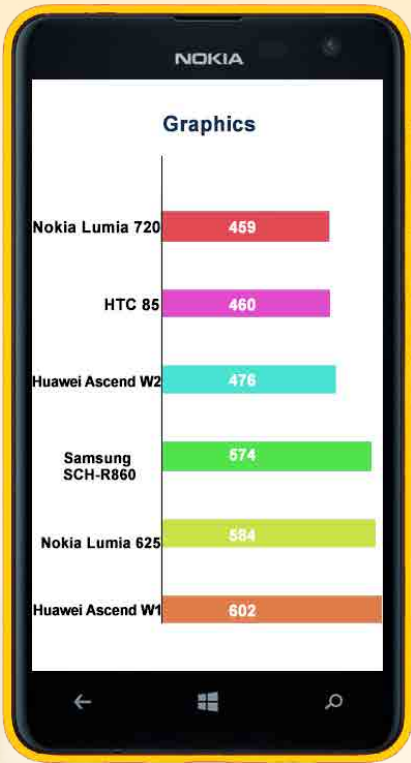
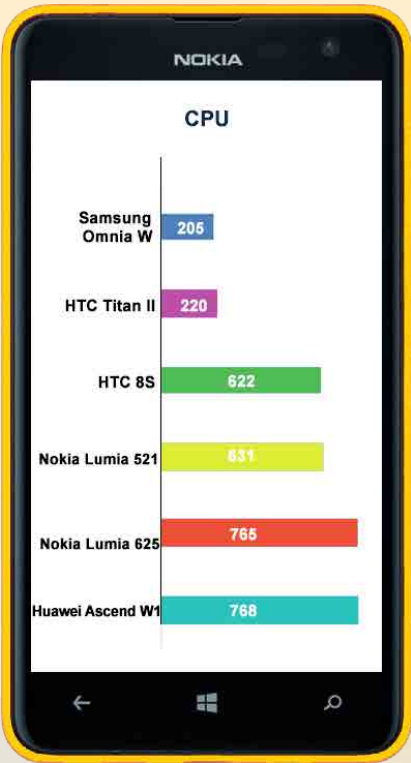
Sunlight contrast ratio allows us to see how good display results are in different light scenarios, especially in outdoor bright light.

In this test LG Optimus G Pro scored the highest points followed by Nokia Asha 302 securing second position while our Nokia Lumia 625 landed on third place, performing better than popular phones like Galaxy Mini2, LG Optimus L9, Asha 501 and HTC Desire C.



CPU - 'Lumia 625' is powered by Qualcomm Snapdragon 1.2GHz Dual-Core processor and 512 MB RAM. The speed and performance of Nokia Lumia 625 placed it on second position with 765 points. Huawei Ascend W1 is ahead of it with only few points.

Graphics- The Graphics function of the mobile is mainly associated with 3D rendering in games and applications but 2D representation in certain areas like interface animations and image zooming also are important essentials of graphics. In graphics performance test Nokia Lumia 625 did much better than high-end smartphones like Nokia Lumia 720, HTC 8S, Samsung SCH-R860 and Huawei Ascend w2.



Technical Specifications

- Available in Orange, Bright green, Yellow, Black and white
- Quad band GSM, 3G support upto HSPA+ Rel 8 DL 42Mbps UL 5.76Mbps, LTE DL 100Mbps UL 50Mbps
- Micro SIM support
- Screen Size 4.7" LCD IPS Capacitive Screen, 16M colors
- Windows 8 OS upgradable WP8 Amber
- Processor 1.2GHz Dual-Core Qualcomm MSM8930 Snapdragon Krait
- GPU Adreno 305
- Total Memory 8GB; microSD slot support upto 64GB
- RAM 512MB
- Primary Camera 5 MP
- Secondary Camera VGA
- Connections: Bluetooth v4.0, WIFI 802.11 b/g/n, Wifi Hotspot, DLNA, GPRS, EDGE, 3G
- Messaging SMS, MMS, Email
- GPS
- Browser HTML5
- FM Radio Support, MP3/WMA/WAV player, MP4/3GP/FLV/WMV player
- Measurement 133.3x72.3x9.2 mm Dimension
- 3.5 mm Jack

- Sensors: Accelerometer, Proximity and Compass
- microUSB port
- Battery 2000mAh
- Nokia Applications: Skydrive 7GB Free, Nokia Care, Nokia Smart CAM, Nokia Express
- Price: 29,950 PKR

Inside the Box

'Lumia 625' is very well designed handset available in 5 trendy colors to play with and interestingly Nokia is giving an extra back cover for free along with all the usual accessories.

