

M-Politics The next BIG THING

IK's Exclusive Interview



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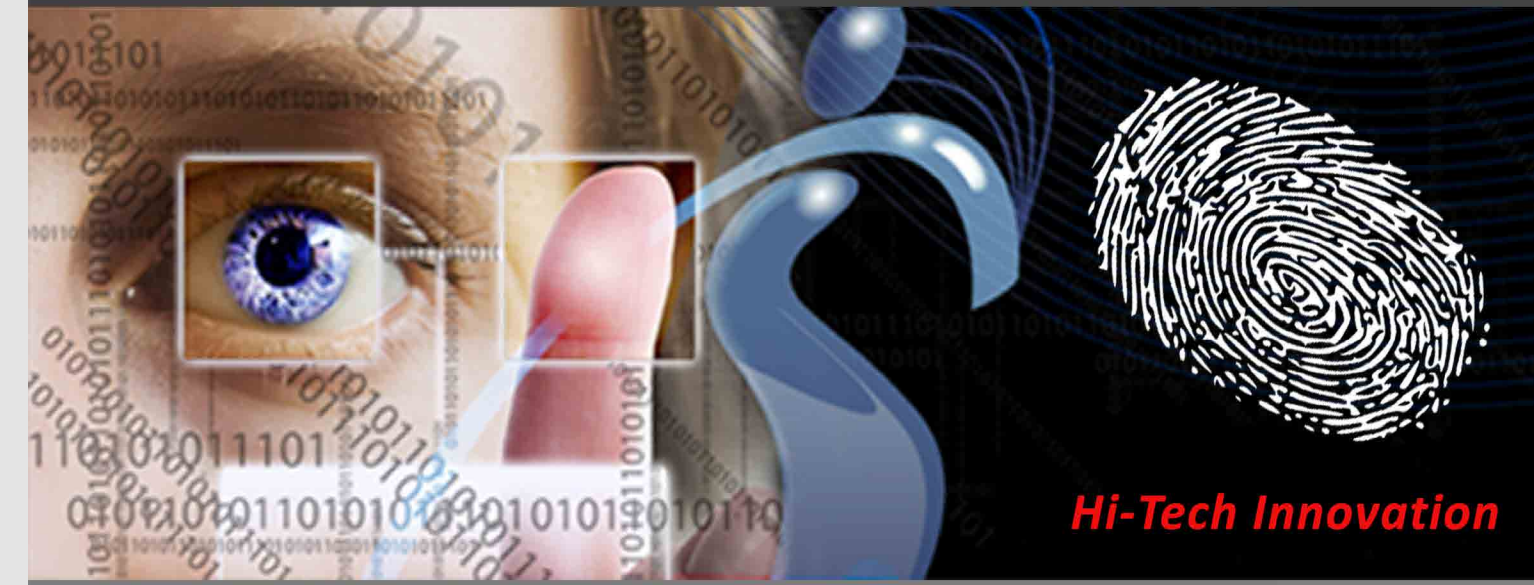
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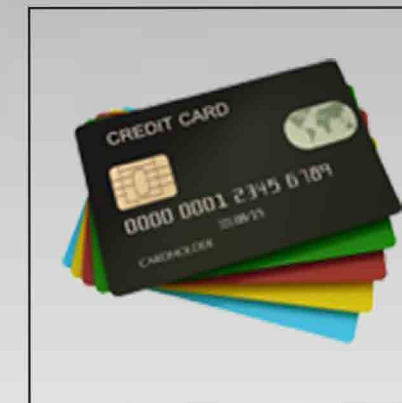
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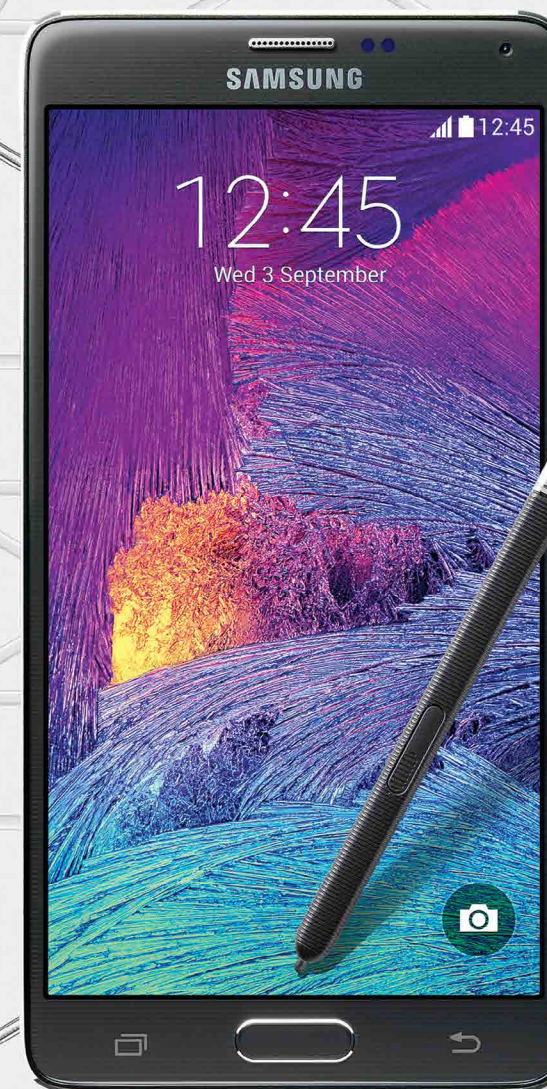
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Adnan Khan
Managing Editor

Dear Readers,

Another promising month for ICT industry has come to an end. Print and electronic media is buzzing with 3G centric promotions of different networks and devices. This information overload has left customers bewildered and unsure about what network and gadget to buy. To facilitate our readers, we have not only featured latest 3G devices in our current issue, but have also published an objective assessment of the current network status and resultant customer experiences while using the 3G mobile network in Islamabad, in terms of both voice and data connectivity.

Smartphone owners are using their mobile devices as a tool for political participation on social networking sites. Keeping in mind this new trend, we have evaluated pro and anti-government buzz on social media during the on-going sit-in against the government. Our issue also features special interview of Imran Khan who has shared his view on the importance of Social media and technology in his political campaign.

Technology is taking over when it comes to the fashion trends for 2014, our feature article, "An Amalgam of Fashion and Technology" has discussed the latest wearable technologies. "Creative Ways to Earn Money on Instagram" has outline some of the cool and easy ways to turn your passion in to cash. Smartphones no doubt is the outstanding invention of our times, but its excessive usage can result in major repercussion, "the Dark Side of Smartphone" has discussed the mental health issues that result in over-usage of smartphones. "How Secure you are on the Internet...?" is an easy guide to keep yourself safe on the internet. E-Learning has become a very popular phenomenon over the years, we have also evaluated e-learning progress in Pakistan in one of our articles. Besides our usual section of device review, this issue features a separate article in which recently released iPhone 6 and iPhone 6 plus are assessed.

We have started a new section in our magazine in which we will pay tribute to the personalities that shaped and defined technology over the years. In this month's issue our featured personality is Jonathan Ive, senior vice president of design at Apple. Our regular sections include Phone reviews, Telecom Campaigns, Wish list, and App reviews. Like always, Phone World team has put lot of hard work and efforts to bring the best reading experience for our readers. I hope you guys will appreciate our efforts and give us your feedback so that we can further improve Phone World Magazine.

Thank you,
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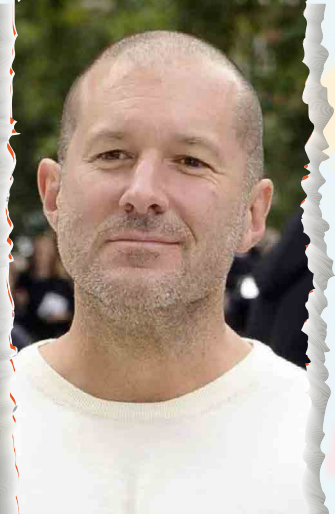
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Pro & Anti Government BUZZ through Smartphones

Digital media has become a statement of life for people around the world, including students, actors, celebrities, activists, journalists, non-governmental organization, Governments and now even Politics

Pakistan is currently home to an estimated 19 crore people, distributed among 4 provinces, AJK and territory of Gilgit Baltistan with number of languages and divided in many sects. Yet, there are events for which people keep their differences aside and unite for a single cause.

Pakistan has experienced a very interesting pattern of anti & pro-government mobile Politics during Azadi March

Lately, some of the people have came closer while others have drifted apart due to their political views. The country is currently witnessing the largest and the longest anti-government protests in the history i.e. Azadi & Inqilabi. The events drew huge number of protesters from all over Pakistan, gathered to protest rigging in the elections of 2013.

Undeniably, technology especially Smartphones has rapidly grown in importance as a forum for political activism in its different forms. As the presence of social media is spreading and media usage patterns are changing, online political engagement and m-Politics is the

talk of the town. PhoneWorld team visited D-Chowk in Islamabad to take views of women attending the march regarding the role of their smartphones and social media in their political interaction.

Imran Khan has been regularly tweeting about his course of action and demands. Whereas, Maryam Nawaz Sharif has been actively tweeting coming to the defense of her father, taking on Khan and Qadri



By Kanwal Ayub

The potential of social media lies mainly in its support of civil society and the public sphere.

Pakistan has experienced a very interesting pattern of anti & pro-government mobile Politics During Azadi March. People of Pakistan have not only come out of their houses but the professional also contributed to this realism through their tech-savviness.

Twitter hashtag #GoNawazGo, #ShameonIK and #NayaPakistan became the top trending in Pakistan

While the popular social media websites (like Facebook & Twitter) in Pakistan are buzzing with different trends, arguments and debates full of Anti & Pro government waves, the political leaders were not far behind in taking swipes at each other on the social media. Imran Khan has been regularly tweeting about his course of action and demands. Whereas, Maryam Nawaz Sharif has been actively tweeting coming to the defense of her father, taking on Khan and Qadri. We

have another political circus going on twitter, which is presented by #BabyBhutto, (LOL). Love him or hate him, you just cannot ignore him.

While, the physical battle ground is abuzz with people fighting in Redzone, the virtual battle is also being fought on the social media with Facebook memes and twitter #hashtags. Many posted blunt criticism on the government and opposition, whereas the twitter hashtag #GoNawazGo, #ShameonIK and #NayaPakistan became the top trending in Pakistan.