This gives the users a chance to change the look of the handset.

Other accessories include:

- Extra Back Cover
- Hands free ear phones
- Battery 2000mAh
- A/C Adapter
- USB Cable
- Device Paperwork



Pros

- Wifi alive option in Wifi Advanced Settings
- Large screen facilitates contents easily readable
- 4G and 3G HSPA+ ready enabled Phone
- Excessive internal memory 8 GB
- Front cam for video call
- Extra back on cover within Box

Cons

- RAM can be improved
- Application catalogue falls short of Android and iOS
- Non user accessible battery
- No File Manager
- No NFC

Rating



The Nokia Lumia 625 is an interesting handset for those who want big features at a reasonable price.

The phone is fast and fluid to use like all Lumias, one great thing that can be noticed about Nokia Lumia handsets over Android competitors. Another prominent aspect of Lumia 625 is its 8 GB internal memory.

Although it has a 5 MP rear camera but it doesn't have Optical Image Stabilization gear in the camera so the shots that are taken in low light are not of good quality. Another thing missing is the NFC feature, which is required for pairing your Nokia accessories.

Despite a few downsides Nokia Lumia 625 is a decent, higher end designed handset with solid performance.

By Hunain Zahid Kayani

THE NEED OF CYBER LAW IN PAKISTAN

Unfortunately, Pakistan is one of the few countries where cyber-crime laws are still in the pipeline waiting for their actual implementation

through internet and other electronic means.

Unfortunately, Pakistan is one of the few countries where cyber-crime laws are still in the pipeline waiting for their actual implementation.



Some of the cyber-crimes which are being committed on the social media by the youngsters hacking of female users accounts by male users on Facebook. Sadly, the girls are then exploited in a very bad way when their personal pictures are edited and posted on the social media. Through that a very negative image any girl is created in front of the public present on the social media, thus bringing bad name to the girl, her parents and above all the whole family. Similarly, the scenario also exists on YouTube where people upload videos of personal lives of many individuals in order

Since ages in the case of all criminal offences, punishments are announced in accordance with some certain law. But what if some appropriate law for a particular crime does not even exist when time after time it is being committed by the public? The situation in Pakistan is almost the same especially in case of cyber-crimes.

Cyber-crimes are basically those crimes which are committed through active involvement

of computer networks. In such crimes the computer networks are both used as well as targeted to commit the crime. Just like all other crimes, cyber-crimes are also classified in different categories.

Some of the major types of cyber-criminals and their corresponding crimes can be briefly described as follows:

Thieves Those who steal some authentic information by utilizing their personal computer.

Spammers The individuals

who are fond of unsolicited sending of bulk email for specific commercial purposes.

Threateners Individuals who send personal death threats to individuals or their families through Email or SMS.

Fraudsters The ones who commit any misrepresentation of facts in order to attain personal benefits.

Terrorists People who launch politically-motivated violence and terrorism against civilians by using computer technology.

Offensive Content Up Loaders

Those who upload distasteful and illegal content on different websites.

Drug Traffickers

Those who take the advantage of internet to sell their illegal substances through Email and various other forms of internet technology.

Money Launderers

Illegal electronic transfer of money from a particular source to a desired destination.

Stalkers

Those who stalk and harass people or an organization

to receive insulting remarks from the public.

In the past many incidents have been reported where the official websites of Federal Board of Intermediate and Secondary Education (FBISE) and various other boards were hacked and the result was seen before it was announced. Moreover, some examination papers were also hacked in the same manner and then it was felt as a necessity to delay the exams and create new examination papers, thus resulting in creating troubles for the board and the students.

This year the examination papers
of GCSE O Level subjects



Pakistan Studies and Islamiyat of University of Cambridge were hacked from the British Council's official website and sadly the authorities discovered it after the examination and then they took the decision that the exam would be held again, which had created a lot of frustration amongst the students out of which many came on the streets for a protest.



Moreover, it has also been reported that on the internet people are doing email spoofing, cyber stalking, intellectual

property rights, forgery, illegal access to networks, virus attacks, password cracking, etc.

Apart from that, some cyber-attacks are also being launched



against Pakistan from outside by those foreign authorities who are against the national interest of the country. A group of cyber security researchers in Washington have discovered the fact that a large family of cyber malware has been making efforts to target Pakistan since years. But the sources have also confirmed the fact that the origin does not exist in India which people usually believe to be the actual origin.

Pakistan is blessed with highly competent and skilled computer science professionals whose research area lies in the field of information/network security but unfortunately the talent is not being utilized to a higher extent since till now no law has been made against such crime.

Though, the Federal Investigation Agency (FIA) has established "National Response Center for Cyber Crimes" (NR3C) which is providing a single point of contact for all the local and foreign organizations for all matters related to cyber-crimes but still a law needs to be made against such crime.

People should report FIA if they are a victim of cyber-crimes. And the individual being caught in

committing such kind of crime should be subjected to severe punishment so that it is ensured that no one commits such an act again. Moreover, keeping in view the present technological situation of the world along with the crisis being faced by Pakistan, it should be considered as one of the prime responsibilities to safeguard the national interest of our country by monitoring cyber -crimes being done against Pakistan from outside the region.

If such kind of important steps are taken then they will definitely result in the betterment of our country as all kinds of cyber-crimes discussed above will get reduced. Moreover, the individuals involved in such unscrupulous acts when caught should be subjected to severe punishment in order to ensure that no one commits such crime again.

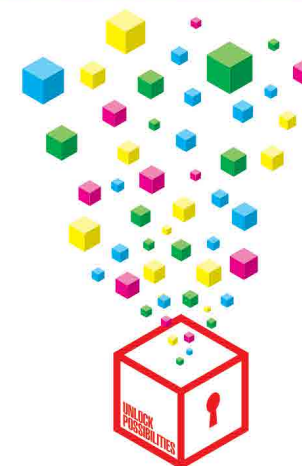
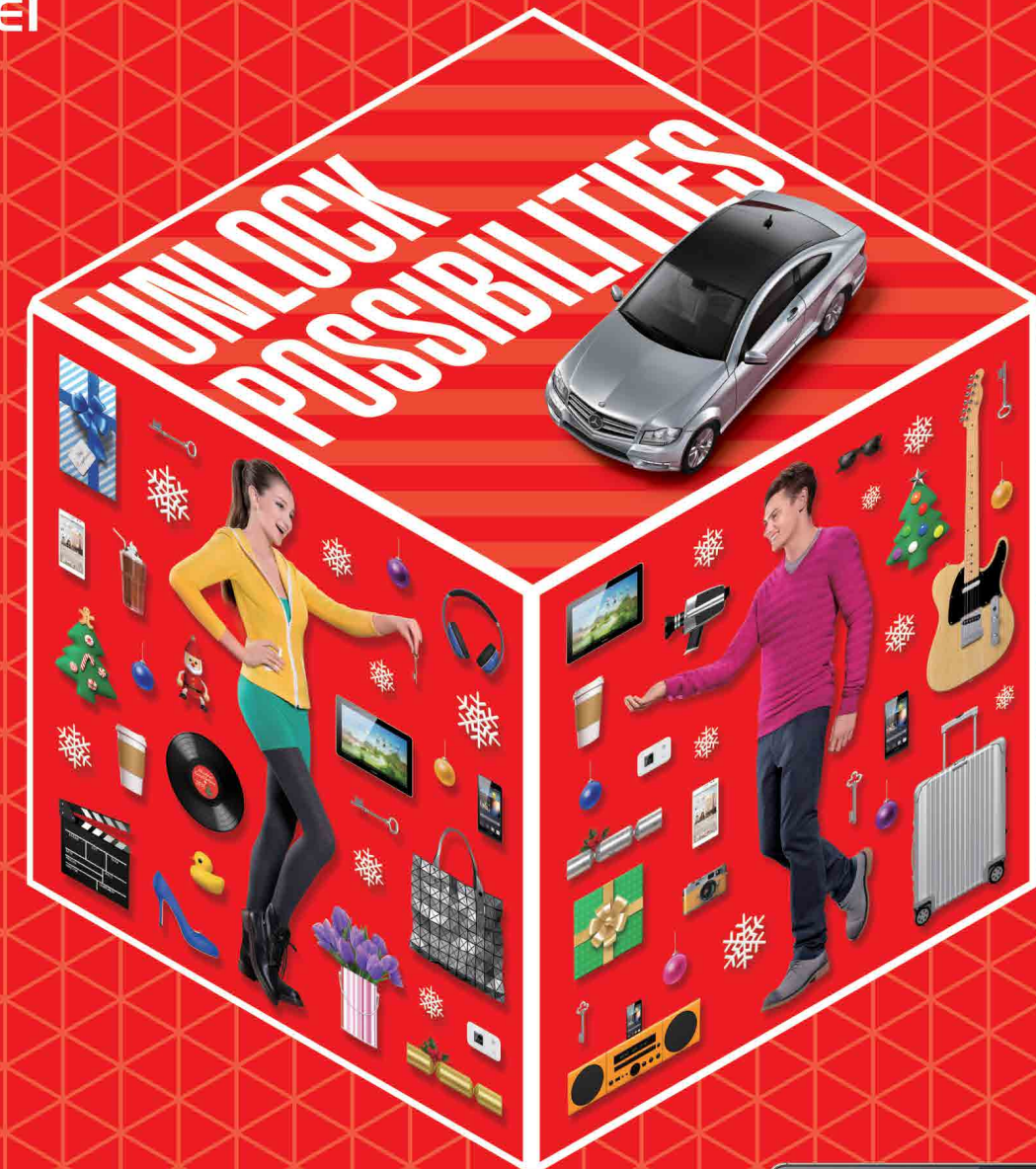
Finally, the solution to such crimes