One of the interesting parts of this Azadi/Inqilab protest rose with appearance of smartphone games, when the young app developers of Pakistan have developed games like 'Long March' & 'Container Run'. This trend of releasing smartphone apps relating to current issues has become increasingly popular.

Young app developers of Pakistan have developed games like 'Long March' & 'Container Run'

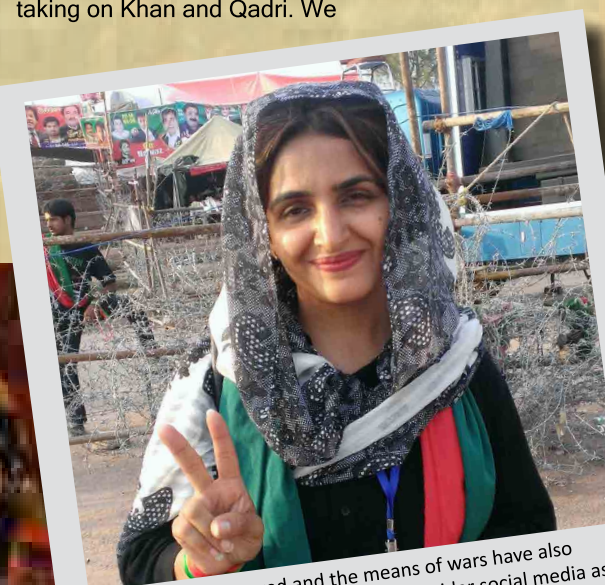


I am already an active user of Facebook but I created my twitter account especially to tell my experience of Azadi march to people who are sitting in their homes.
~Rahat Shigri-house wife & social worker~

Imran Khan @ImranKhanPTI Oct 7
Today 2nd Day of Eid at Azadi Chowk
junoon 4 Naya Pakistan strong as eve



I Love taking pictures from my smartphone, as it will help me in keeping memories of the days I stood up for my country.
~Nusrat-Student~



The world has changed and the means of wars have also changed into information warfare. I consider social media as a lethal weapon of war in modern world, therefore my use of smartphone is very important for what I do as a political worker.
~Seemabia- PTI Political Worker~



Baby Bhutto
@BabyBhutto

THIS IS A FAKE ACCOUNT... I inherited Pakistan... no idea what to do with it. I am sure no one takes me seriously anyway but FYI... THIS IS A PARODY ACCOUNT..
Jiyala Land

TWEETS 1,197 FOLLOWING 368 FOLLOWERS 14.5K

Tweets Tweets & replies

Baby Bhutto @BabyBhutto Oct 20
I dream of a day when #PTI will on country! @ImranKhanPTI #Things #InterFaithHarmonyWithIK

M-Politics

Influencing public opinion is a key factor in politics especially when you are dealing with the people who are young, educated and who consider social media as a big contributor to their cause. There is no doubt that 'twitter & Facebook', played an amplifying role for them and got more attention than traditional media.

The battle between anti & pro-government groups doesn't ends here. While, the anger mounted against each other due to tear-gassing, baton-charging and assaulting each other physically, the hackers decided to open a cyber-front against each other with government websites taking the most brunt. It is reported that 31 websites and subdomains were hacked in one week of the escalation of political temperature at the dharna site in red zone.

Although, it doesn't feel good to see Pakistanis on both sides of the nation's bitter political divide, arguing and quarreling with each other in this cybernetic world

Among the websites taken down by the hackers include the federal government's website (Pakistan.gov.pk) and that of the President (PresidentofPakistan.gov.pk), the Pakistan electronic media regulatory authority (pemra.gov.pk) and many more. But this hacking game didn't end here, in reply to the hacking of government's website; a group of hackers shifted their cyber-front against the Pakistan Tehreek-e-Insaf (PTI) and hacked PTI's website www.insaf.pk.

Although, it doesn't feel good to see Pakistanis on both sides of the nation's bitter political divide, arguing and quarreling in this cybernetic world. But one has to admit that technology does have an important impact on public opinion of the 'smartphone generation'. Social media has reshaped structures and methods of contemporary political communication by influencing the way politicians interact with their voters.

The political system of Pakistan has witnessed a dramatic change in thoughts, views and involvement of the young people for standing against oppression, injustice; corruption and abuse without resorting to violence. It hasn't only changed the way we communicate but has also challenged all of us to redefine our concept of a democratic system.

Imran Khan (IK), a cricketer-turned-politician, who is leading his Tehreek-e-Insaaf party in anti-government protests, has the ability to sway the tsunami of supporters with just few words.

Whether commanding a rally of hundreds-of thousands, giving an interview, speaking to a roundtable of experts or communicating through social media, IK or Kaptaan has the ability to convey his point of view in a strong and impressive manner.

The use of technology on political communication may not be a new phenomenon. However, in Pakistan, the way Imran Khan and his party used mobile technology to mobilize people added a new dimension to politics known as m-politics.

IK is popular among Pakistan's connected youth, which makes him the country's most-followed person on Facebook and Twitter. There are about more than 2,873,900 'likes' on official Facebook page for him. His fans outnumber his party's official page likes that holds more than 2,100,226 members. In fact, his online popularity is so grand that even his critics admit it and call him Virtual Prime Minister.

It won't be wrong to state that the cyber world has tremendously facilitated Pakistan Tehreek-e-Insaaf in terms of communicating

with the masses and mobilizing people especially during the recent political stand-off with the government.

PhoneWorld Team interviewed people at the D-Chowk on the use of smartphones during their political activities, and was lucky to get an opportunity to get an interview with the man in future probably will be labelled as the one who laid the foundation of M-Politics.

The way Imran Khan and his party used mobile technology to mobilize people added a new dimension to politics known as m-politics

The idea and purpose of our interview was to go beyond traditional political questions focus on how smartphone technology, and social media has emerged as pervasive and encompassing tools for politics in Pakistan.

Phoneworld's discussion with IK mainly focused on the role of social media in creating awareness among the masses,

e-governance and m-governance projects and the impact of technology in bringing the much talked about revolution that PTI intend to bring in Pakistan.

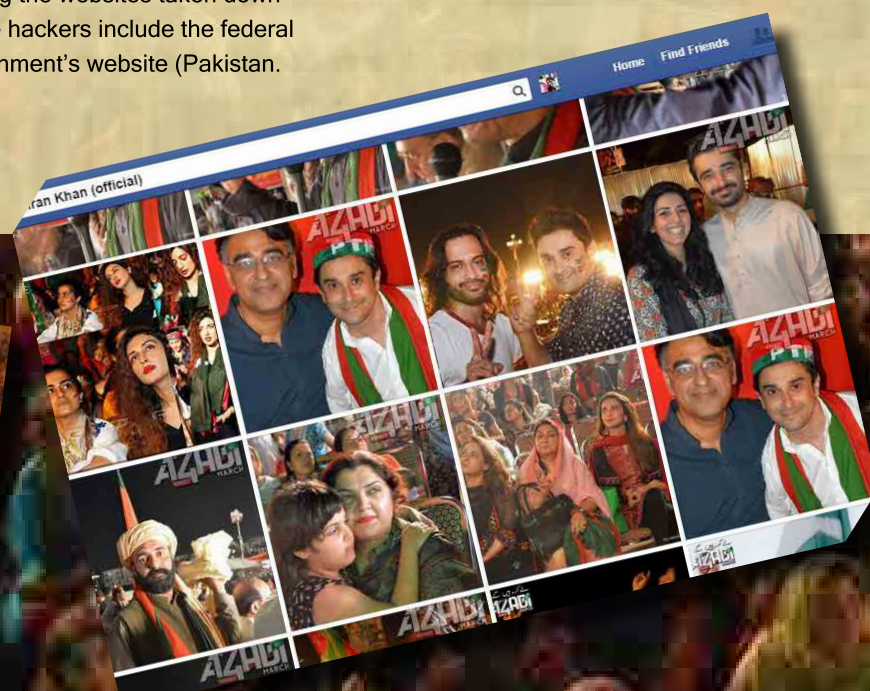
IK was immensely driven by his passion for changing the world by connecting people and motivating them to stand for their rights.



Technology has benefitted us in many ways, this is where I appreciate the role of smartphones the most, and it has allowed us to raise our voice in most educated manner.
~Rubina Nadeem- house wife ~



Anonymous Pakistan': Hacking spree PTI sites targeted





IK's Exclusive Interview

PhoneWorld Team interviewed people at the D-Chowk on the use of smartphones during their political activities, and was lucky to get an opportunity to interview the man who in future will probably be known as the man who laid the foundation of M-Politics

PW: How much smartphone and social media helped you in mobilizing people for the Azadi March? Where would you rank it in spreading awareness?

IK: Social media has played a remarkable role in uniting people under the same emblem. It is one intelligent media that helped us in spreading our message to masses especially the younger generation.

'Social Media' has been a pioneering platform for us to build a strong bond with our supporters

Although TV has significantly contributed but it is also true that 'Social Media' has been a pioneering platform for us to build a strong bond with our supporters and the same has also become a medium to remove any boundaries between our supporters and us.

PW: PTI's social media is quite active; how much of your personal attention and time goes into the social media team?

IK: My team is quite independent and competent in what they do

but I am always available and they can easily approach me whenever they need any guidance or help. Our basic objective through the social media campaign is to serve and spread timely and accurate information, and this has been made possible through the social media.

KPK government is working on many projects such as, computerization of deed registration, arm licenses, cars and the revenue department

I personally manage my Twitter account. I regularly read all my tweets and messages to get a feedback from my followers.

PW: How do you want your supporters to play their part on social media?

IK: First of all I would like to thank the youth of this country, who has turned this vision of change into a reality. PTI's supporters positively use social media and spread the message of change to the common people.

PW: Your government has started online government services

such as FIR registration etc. - what other Electronic or Mobile based projects & services should we expect from your government in KPK?

IK: E-Government projects will help us to move a step further to our cause; right now we are working on worth Rs.350 Million project that will help us to improve ICT Infrastructure for Government of Khyber Pakhtunkhwa.

Few years back, these platforms were hardly a place to discuss the changes and in the country and its political scenario, but now the story is totally different

KPK government is also working on projects that include the computerization of registration deeds, arm licenses, cars and the revenue department.

E-showcasing of Industrial & Regional Products & Services of Khyber Pakhtunkhwa and E-enablement of Special Branch Police is also an on-going project. To run a transparent system, advancement of information and communication technologies can be a big step.