cannot be made limited to the creation of their corresponding laws. But it is also obligatory for the public to respect and obey the law to its fullest because in the elimination of such immoral acts which have been plaguing our society to a threatening degree since years, every citizen needs to play the due role.



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PTA TO STOP GREY TRAFFIC IN PAKISTAN

Pakistan Telecommunication Authority (PTA) has equipped itself with a more efficient system to identify international calls illegally terminated by the country's gateway exchanges

Grey traffic in general can be defined as "the use of illegal gateway exchanges to by-pass the legal gateways and terminate international traffic, through Voice over Internet Protocol (VoIP) to avoid application taxes and regulatory fee". According to the Deregulation Policy 2003, the net incoming international traffic generates a financial premium over the cost of conveying and termination of the traffic into Pakistan, called "Approved Settlement Rate" (ASR). "Access Promotion Contribution" (APC) for infrastructure development and "Long Distance International" (LDI) are two portion of ASR.

The Government of Pakistan deregulated telecom sector in year 2004 and awarded 14 Long Distance & International ("LDI") licenses to different telecom companies including PTCL. All these companies are incorporated under the Companies Ordinance' 1984 and as such are residents of Pakistan. LDI can offer different type of services which includes long distance and international origination and termination, provision of long haul fiber services across the country, international connectivity through land, sea and satellite, etc.

In a recent case, grey traffic was detected by PTA and on further analysis it was established that one major LDI (Long Distance and International) operator was involved in grey traffic.

A joint raid was conducted by PTA and FIA and illegal terminating equipment was confiscated and culprits apprehended. As per initial estimates a total of 11 Million minutes per month were being illegally brought into Pakistan by the convicted operator. In another two successful raids conducted in Karachi, PTA along with FIA confiscated nine (09) gateways.

The Minister of State for IT & Telecom

By M.Bilal Abbasi
Imran Rashid

Anusha Rehman formally launched the grey trafficking monitoring equipment in early October after it was formally tested at the PTA headquarters. Secretary IT Akhlaque Ahmed Tarrar, Chairman PTA Ismail Shah, and other officials also accompanied her in the inauguration of this grey monitoring system.