PW: Recently a group of hackers have attacked government's websites and placed messages for PM, what is your take on that?

IK: This is beyond decency we preach to our people. I strongly condemn the attack on any official website; I would never allow any of my supporters to get involved in any criminal/illegal act or the use of abusive language that might portray a wrong impression.

It has been noticed by our team that there is a propaganda going on social media, by creating certain accounts that use abusive language to our rivals just to defame us.

PW: There are many mobile games that have you featured in them, have you played any of these? If so how do you rate them? Any idea for young developers if they want to develop such games?

IK: Well, I haven't seen any of them but I find the idea very interesting. The youngsters of Pakistan are full of innovative ideas and they can really do well; I would only like to ask them to keep the dream alive.

PW: Anything you would like to say to our readers?

IK: The response we received on the posts on our official pages regarding our cause is tremendous. Thousands of people like, share, tweet and retweet daily, making it quite clear that the youth is with us.

Pakistan is experiencing a high social media impact considering the rise of social media into mainstream politics. few years back, these platforms were hardly a place to discuss the movements and developments of country and politics, but now these tools are consider as important as any other media.

I see the entire PhoneWorld team is young and wish you and the readers all the best.

Pakistan is experiencing a high social media impact considering the rise of social media into mainstream politics



Imran Khan was born on 5th Oct, 1952 to Ikramullah Khan Niazi and his wife Shaukat Khanum. He received his early education at the prestigious Aitchison College, Lahore. He finished his high school education at the Royal Grammar School in Worcester, England and then went on to study Economics and Politics at Keble College, Oxford, in 1972.

The cricket career of IK isn't hidden from anyone; he became a world-class 'all-rounder' and was rewarded with the captaincy of the Pakistani cricket team in 1981. He was also declared international cricketer of the year in 1989-90 and brought world cup to Pakistan in 1992.

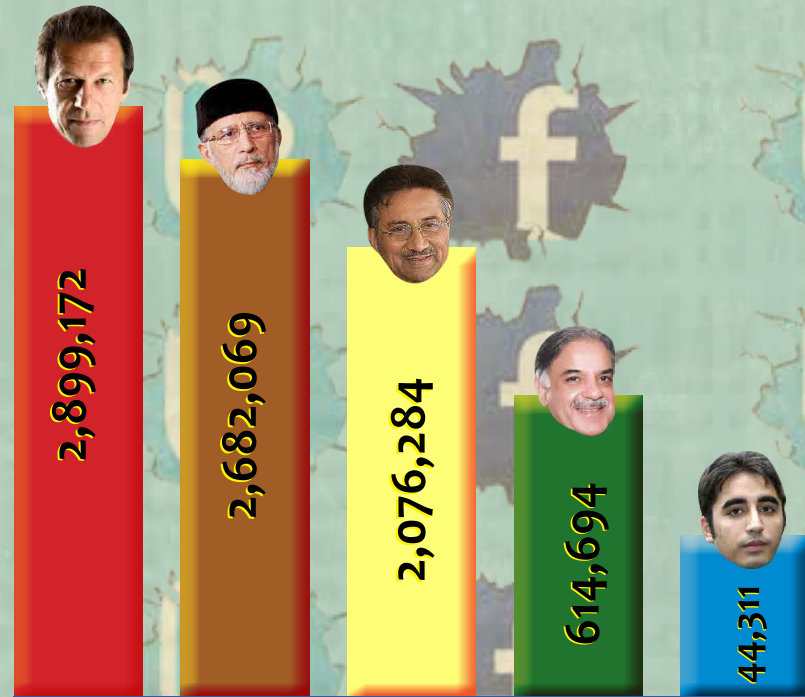
Imran is the initiator of Shaukat Khanum Memorial Hospital, one of the leading institutions for free cancer treatment that has received international recognition.

In December 2005 he was appointed as Chancellor of the University of Bradford in UK. In 2008, Khan's brainchild, Namal College was built through the Mianwali Development Trust (MDT) which he chairs. The college was made an associate college of the University of Bradford in December 2005.

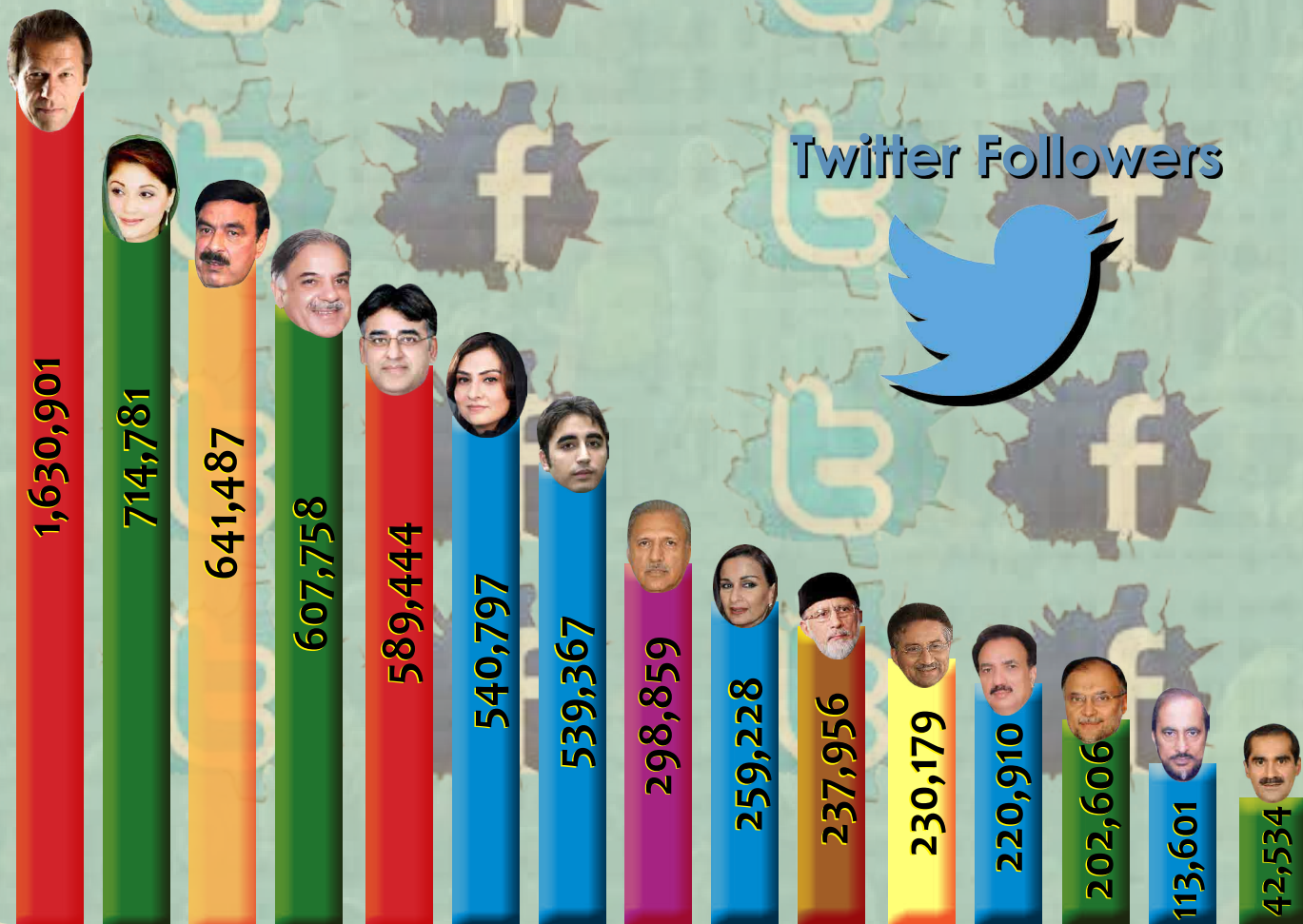
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3G Mobile Quality of Service (QoS) Benchmarking

In order to achieve a substantial competitive upper hand in the telecom industry, customer satisfaction is very important which makes the working of the Quality of Service (QoS) evaluation vital. The QoS standards are setup to make sure that the costumers are provided satisfactory level of services and ensure that they meet the minimum acceptable standards. This article provides an objective assessment of the current networks' statuses and resultant customer experiences while using the 3G mobile network in Islamabad, it is evaluated in terms of both voice and data connectivity. The scope of current Quality of Service (QoS) audit does not include the much anticipated LTE service or 4G network (as branded) that was recently launched by Zong in seven cities. As the operators are still in the process of deployment and optimisation of

their current 3G networks and there will be some major changes in the QoS over the next few months. Still, customer first experience is very important and their network QoS on continued basis is equally essential to achieve a considerable competitive edge in the market.

QoS standards are setup to make sure that the costumers are given satisfactory level of services and ensure that they meet the minimum and acceptable standards

Further, one of the key role and focus of the regulators is and should be on the end user satisfaction and for this purpose Pakistan Telecom Authority (PTA)

has also provided some specific QoS parameters in their NGSM licenses to be met by the operators. To ensure deployment of new services fulfil customer demands with consumer satisfaction, operators also need to invest both time and money on the constant development and optimisation of their networks. The objective of the network audit is to understand and to indicate the potential issues faced by the network, which will enable operators to improve and to maintain a good balance between coverage, capacity and quality.

The exercise was conducted over a period of four weeks between August-September 2014 at peak hours during weekdays, to check performance and quality of the newly deployed 3G operators Zong, Mobilink, Ufone, and Telenor. Warid was left out as it had not deployed 3G network. All the tests

By M.Bilal Abbasi | Faisal Iltaf

were conducted in mobility and the areas covered the sectors of G-6, F-6, F-7, F-8 and Blue area in Islamabad. These areas are considered to have a good voice and data traffic users.



The figure shows the drive route on which tests were conducted. This graph was taken from idle mode and the places where the bins are distant are due to the fact that GPS was not syncing at those points.

Bins are the data-points that the drive testing tool writes for that specific time. It records the information from the GPS, the device and respective network.

The goal of this survey is to educate readers belonging to operators, regulator, vendors, professionals and consumers as it provides a neutral and objective assessment of the current operational state of the

UE Category	10	11	12	13	14	15	16	19	20
Downlink (Mbps)	14.4	0.9	1.8	17.6	21.1	23.4	28	35.3	42.2

3G networks in Islamabad i.e. considered a model city. The network assessment could be quite different for other cities.