Minister of State for IT & Telecom Anusha Rehman formally launched the grey trafficking monitoring equipment in early October after it was formally tested at the PTA headquarters

The grey monitoring system is capable to automatically block those IPs which are not in the PTA's whitelist. Pakistan Telecom Authority (PTA) has blocked more than 200,000 Internet Protocol (IP) addresses, 1382 mobile SIMs and 3160 phones/devices through their International Mobile Equipment Identity (IMEI) numbers in October using this grey trafficking monitoring equipment.

Furthermore, after the installation of Grey Traffic monitoring equipment,

as per the directions of Grey Traffic Monitoring Committee, PTA has conducted an extensive audit of the whitelist IPs. Now whitelisting of IPs is being done after a very stringent check and a strict SOP has been made in this regard. As a result the IP whitelist has been rationalized and reduced from 51000 to 10,360.

According to State Minister for IT & Telecom Anusha Rahman, collective efforts made by all stake holders in countering grey trafficking has resulted in



somewhat 8% increase in white traffic, saving millions of rupees to the Public Exchequer.

She was chairing a follow up meeting regarding monitoring of Grey Trafficking. The state minister said that there is a dire need for this "Collective Campaign" against grey telephony to be spearheaded by PTA and fully supported by Ministry of IT, ICH Consortium, Mobile Operators, Law Enforcement Agencies and most of all the general public, being

the ultimate beneficiary of all the efforts, made by government.

PTA also launched a 24/7 complaint centre through email, phone, sms and fax

PTA also launched a 24/7 complaint centre. Complainants can lodge their complaints

through email (complaint@pta.gov.pk), toll free phone (080055055), fax (051-2878127) and free SMS (668) wherein they can report numbers in case any local number appears when receiving an international call. Through this facility 1944 complaints have been received till date. The numbers reported are not only blocked, but are also analysed for legal action.

You Know.....???

The first mobile telephone call was made on April 3, 1973 by Martin Cooper, a former Motorola inventor, who is known as „the father of the cellphone“



LOCAL BRANDS

New Arrivals



Noir Quatro Z4

OS : Android 4.2 (Jelly Bean)
Display: 5.0" FHD
CPU: 1.5GHz Quad Core
Camera: 13 Mega Pixel
Memory: 32 GB Internal



G'Five President G7

OS : Android 4.2 Jelly Bean
Display: 5 inches
CPU: 1.2GHz Powerful Quad Core
Camera: 8 MP
Memory: 512MB RAM, 4GB ROM expanded up to 32 GB



Voice Xtreme V30

OS : Android OS, v4.2 (Jelly Bean)
Display: 4 inches, 480 X 800 Pixels
CPU: 1Ghz Dual Core
Camera: 8 Mega Pixel
Memory: 4GB built-in, microSD card (supports up to 32GB)

b.united

OS : Android 4.0 Ice Cream Sandwich
Display: 3.5 inch
CPU: 1 GHz Processor
Camera: 3 MP Camera
Memory: 512 MB ROM + 512 MB RAM



Voice Xtreme V40 Price

OS : Android 4.2 Jelly Bean
Display: 4.5 inches, 540 X 960 Pixels
CPU: 1.2 GHz Dual Core, Cortex A7
Camera: 8MP
Memory: 4GB built-in, 512MB RAM

Noir A65

OS : Android 4.2 (Jelly Bean)
Display: 5.5" LCD
CPU: 1.2GHz Quad Core
Camera: 5 Mega Pixel Camera
Memory: Support micro SD upto 32GB



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- ✓ 4.3" Display
- ✓ Dual Sim
- ✓ 1Ghz Cortex A5
- ✓ 1350 mAh Battery
- ✓ 2.0 MP Cam with
- ✓ Front Cam

Features

- ✓ 2.3.6 Gingerbread
- ✓ 3.5" Display
- ✓ Dual Sim
- ✓ 1Ghz Processor
- ✓ 1400 mAh Battery
- ✓ 2.0 MP Cam with
- ✓ Front Cam

Features

- ✓ Ultra Slim Metal Body
- ✓ FM Radio
- ✓ 1000 mAh Battery
- ✓ Bluetooth
- ✓ Dual SIM / Dual Standby
- ✓ 2.8" TFT QVGA Screen
- ✓ VGA Camera
- ✓ Mp3 Player/Video Player



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TO ROOT OR NOT TO ROOT

Android is one of the most open and versatile operating system and you may think that you don't need rooting but you will be surprised what you can achieve through rooting

Smartphone has become a household gadget today, with its worldwide popularity we now get to hear terminologies that seem quite confusing to average people. The biggest and hottest term that is being used by the Android users now days is rooting which is like iPhone's jail breaking.