1 QOS Methodology & KPI's Explained

1.1 QoS Methodology

Quality of Service depends upon various factors which may not be limited to voice, data or service area. Our methodology used to monitor the quality of services

includes the major service coverage, voice and data KPI's. Please note following points while interpreting the results;

- Particular handsets of CAT 14 were selected.
- The tests were performed in mobility over a specific route.
- The findings from the survey should not be treated as recommended best buys.
- Value Added Services (VAS), price plans, customer care and support are not presented in this article.
- Our findings and conclusions may not be 100% consistent to the consumer experience.

1.2 User Equipments

The User Equipment (UE) or mobile/cell-phone is the interface b/w the user and the 3G network.

Keeping in view the numerous facilities and applications that it can perform, it was decided that it should be called user equipment rather than mobile or cell-phone. User Equipment includes all 3G enabled devices including smart phones.

Apart from the technology releases of the network there is also breakdown among the User Equipments that depends on their data throughputs as shown in figure below. During the QoS audit category 14 devices were used which means that the maximum throughput that could be supported on such a device was 21 Mbps.

1.3 QoS Key Performance Indicators

To analyse the QoS, the focus on the following KPIs is mandatory while collecting the logs over the drive route. These KPIs are for Coverage Area, Data throughputs



and Voice calls.

Service Coverage Area

- **RSCP**: Received Signal Code Power
- **CQI**: Channel Quality Indicator
- **Voice Calls**
- **CSSR**: Call Setup Success Rate
- **CDR**: Call Drop Rate
- **CSR**: Call Success Rate
- **Data Throughputs**
- **Downlink Throughput**
- **Uplink Throughput**

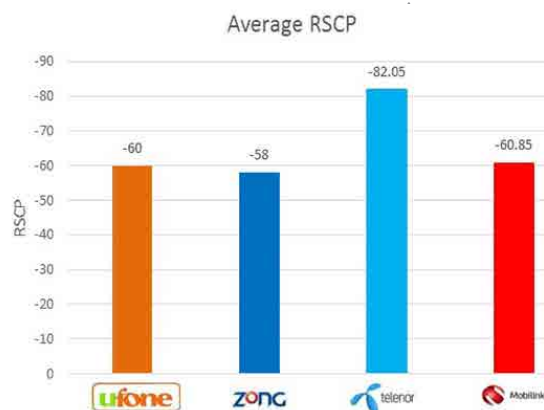
2 Quality of Service (QOS) Audit

It should be noted that the level of reporting service quality may differ or will not be exactly comparable with consumers own experience.

2.1 Service Coverage

2.1.1 Received Signal Code Power (RSCP)

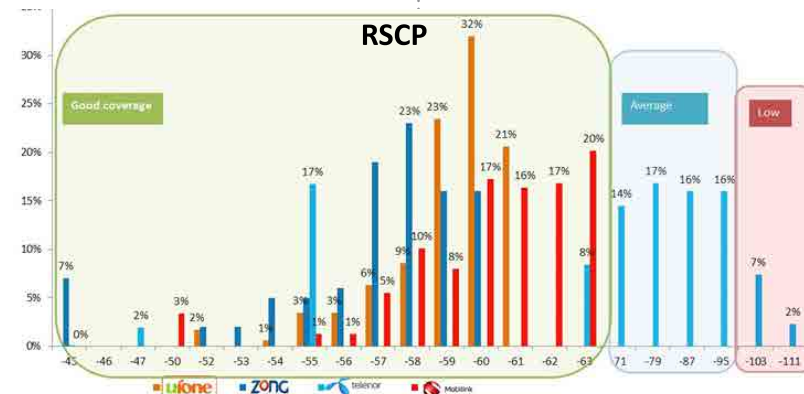
Service coverage of mobile networks is based on Received Signal Code Power (RSCP) which refers to the ability of a network to achieve a minimal signal strength of -100 dBm or higher.



Higher the RSCP better the network performance. In order to achieve good network coverage the RSCP should be having greater value than -100 dBm. On the average -45 dBm is the best possible signal strength achievable while -100 dBm is considered as the poorest. For simple comparison, the RSCP graph was divided into three categories namely Good, Average and Bad. The Good RSCP lies between -45 dBm to -65 dBm, the average

RSCP lies between -66 dBm to -95 dBm while -96 dBm and lesser is considered as bad RSCP.

The graph below is the coverage plot that shows the coverage of the networks on the course of the drive route. It was observed that three operators i.e. Mobilink, Ufone and Zong provided good service coverage on the drive route area, while Telenor provided an average service coverage.



The average RSCP graph of the network during the whole drive route shows that Zong, Ufone and Mobilink has greater than -61 dBm value considered as very good value. Telenor on the other hand achieved -82 dBm on average.

Since, PTA recommends that the RSCP values should be greater than -100 dBm, therefore it can be said that all the four 3G mobile networks do satisfy the regulatory

conditions or the minimum limit set by the regulators.

2.1.2 Channel Quality Indicator (CQI)

Channel Quality Indicator (CQI) is an important parameter for service quality. It is the value calculated collectively by the User Equipment and Node-B indicating how fast or slow the UE can communicate with the network. In downlink and uplink the CQI values ranges from 0 to 30, where 30 indicates the best quality channel and 0 or 1 indicates the

worst quality channel. This parameter is checked mainly for data services.

The network transmits data with different transport block size depending upon the CQI values which has been reported by the UE. If UE reports high CQI value the network transmits the data with large transport blocks whereas if the UE reports lower CQI values the network transmits the data with small transport blocks. In case of error, if

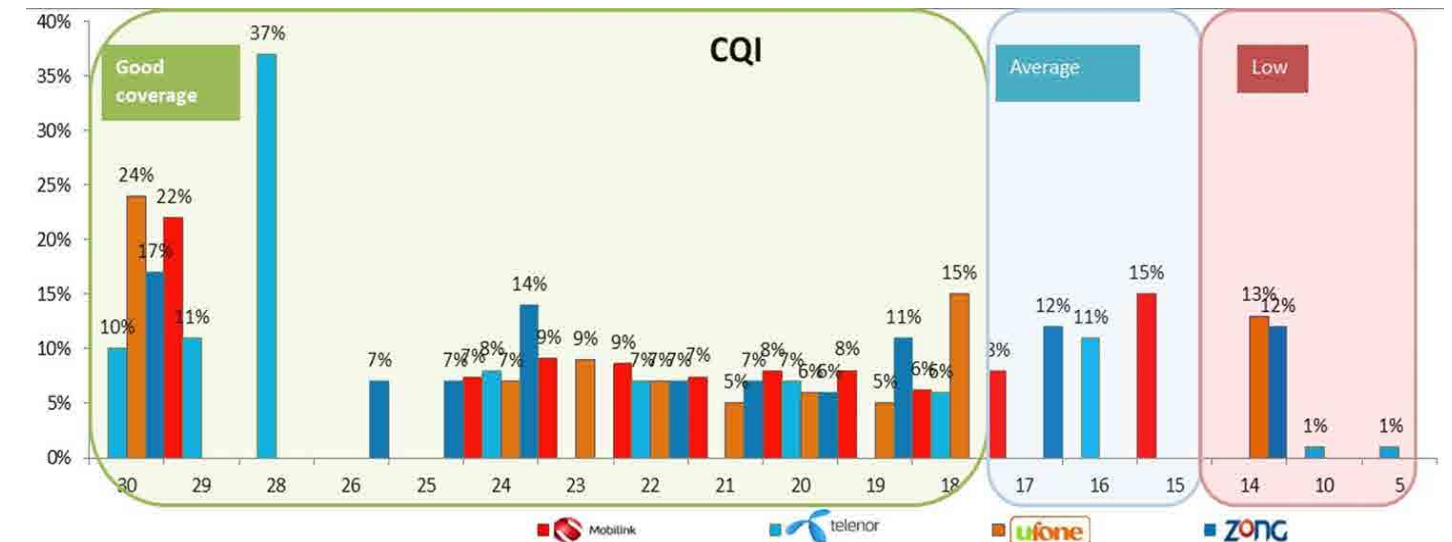
the UE reports low CQI value and the network sends it large transport block then it is highly probable that the UE will fail to decode the block.

Mobilink, Ufone and Zong provided good service coverage on the drive route area, while Telenor provided an average service coverage

The figure below shows the CQIs that were reported by the UE during the drive test. It was observed that overall for each operator average CQI lies in good region i.e. above 18 CQI value.

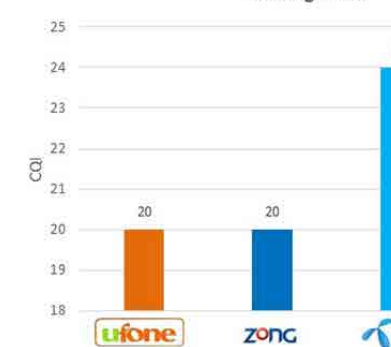
The average CQI received from Telenor was the best among other operators and was 24. Whereas, Ufone and Zong received an average CQI of 20, Mobilink recorded a value of 21. The figure displays the average CQI values of the four networks.

As seen the Average CQI values



recorded are quite good throughout the drive route.

Average CQI



Three main KPIs that are used for voice performance are: Call setup success rate (CSSR), call success rate (CSR) and call drop rate (CDR)

2.2 Voice Performance

Voice performance involves multi KPIs based on its test scenarios. The test performed only checked the call terminating and releasing cycle. For short calls the conversation time was kept for two minutes. For long calls the call in conversation were kept for the whole route. It helped in evaluating the performance of the voice calls of each operator. In this audit a call is considered successful when the call is setup successfully in the standard time period with the conversations starting and ending successfully till released. Based

on this process call performance is evaluated. The three main KPIs that are used for voice performance are: Call setup success rate (CSSR), call success rate (CSR) and call drop rate (CDR).

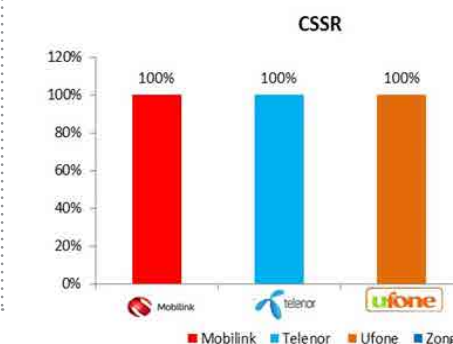
Keeping in view the timelines and log processing time required for all the operators the max amount of short

and long call(s) were attained for the duration of the route.