Rooting is a process of modifying the operating system of your smartphone and gain the administrative privileges. It gives you the complete access to your device to the deepest level and enables you to tweak your phone settings and overcome limitations that the carriers and manufacturers put on the phone. It also extends system functionality, and even upgrades it to a custom flavor of Android.

Rooting although provides a number of benefits but if it is not done properly it can result in bricking the phone.

Android is one of the most open and versatile operating system and you may think that you don't need rooting but you will be surprised what you can

achieve through rooting. It provides you numerous benefits some of which are:

APPS APLENTY

Although Android has an open platform for applications but sometimes even Android doesn't give you the liberty to download and use all apps. Once you're rooted not only can you get more apps, but the apps you have access to can get way down deeper into your phone's brains.

LATEST OS UPDATES

After rooting the device, you may often be able to get the new OS onto a phone months before the carrier releases the update, often along with a few bonus features.

BATTERY LIFE BOOST

If your phone is getting leggy or not getting through a day with single charge than rooting could be good option. It allows installing customized kernels (the software that enables the OS to talk to the hardware, basically) that are optimized differently. Some are made for low-power consumption, and some are built for speed. SetCPU is another app that enables

to overclock or underclock phone's processor, and set rules for usage.

SUPERFLUOUS APP BANISHMENT

Android phones have so many useless apps that you don't use and the worst part is you can't remove them. In Android 4.1 (Jelly Bean) devices, you can disable those apps so you don't see them, but they're still there, taking up space. But once you root your phone you can use Titanium Backup to delete them permanently and free a lot of phone memory.

CUSTOM ROM

It is most certainly one of the best benefits of rooting. It is basically a custom version of Android that changes the whole user experiences. It not only bring many performance fixes and are much more user friendly but it also optimizes the performance and battery.

TWEAK AND CUSTOMIZATION

Rooting your phone also gives you the liberty to fiddle with every little feature. After rooting and installing Custom ROM you can totally change the look of your phone, from keyboard layout to notification bar and software skin.

BETTER BACK UP

There are apps that have backup option in the phone like contacts, pictures, music etc. but rooting takes you way deeper in to it. It not only backs up all the apps but it also backs up all the information in those apps. For example if you are doing really great in Temple Run but want to reset your phone, you can use Titanium to back up and then restore the game, and you'll be right where you left off.

Although Rooting gives numerous benefits and advantages but there are some potential disadvantages as well.

RISK OF BRICKING

Rooting is a daunting task and if you miss even a single step, you might end up with a bricked (dead) phone.

ANNULS PHONE WARRANTY

Once you root your phone your phone warranty gets void and if something happen to your phone even in its warranty period, you will have to pay to get it fixed and the company is no longer responsible.

POOR PERFORMANCE

Although the main reason to root the phone is to improve its performance but in some cases rooting has caused drop in speed and performance.

VIRUSES

Your phone can also get viruses after rooting. Normally

people flash their ROM's with custom programs and making a change in the code of the software runs the risk of introducing a virus.

There are certain other processes as well that are important in rooting process. Before rooting your phone it is important to familiarize yourself with these concepts as well, among those two major models are boot loader and recovery.

BOOT LOADER

Another term related to Android rooting that might bamboozle you is Boot Loader. Most of the people are not familiar with all these terminologies and think rooting as a highly complex process. Boot loader is code that is executed before any Operating System starts to run, that allows you to put custom ROMs on your device.

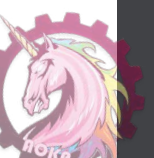
A boot loader is basically low-level software on the phone that contains all instructions to boot the operating system and it starts up when a phone is turned on. It is used to check and verify the software running on your phone before it loads. Think of it like a security guard scanning all the code to make sure everything is in order.

Every device has a different boot loader. In order to run a Custom ROM or to run an application that requires root permissions, it is very a must to unlock boot loader.