Approximately, 30 calls of 2 minutes each were made. All the calls were able to terminate and were released successfully and completely. Which means the CSSR and CSR was excellent i.e. 100% while CDR was 0%. These terms are defined in the following paras for convenience.

2.2.1 Call Setup Success Rate

Call setup success rate measures network capability of setting up a

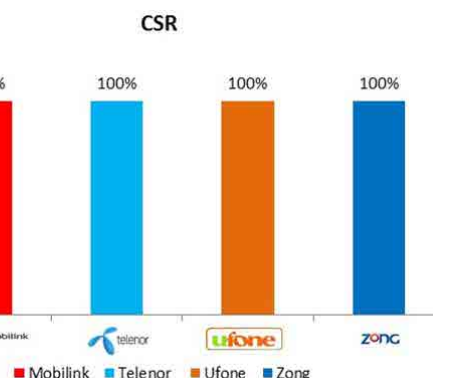


call successfully in a specified time period. This KPI is the ratio of total number of successful call established to the total number of call attempts.

The CSSR observed for each operator in this QOS is 100%. The graph below shows the result obtained for CSSR.

2.2.2 Call Success Rate (CSR)

Call setup rate measures the calls that were successfully setup and normally terminated. This KPI is evaluated by both CSSR and CSR to



give an overall end to end view of the total calls successfully established. Note that high call success rate is desirable.

The CSR observed for each operator is 100 %.

2.2.3 Call Drop Rate (CDR)

Another common KPI used worldwide is Call drop rate (CDR) which measures the call drops during the sessions. As it can be clearly seen from the above graph that call success

rate is 100% so no CDR was observed during the session.

2.3 Data Performance

Data performance or data throughput is one of the most important factors from user's perspective especially for 3G/4G network. As discussed already the scope of the existing audit is restricted to 3G network only (4G network audit will be conducted shortly as it was not available at the time of this audit). Since, Pakistan is one of the rising countries with increasing smart-phone penetration, more and more consumers are getting addicted to these devices. Currently, smartphones are exhaustively used for the following but their use in future will include other applications as well;

Emails configured on their devices

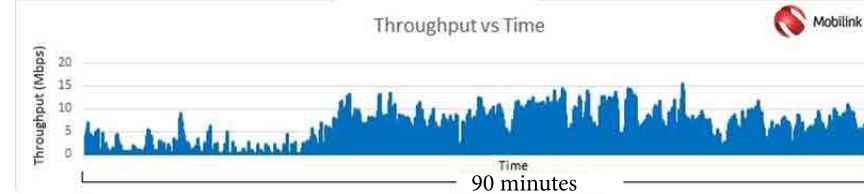
- Texting application installed
- Social applications for sharing large picture, audio and video files

The use of data services on the move, where there is no restriction of being tied to just Wi-Fi, will essentially increase the usage of data over respective networks. So being independent of a stationary access point the user is mostly devouring the throughput while on the move.

Since, Pakistan is one of the rising countries with increasing smart-phone penetration, more and more consumers are getting addicted to these devices

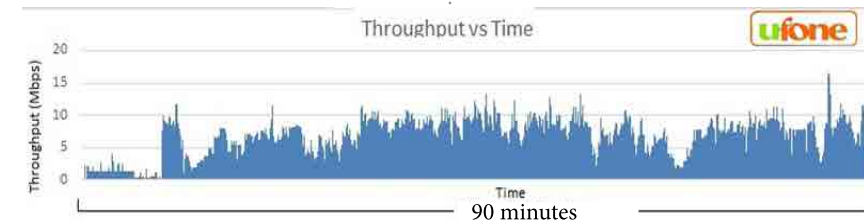
Apart from social applications the OEM of these Smart-Phones also provide updates for their expensive devices. Popularly iPhones, Samsung Nokia, Sony and HTC provide their customers with Over the Air (OTA) updates. These

updates are usually larger than 500MB that cannot be downloaded unless they have interruption free service to update their devices. The consumers usually prefer to compare the amount of data rates they get on their devices specially with friends & family. As professionals a more authentic and scientific comparison of these data services is important. So to check and report about the available quality of the recent 3G networks, each of the operator is tested for downloading and uploading large files. These large files were transferred in a continuous stream of downloading and uploading around 4GB and 2GB data respectively. The purpose was to force the nodes and devices to maximum throughput



achievable.

During the audit process the largest data packages were checked for the operators and that too, over the entire drive route as per industry practice. Due to large data throughputs for Uplink and Downlink, heavy data download was recorded for analysis and reporting. The log collection was completed in more than ten rounds and identified blind spots, weak areas and worst places for each operator. In the following figures and graphs the reader will observe the operators achieved their best possible data rates. Technically, the data rates are measured in bits per second (bps) but one can see that for general



public throughputs are shown in Bytes per second (Bps). Please note that bytes is just 8 times multiple of bits.

2.3.1 Downlink Throughput

For data performance analysis large files were downloaded as mentioned before via dialup connection. The transfer rates recorded using the tools varied according to the changes in factors like RSSI, RSCP and CQI. FTP was used to download the files. Below is the analysis of throughput for each network.

The following values are all recorded in mobility.

2.3.2 Mobilink

The graph below shows the throughput values of Mobilink network. The values were recorded using free 3G internet.

Due to free trial of the internet it is expected to have a large number of users in that sector. It can be observed from the graph that rates started rising after around 15 minutes. The large number of users in the same sector contributed to low RSCP and CQI which eventually resulted in low throughput in the beginning of the route. The highest peak achieved was 15mbps while the average value achieved was 3mbps.

2.3.3 Ufone

In the beginning the throughputs remained consistently low. However, moving into better coverage area one can observe the rise in the graph against time.

Apart from the initial period it showed good behaviour in throughput values specially during the latter part of the route. The highest peak achieved

was 16.9 Mbps and average values achieved was 6 Mbps.

2.3.4 Telenor

Looking at the graph below it can be observed that overall the values are satisfactory. The Peak throughput achieved was 18 mbps while the average value achieved is 5 mbps.

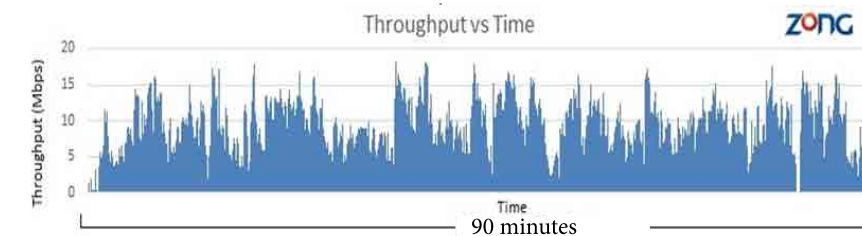


Some of the values achieved for throughput are low because of low RSCP which resulted in low CQI.

The rise and fall of the graph indicates the communication between UE and Node-B, and the assigning of the respective CQI to avoid disconnection and continuous throughputs.

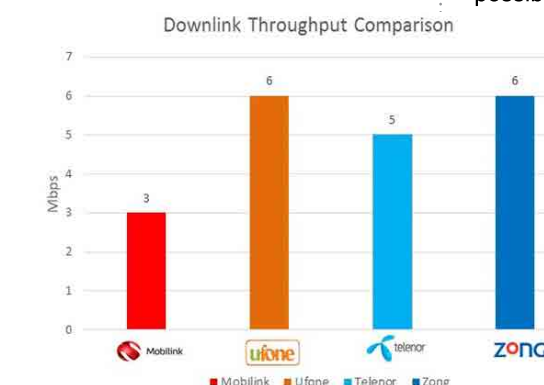
2.3.5 Zong

The graph for Zong shows a consistent behaviour overall. The trend shows that overall the network behaviour is very good. The highest peak achieved is 21mbps while the average values achieved is 6 mbps.



2.3.2 Average Downlink Throughput

To get an overall view of the data performance of each network operator, a comparison has been



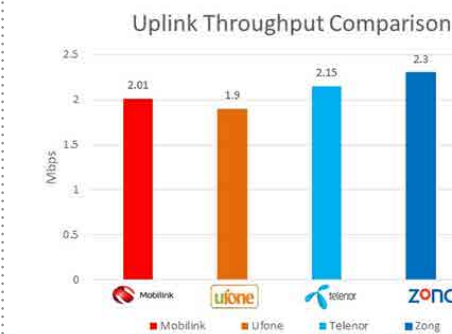
shown in the graph. The graph compares the average download throughputs that were achieved during the drive test.

It can be seen that Zong and Ufone has taken the lead in achieving the average downlink throughput which is 6 Mbps.

Telenor and Mobilink on the other hand were able to achieve 5 Mbps and 3 Mbps respectively.

2.3.3 Average Uplink Throughput

For the calculation of uplink throughput specific files were



uploaded on the server and measured its uplink rate. Since, in

mobility the CQI, RSCP and RSSI changed from location to location due to change in noise levels and possibly other available traffic at

that time. So it had to force the Node-B and the UE to communicate and select the best possible modulation to provide best achievable throughputs. It is the inherent property of the network to schedule data rates among the users

judicially.

For uplink throughput evaluation large files were uploaded to the FTP server from UE throughout the drive route. The graph compares the average upload throughputs that were achieved during the drive test.

From the graph it can be observed that Zong takes the lead in upload throughputs and achieves average throughput of 2.3 Mbps, while Telenor has 2nd best throughput value which is 2.15 Mbps.

3 PTA Recommended KPIs

Following is the summary regarding the values achieved by each operator viz-a-viz PTA defined parameters for the mobile operators. The PTA column is the minimum value required by each operator. It is observed that all the 3G operators do fulfil the minimum standards defined for its consumers.

Conclusion

The above mentioned audit is for the existing four 3G operators in Pakistan (it does not take into consideration recently launched Zong LTE services). This article reports the comparison of the four operators by using standard KPI for the most popular services like Data download, upload and CS Calls both MT and MO. The results showed that all four networks in their present state performed well in achieving their regulatory targets in voice calls. All the networks showed 100% Call Success rate with no block and drop calls. The networks were mainly tested for the

KPI's	PTA	Mobilink	telenor	ufone	zong
Call Connection Time	≤ 6.5 sec	$\leq 5s$	$\leq 5s$	$\leq 5s$	$\leq 5s$
Call Completion Ratio	$> 98\%$	100%	100%	100%	100%
SMS Success Rate	$> 99\%$	100%	100%	100%	100%
End to End SMS Delivery Time	≤ 12 seconds	$\leq 10s$	$\leq 10s$	$\leq 10s$	$\leq 10s$
RAB setup success rate	$> 97\%$	100%	100%	100%	100%
Session abnormal release rate	$< 2\%$	0%	0%	0%	0%
User data throughput	A minimum user data rate of 256 kbps typical	≥ 256 Kbps	≥ 256 Kbps	≥ 256 Kbps	≥ 256 Kbps
Signal Strength (RSCP)	A minimum outdoor signal strength of -100 dBm must be achievable with 90% confidence within the areas	≥ -99 dBm	≥ -99 dBm	≥ -99 dBm	≥ -99 dBm

newly announced data packages that the Telecom customers in Pakistan will experience on 3G. Again all the networks showed good performance of download and upload data throughputs, with Zong and Telenor achieving slightly better data rates along the routes.

Finally, it should be mentioned that QoS survey should be conducted on a periodic basis. The results may vary from the actual conditions as the networks are mainly going through the optimization further improvements beyond their regulatory

compulsions specially to manage the increase in traffic by users.

The results showed that all four networks in their present state performed well in achieving their regulatory targets in voice calls as well as in data throughput performance

Currently, the QoS services are monitored by the operators and the results they obtain are kept

classified. To reduce customer confusion and complaints about the services to increase their satisfaction, the regulators should conduct the assessment of networks expecting and services. This could be achieved by either planning regular benchmarking studies or subcontracting benchmarking works to third parties, and then report some relevant outcomes and findings to the public for the development of the industry as well as consumer awareness.


club mobile®
THINGS WITH CLUB lookin' great

A70



solid and Slender in design



 By Saima Ibrahim

Wearable Tech

AN AMALGAM OF FASHION AND TECHNOLOGY

Technology is taking over when it comes to the fashion trends for 2014

Wearable tech refers to any piece of technology that can be worn on body like smart glasses, smart watches, bracelets, brooches, visors and necklaces. This wearable tech has started a new era of technology but with a new style and elegance. In this digital era, man will be entertained with more customized accessories that will be known to both fashion and technology. In the fashion industry, if you aren't moving forward, there are chances that you are falling behind.

In this digital era, man will be entertained with more customized accessories that will be known to both fashion and technology

The world of fashion has the capacity to change faster than ever and only those who have an eye on what's coming next in the future will be in the powerful position to gain a competitive advantage. Wearable Technology is and will be the most dominant topic of discussion this year. I have collected few of the outstanding tech-clothes and other wearable devices that have revolutionized fashion and technology alike.

CHBL Jammer Coat

This coat is designed by an Austrian architecture company, Coop Himmelb(L)au and you can use it to disappear. It does not mean that you

will be invisible through it rather its metallized fabrics block all radio waves and the wearer can remain untraceable from modern devices. It works impressively and one cannot be contactable via phone.

Rain Palette

As acid rain is a serious threat to human health these days, the Korean designer Dahea Sun has invented a natural cabbage dyed dress to secure humans from it.

Just think of clothes having solar panels that can charge our mobile phones or something that transforms our appearance in response to mood simple for the sake of fashion

The dress acts as a pH indicator when rain falls on it. The dress has even a smartphone app that let the user to scan and upload color changes to a cloud based database and update the world



with real-time environmental data about the rain.

BB. Suit

Designed by a Dutch textile developer, Borre Akkersdijk, this model is actually opposite of the Jammer Coat. BB. Suit has copper

wires in it that enables WiFi, GPS, NFC and Bluetooth to turn you into a map-able hotspot with MP3 streaming capabilities. These wires do not hurt the user as there are two layers of cotton for protection and thus making it more comfortable.



BB. Suit has copper wires in it that enables WiFi, GPS, NFC and Bluetooth to turn you into a map-able hotspot with MP3 streaming capabilities

Gaze Activated Dress

This exceptional dress has the ability to detect human gaze. Embedded with eye-tracking technology, the dress responds to the human gaze. Gazing at the dress activates tiny motors which move certain parts of it.



One of the dresses is covered in tendrils of photo-luminescent threads that dangle from ruched fabrics while the other one is made up of glow-in-the-dark threads which form a base layer.

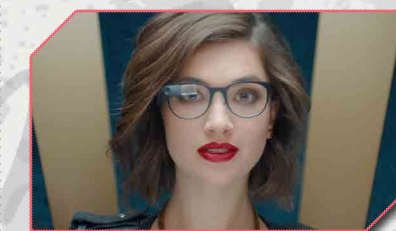
Google Glass

Google Glass is a wearable technology that displays information in a smartphone-like hands free format. Wearers communicate with the Internet via natural language voice commands. The fashionable Google Glass has optical head-mounted display (OHMD) which works perfectly for many

functions.

The 5MP camera has the ability to take photos and record 720p HD video.

It will also show the wearer text messages and emails and will allow him to reply via voice command option. Through voice command any information can be asked and Google Glass will answer you.



Other interesting functions include showing maps, translating, integrating Google Now and Google Play Music, in short having a Google Glass means carrying "Google" with you but along with additional functions.

There are many other projects pending in order to bridge this innovative relationship including Smoke Dress, Robotic Spider Dress, Paparazzi Lover, Holy Dress, Bubelle Emotion Sensing Dress, Wearable Solar Fashion, Living Pod etc

Apple iWatch

All watches tell time but with Apple iWatch the wearer can make more expeditions because it is really accurate timepiece. A stylish device that helps the user to stay scheduled, in touch and headed in the right direction. The wearer can see and respond to messages, calls and notifications quite easily. Another extraordinary function of this device is being the 'health and fitness companion' that always suggest ways to be more fit and active.

These are only few glimpses from upcoming venture of fashion with technology, there are many other projects pending in order to bridge this innovative relationship. Other mind-blowing projects include Smoke Dress, Robotic Spider Dress, Paparazzi Lover, Holy Dress, Bubelle Emotion Sensing Dress, Wearable Solar Fashion, Living Pod etc.

It cannot be denied that these wearable gadgets will be costly but when it comes to facilitation and ease, the factor of cost is always ignored by the user

Yes, Google Glass and the like have finally hit the market with marginal impact, but wearable tech (still in its infancy) is breaking through in tangible ways that are just beginning to resonate with popular culture. Keeping in view both sides, it cannot be denied that these wearable gadgets will be costly but when it comes to facilitation and ease, the factor of cost is always ignored by the user.



Fashion may be short-living but the technology in its making will stay for long. Brands and retailers embracing innovation and the state of the art technology will be better equipped to compete in the current age in which technology has a profound impact on the way we manufacture, retail, and consume fashion and apparel. It's just the tip of iceberg, a beginning of a great start. Just think of clothes having solar panels that can charge our mobile phones or something that transforms our appearance in response to mood simple for the sake of fashion.



By Kanwal Ayub

MOBILE INSURANCE

A Safe Choice To Secure Your Gadget



**CRACKED, BENT, DENTED,
DROWNED, LOST OR STOLEN**

all kinds of accidents can
happen to your smartphone!

Smartphones are becoming the hub of our digital Lifestyles. With each passing day our smartphones are becoming exceptionally sophisticated as a result of which the smartphone users are facing challenges of protecting their device against damages.

Our life is getting smarter; some

keep their handset close to their heart, while for others it works like a brain.

Many people misplace their mobile phones frequently while tragically many others have had their cell phones stolen or snatched. Especially in Pakistan smartphone owners have an increased risk of robberies due to the poor law and order situation.

**Our life is
getting smarter;
some keep their
handset close
to their heart,
while for others
it works like a
brain**

Even if you haven't lost a phone or had one stolen, there's a good chance you've dropped it at least once and maybe are still living with a cracked screen or otherwise damaged device. So, it is very important to make sure your smartphone is insured.

The second company to step forward in this regard is Samsung Pakistan with its Accidental Insurance and Tab Secure

Smartphone insurance is meant to help you in your bad times, when you're suffering from a phone crisis (loss/theft/damage). Insurance plans for smartphones are offered by almost all the major smartphone carriers around the world since long ago, but in Pakistan it started recently. Although there are after-sale service centers in Pakistan, none of them are giving free insurance to the consumers in case of theft or damage.

**Smartphone
insurance is
meant to help
you in your bad
times, when
you're suffering
from a phone
crisis (loss/theft/
damage)**

In September, 2013, Nokia was the first company to introduce mobile phone insurance for Nokia Customers in Pakistan. The deal

was signed with Pak-Kuwait Takaful Company Limited (PKTCL), which focused on accidental damage and loss of phone due to snatching on armed-hold up.

The second company to step forward in this regard is Samsung Pakistan with its Accidental Insurance and Tab Secure. The telecom giant has signed an agreement with AON Pakistan to provide free accidental coverage for Samsung handsets and tablets against damages and repairs with no extra premium within the warranty time.

It might be a beginning of a new competition between companies, who are rushing to provide more protective insurance plans to customer for gaining a higher market share.

Nokia was the first company to introduce mobile phone insurance for Nokia Customers in Pakistan

This will be something new for the vast majority of smartphone users in Pakistan and they'll be confused whether to insure their smartphone or not. Let's make it easy, here are few questions that will help a smartphone user to consider an insurance plan:

- Are you clumsy or accident-prone?
- Do you have kids who like to share your devices?
- Do you travel often or go out frequently?
- Do you use your smartphone while exercising or in extreme environments?
- Are you forgetful or absent minded?
- Would paying full price for a replacement phone represent a financial hardship?

If you answered "yes" to three or more of the above, then you should consider an insurance plan for your phone.





CREATIVE WAYS

to EARN MONEY on Instagram

Use the best mobile visual marketing tool ever created to turn your passion in to cash

Instagram is one of the leading and most popular social media website of today.

Released back in 2010 and, it immediately brought out the crazy obsessive photographer in every smartphone user. It is undoubtedly one of the best mobile visual marketing tool ever created that people are using to show their creative and interesting lives.

Instagram is an incredible online mobile photo-sharing, video-sharing and social networking service. Users can not only take pictures and videos and then share them on variety of social networking sites but they can also follow friends, celebrities, and other folks to receive their pictures on their Instagram feed. In Mar, 2014, its active users have reached over 200 million, a pace that surpasses both Pinterest and Tumblr.