RECOVERY

Recovery is a very important aspect of rooting and custom ROM, without recoveries all this stuff would not be possible. Recovery is the bootable partition that has the recovery console installed. When your phone is booted to recovery, it gets access to tools that help to repair existing installation as well as in installing new official OS updates. Recovery also boots up and erases the files and data when the phone is factory reset.

Recoveries offer much more, they are also coded to allow for backup and restore functions, selective deletion of data and modified to allow update packages that have not been digitally signed by official sources. It also supports to mount various partitions so that you can copy files to the SD card without having to remove it or reboot into Android.



TOP MUST HAVE APPLICATIONS & GAMES FOR YOUR SMARTPHONE

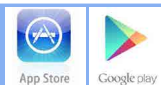
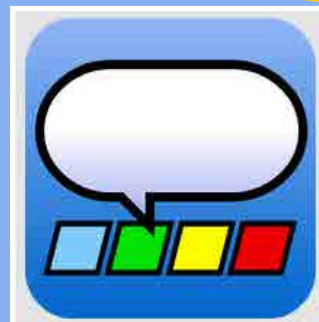
Rating : 4
Price: Free

Bitstrips

Share instant comic messages starring you and your friends.

- Design cartoon versions of yourself & your friends
- Put your friends in hilarious comics where anything can happen
- Show how you're feeling with cartoon status updates
- Choose from 1500+ customizable scenes, plus new ones daily

Join millions of people around the world using Bitstrips as a more fun and visual way to communicate with friends.



Rating : 3+
Price: Free



Cricket 2013 - New Game

This game is all about scoring high. You will batting and Android will be balling.

You can control Bat with the Flick of your Finger.

Timing and placement is most important which hitting the ball Score as high as possible. To score 6 you need to hit the Red Zone.

similarly the orange Zone to score 4, Yellow Zone to score 2 runs and Green zone to score 1.



Rating : 4+
Price: Free

Arm 3D Workout Sets-Trainer

FIRST TIME ON GOOGLE PLAY STORE COMPLETE ARM WORKOUT IN 3D!!

This Application is a first part of Workout 3D series.

Dumbbell arm workout for is for your ease in an interactive and entertaining way.

Perform complete arm workout with just one pair of dumbbell in your home and in gym.

PAKISTANI SOFTWARE DEVELOPER APPLICATION



Rating : 4+
Price: Free

Toddler Monster Truck Kids Toy

An interesting basic monster truck simulator for your kids with real vibration and sound effects for more fun. Keep your kids busy for a while. Kids can interact with the truck by rotating its wheels manually or by accelerating it through an accelerator, apply hard brakes, play horn and much more. Reveal the secrets inside the app... fun for you and fun for kids.

PAKISTANI SOFTWARE DEVELOPER APPLICATION



LocPro

Afraid of your friends/colleagues peeking into your personal content when you share your phone with them?

Tired of changing your privacy settings again and again at different locations?

Do you forget to hide your content even in the presence of some "keep your self safe,, app?

Worry not and try LocPro, Unlike other apps, LocPro automatically manages your phone on the basis of location, eliminating the hectic process of manual phone management.

PAKISTANI SOFTWARE DEVELOPER APPLICATION

Rating : 4+
Price: Free (\$ 0.99 For Pro Version)

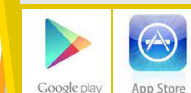


Rating : 3+
Price: Free

Snapchat

Experience a totally new way to share today. Snap a photo or a video, add a caption, and send it to a friend (or maybe a few). They'll view it, laugh, and then the snap disappears from the screen - unless they take a screenshot! If you want to share a Snap with all of your friends, add it to your Snapchat Story, a living narrative where each Snap lives for 24 hours until it disappears, making room for the new.

The images might be a little grainy, and you may not look your best, but that's the point. It's about the moment, a connection between friends in the present, and not just a pretty picture.



Rating : 5
Price: Free

Space Shooting 2D - Classical

Classic Replica of 2D Space Shooting game

Protect your plane from unknown objects, shoot them and clean the space.

Instructions:

- Use left thumb to press up, down, left and right keys to control the plane
- Use right thumb to fire

PAKISTANI SOFTWARE DEVELOPER APPLICATION



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