In Mar, 2014, its active users reached over 200 million, a pace that surpasses both Pinterest and Tumblr

I wasn't an Instagram lover before and considered it a vain activity but that was until I realized that it is not just a lame photo sharing activity, but you can also earn decent money through that same app you call

'hobby.'

How-To: Make Money on Instagram

Photography

This is the most subtle way to earn money on Instagram. It is an amazing way to bring out your skills of composition, exposure, and retouching to the surface. A Photographer named Daniel Arnold made \$15K in one Day on Instagram. One buyer even offered him \$1,000 up front for prints of any photo that had received more than 1,000 likes.

You can not only sell your picture directly from the Instagram but there are several places you can go to try your hand at making some extra spending cash from your photos:

Instacanvas - You can turn your digital photos into physical prints at this online marketplace.

iStockPhoto - It's probably the biggest collection of paid photos out there. Make an account there and sell your photos to a wide customer's base.



Snapwire - It is a comparatively new site but it's already making waves in the market and drawing big-name advertisers to its growing library of premium stock photography.

Photography is the most subtle way to earn money on Instagram

Editing and Post Processing

There are many people who are not good with photography itself but are excellent at post processing scene and make the photos shine.

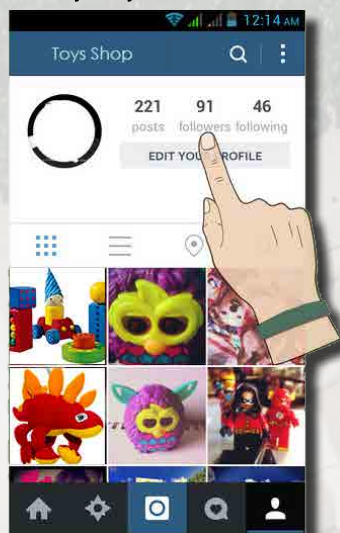


It has high probability that your work catches the eye of interested clients and you get hired just like that....!!

Instagram Marketer

Marketing has become one of the major aspect of social media today. Being an Instagram marketer you can target communities to promote specific products and services.

Through Instagram you can not only get hired by other companies but can also promote your own products and services i-e clothes, parlors, homemade cakes, jewelry, etc. If you have a technical skills and the rightful amount to spare then it's a great money making opportunity for you.



You can become a brand ambassador of a brand, product or campaign at SnapFluence where your only job is to be an active Instagram user.

Being an Instagram marketer you can target communities to promote specific products and services

You can get paid and you can get exclusive benefits like free products. Another iOS app you can try is Popular Pays where a company will make an offer (usually not in cash but in goods), and if you like it, join the request (for example, 500 followers for a product to be marketed).

Sell Items Online

Just like OLX Instagram can also be used as a platform to sell goods. It is a great medium if you want to highlight your business.



Like OLX Instagram can also be used as a platform to sell goods

Become a Model/Actor

Technology has definitely changed the way how thing use to work in the past.

Becoming a model is almost every teenager's dream these day and Instagram has given them a chance to become one. Make your portfolio on Instagram, follow famous models and modeling agencies



and you might get lucky and get a chance to reach the top of modeling industry.

With the right messages and followers to receive that message, Instagram can play a major part in your hunt to make money online

There is nothing good or bad in this world, thinking makes it so. In the same way technology is not good or bad, it solely depends on the way you are planning to use it. You probably not think much of Instagram beyond a platform where people share thoughtless picture of their daily activities. But with the right messages and followers to receive that message, Instagram can play a major part in your hunt to make money online.

By Rizwana Khan

Jonathan Ive

WThere are many individuals who have transformed the IT industry and its technology by taking it to its apogee. Fame and fortune has rarely been their immediate temptation. They worked with a passion to change the world and radically altered the way technology was perceived. We are proud to starting a new section in our magazine from now on in which we will pay tribute to the personalities that shaped and defined technology over the years.

After the late Steve Jobs, no one has had more influence on Apple than Jonathan Ive, the company's senior vice president of design. Since 1996, he has been responsible for leading a design team widely regarded as one of the world's best. As the driving force behind the look and feel of Apple's innovative products, Jonathan also provides leadership and direction for Human Interface (HI) software teams across the company.

"Different and new is relatively easy. Doing something that's genuinely better is very hard."

Jonny Ive

Jon' Achievements

Ive has worked at Apple for 22 years. In that time he has received countless awards and accolades for his ingenuity and commitment to Apple's minimalist design aesthetic. Some of the prominent achievements are mentioned here under.

✔ In 2003, he was the winner of the Design Museum's Designer of the Year Award, the first given.

Ive is one of the most influential people of current times, he is the man who brought you the iMac and the iPad and now, the Apple Watch...!!

✔ In 2004, he was named the „Most Influential Person on British Culture“ by the BBC.

✔ A 2006 Macworld magazine poll listed Ive's joining Apple in 1992 as the sixth most significant event in Apple's history.

✔ In 2007, Ive received the 2007 National Design Award in the product-design category for his work on the iPhone.

✔ In 2009, Ive received an honorary doctorate from the Rhode Island School of Design, and honorary doctor of the Royal College of Art.

Ive is listed as a patent holder on over 730 U.S. design and utility patents, as well as many more related patents around the world

✔ In 2011, the Daily Mail profiled Ive, hailing him as a „design genius“. He also was nominated for a British Inspiration Award.

✔ In 2012, Vanity Fair gave Ive along with Tim Cook the first spot on their annual „New Establishment“ List.

✔ As of early 2014, Ive is listed as a patent holder on over 730 U.S. design and utility patents, as well as many more related patents around the world.

✔ In 2014, The San Francisco Museum of Modern Art (SFMOMA) celebrated the groundbreaking achievements of designer Jonathan Ive with its 2014 Bay Area Treasure Award.



Smartphone Review



Profile

G Right is a local brand that offers inspirational and innovative gadgets on budgeted prices. The company has recently launched different kind of devices including smartphones, bar phones and tablets. Recently the company has launched two android tablets powered by Intel. I have reviewed one of their recently launched device, HD8i and the results were slightly above average.

Review

HD8i is a thin, light and decently designed tablet. The slim aluminum design adds to its beauty. Design wise, it certainly sets the bar high for any subsequent tablet. It features an elegant 8 inch Full HD bright and wide display. It comes

with android version 4.4.2 custom build by Gright. HD8i is powered by Intel clover Trail Z2580 processor. With such powerful processor inside, high definition games and HD video entertainment is no more a dream. HD8i features the fastest chipset among all the Gright phones and tablets. HD8i comes in two colors black and white.

HD8i features 8 inches capacitive touch screen. With a full HD resolution (1280x800 pixels), photos, video, and text seems crisp on the tablet's screen. All this adds up to a display that does justice to any visual content you choose to enjoy on the HD8i. Specifically HD8i offers admirably wide

viewing angles, a pleasing amount of brightness and rich colors.

HD8i sports 5 mega pixel of rear camera and 3 mega pixel of front camera. HD8i comes with 2.0 Intel clover trail processor. It is a 3G enabled tablet with 1 GB RAM and 8 GB ROM. HD8i is supported by the battery of 4100mAH which gives you a maximum use of about 24 hours.

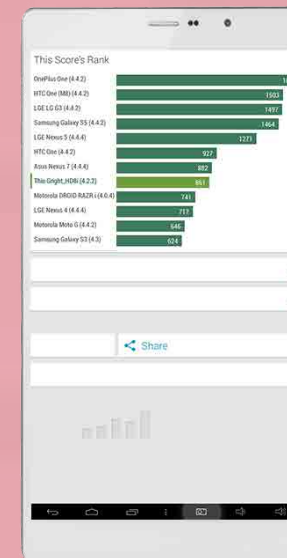
Performance and Benchmarking

Two comprehensive tools were used to check the performance of Gright HD8i and judge its standout position amongst its competitors.

By Yasir Ajmal

Vellamo Metal

Vellamo Metal is a set of discrete lower-level benchmarks around the CPU. This series of tests evaluates capabilities such as: CPU performance on integer and floating point operations, memory read/write and peak bandwidth performance, and memory branching speed. This test placed our device at eighth place by giving it 816 points.



Vellamo Multi-Core

This chapter tests how well the processors in your multi-core device work together (simultaneous execution). This test placed HD8i at 9th place by giving it 1221 points.



Antutu Benchmarking

Antutu is compound benchmarking application. It includes various comprehensive tests such as “Memory Performance”, “CPU Integer Performance”, “CPU Floating Point Performance”, “2D 3D Graphics Performance”, “SD card read-write speed”, “Database IO” performance testing. This application placed HD8i at 9th position giving it a score of 25723 in its top 20 bar chart.



Specs

Network: GSM 900/1900, WCDMA 900/2100

Body: Dimensions: 150.6 x 75 x 9.5 mm (5.93 x 2.95 x 0.37 in)
Weight: 140 g (0.30 lbs)

Display: Size: 8 inches touchscreen, 1280 x 800 pixels, capacitive multi touchscreen IPS-HD

OS: Android OS, 4.2 Jelly Bean

Memory: RAM: 1 GB DDR3
Internal: 8 GB

Camera: Rear Camera: 5 megapixels
Front Camera: 2 megapixels

Processor: Intel Clover Trail z2580, 2.0GHz

Battery: Built-in rechargeable lithium-ion, 4100 mAh

Color: Black & White

Pros

- Powerful chip
- 8 Inch Full HD Screen
- 3G Supported
- Battery 4100 mAh

Cons

- No update for Android 4.2(Jelly Bean)
- 1 GB RAM
- Just 5 MP Camera

Inside the Box

- HD8i smart tab
- OTG cable
- Ear phones
- Screen guard
- Charger
- Quick start guide
- Warranty Card



The Future of Education

E-Learning Has the Potential to Revolutionize the Way How We Teach and Learn

The idea that technology can revolutionize education is not new. In this digital age books and journals have found their way to the desktops. Internet, coupled with mobile and more affordable end-user gadgetry now lends a powerful digital medium to enhance the teaching and learning experience across the globe. Advances in information technology have enabled the "personalization" of the learning experience by providing easy access to resources.

E-learning is the advance form of learning, in which the use of electronic media, educational technology and information and communication (ICT) has been stressed in education system. In e-learning, content is delivered through internet, intranet/extranet, audio or video tape, satellite TV,

CD-ROM etc to facilitate the process of distance learning. That is why in the beginning it was called "Internet-Based Training" or "Web-Based Training", which later on modified to "e-learning".

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It can be said that e-learning enables people to learn anytime and anywhere through the use of technology. E-learning has actually replaced the traditional time consuming approach of learning (class room learning) with more active and fast approach. Thanks to the invention of electronic resources, easy, quick and anytime access to books and

journals have made an effective learning.

It is obvious that technology has the power to transform education. It is essential to bring technology into the classroom to empower learning. Easy access to knowledge is demand of today's world. That is why e-learning has remained the main focus of this century. With minute differences from distance learning, e-learning has enabled man to have more easy access to all bookish material at one click.

Thanks to the invention of electronic resources, easy, quick and anytime access to books and journals have made an effective learning

Huge libraries are stored on online database, which has facilitated man to conduct authentic research while sitting in far flung areas. Also learning becomes interesting via internet as it engages and challenges



By Saima Ibrahim



students with brand new and interactive methods.

Technology in the Field Of Education Can Be a Powerful Tool

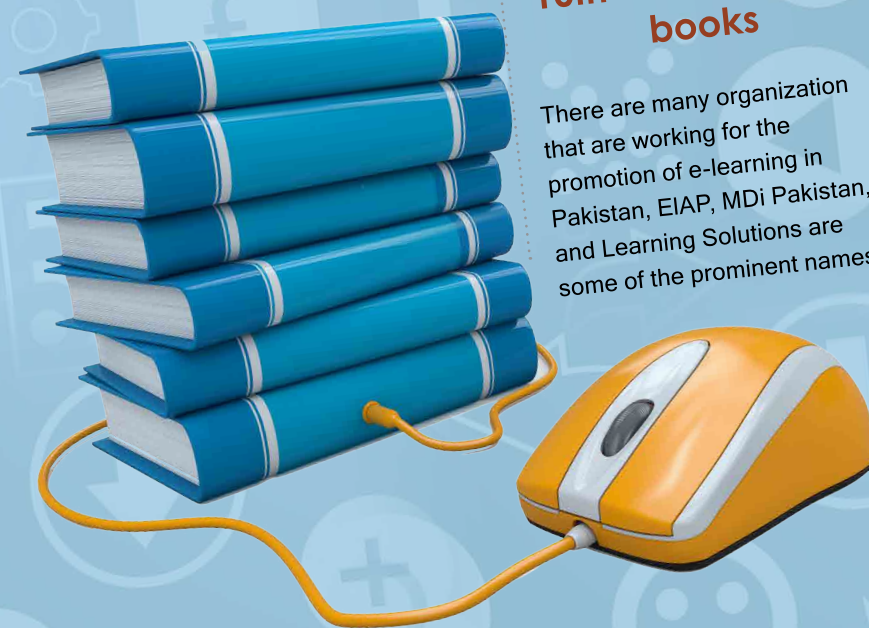
The government of Pakistan should take significant steps to keep the pace with rest of world in the field of education. These important measures must provide equal opportunities for both rural and urban areas, as there is a dire need to work on the rural education system of Pakistan. In this regard, the government of Punjab has taken initiative by providing a digital repository of 8th, 9th and 10th class's course books.

At higher level, Virtual University and Comsats in Pakistan has also taken significant steps. They are generating new patterns of teaching and learning through the use of information technology.

Alama Iqbal Open University is also contributing a lot in giving distance learning but e-learning needs extraordinary access to technology so unfortunately the university is unable to provide web-based learning.

The government of Punjab has taken initiative by providing a digital repository of 8th, 9th and 10th class's course books

There are many organization that are working for the promotion of e-learning in Pakistan, EIAP, MDi Pakistan, and Learning Solutions are some of the prominent names



that are providing e-learning consultancy in the region.

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These efforts on public and private level have made Pakistan among the top ten countries with highest e-learning growth rate in the world. The overall global market for e-learning products also extended to US\$42.7 billion last year, and is projected to reach US\$53 billion by 2018.

E-learning has played an important role in the creation of the global knowledge based society. Government of Pakistan should also take fundamental measures to further promote e-learning in all provinces. With the advent of communication technology, the issue of e-learning has made its presence all over the world. The future is all about technology and multi-screening, Education just can't lag behind.

The future is all about technology and multi-screening, Education just can't lag behind



By Rizwana Khan

Excessive use of smartphones is contributing to the Mental Health Issues

THE DARK SIDE OF SMARTPHONES

We are living in a society where time is considered more precious than money and even a slightest inconvenience is considered a setback. People now want to connect others with utmost ease and within seconds, that is after all why smartphones were invented. Smartphones are no doubt the most amazing invention of our time that have not only made our lives easier but have also allowed us to do things so much faster.

It is ironic that something that was invented to make our lives simpler is actually contributing to our stress

The level of convenience that smartphones have bought in our

lives is exceptional, these have enabled us to perform countless activities besides communication. But it is ironic that something that was invented to make our lives simpler is actually contributing to our stress. Everywhere you look you will see people buried in their smartphone, oblivious to the world around them.



Smartphones have enabled us to take so many responsibilities but instead of increasing the productivity they have become a constant distraction for us.

Smartphones have enabled us to take so many responsibilities but instead of increasing the productivity they have become a constant distraction for us

Many researches have been conducted and all point to the same results that excessive use of cell phone can lead to increased stress levels because of "the need to stay connected 24/7". Staying connected through social communication facilitated by smartphones hasn't improved the quality of relationship rather this dependence has threatened our intrinsic need of belongingness and has caused feelings of loneliness.

The negative side of cell phones

is clearly evident to all and yet people are being ignorant about it or probably they understand the repercussions but their need to stay up-to-date with technological trends is greater than their health concerns.

Many researches have been conducted and all point to the same results that excessive use of cell phone can lead to increased stress levels because of "the need to stay connected 24/7"

Even after stressful day at work or school we hop on to the internet immediately when we get back home, our brain doesn't get the chance to de-stress and unwind the day's activities, so it get stuck in stress mode 24/7. Late night use of laptops, tablets and smartphones is seriously messing up the sleep patterns and habits of users, leaving them not only with sleeping disorders but also with stress and depression.



The amount of times technology abusers check their gadgets are just enough to trigger the addiction-oriented parts of our brains. This is just like any other addiction, once you get addicted to it you just cannot live without it. FOMO aka "Fear Of Missing Out" is another type of mental disorder that is caused by smartphones. The popularity of social media and sharing everything has affected everyone alike, from middle school-ers to working adults.

They are under constant pressure to attend every event and share

every experience. It's basically the "is everybody having fun without me?" disease. Excessive use of technology has led to the feeling of isolation.

People have become distant from physical world although they are connected to each other 24/7.



They have also become more uncivil. Being rude to others is wrong itself but in the virtual world it has resulted in internet bullying. All of this leads to insecurity and self-doubt, one constantly compares himself to others and thus suffers from anxiety and depression.

It is important to create a balance in our life because everything needs moderation. We need to step out of the virtual world and enjoy the real one

Stress and anxiety are not the only cognitive problems that stem from frequent use of smartphone and internet, this technology has altered our minds into a new way of absorbing and processing information as calm and focused mind is pushed aside and replaced by a mind that wants to take in and dole out information in short, disjointed, often overlapping bursts.

The ability to process everything faster is no doubt better however, what use is this ability and what meaningful contributions will it make if we are not able to concentrate on something for an extended period of time, and do not truly absorb something instead of just storing it in short-term memory.

We may not understand this fully but human mind is very powerful with unlimited potential. But sadly we are wasting its potential by constantly using smartphones and internet even for the smallest of tasks

Our creativity, imagination and problem solving abilities have been majorly affected, we turn to Google the minute we face a problem just because it will provide the answers faster. Our cognitive development has disrupted due to the excessive smartphone usage and we have become dependent on smartphone and internet, it's more like we have become slaves of the technology. We may not understand this fully but human mind is very powerful with unlimited potential.



But sadly we are wasting its potential by constantly using smartphones and internet even for the smallest of tasks.

The negative side of cell phones is clearly evident to all and yet people are being ignorant about it or probably they understand the repercussions but their need to stay up-to-date with technological trends is greater than their health concerns

ALS ICE BUCKET CHALLENGE!

The biggest viral trend of 2014 reaches Pakistan

What spread across the world like wildfire has now reached Pakistan, we witnessed Bakhtawar Bhutto Zardari and Asifa Bhutto Zardari, the daughters of former president of Pakistan Asif Ali Zardari attempting 'ALS Ice Bucket Challenge'. Asifa Zardari further nominated Wasim Akram for the Ice Bucket Challenge

I am sure, many of you are familiar with this new hype spreading all over social media, and for those who are unaware about it, let me help you:

The Ice Bucket Challenge, sometimes called the ALS Ice Bucket Challenge, is an activity involving dumping a bucket of ice water on someone's head to promote awareness of the disease amyotrophic lateral sclerosis (ALS) and encourage donations to research

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The Ice Bucket Challenge's legacy is that it could become a blueprint for achieving viral success, which other charities or businesses could choose to replicate

promote awareness of the disease amyotrophic lateral sclerosis (ALS) and encourage donations to research.

More than millions for Ice Bucket challenge videos on internet and it has raised more than US\$50 million for Amyotrophic lateral sclerosis (ALS).

When challenged by a friend or colleague, you have 24 hours to either donate \$100 to the cause or post a video showing yourself dumping a bucket of ice water on your head to get out of donating. Then, in turn, you challenge three others.

So, it is a simple activity, where they all are pouring a bucket of ice water over their heads and challenging others to do the same, all in the name of raising money for amyotrophic lateral sclerosis (ALS) research and awareness.

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All the major Tech CEOs, celebrities, sports person and politicians have all doused themselves in the name of a good cause

This simple activity, which began its spread in this year's summer, have now become the biggest social movement ever judging by the way it is trending these days. As Hundreds of celebrities became part of this activity, ranging from

the likes of from Bill Gates and Mark Zuckerberg to Cristiano Ronaldo and Lionel Messi.

All the major Tech CEOs, celebrities, sports stars and politicians have all doused themselves in the name of a good cause, or perhaps just to ride the crest of the latest hip meme.

Interestingly, not only celebrities but people have been challenging their friends and relatives to either dump a bucket of ice water over their head or donate \$100 to an ALS-related charity. Here, when we talk about Pakistan, The idea of donation is vanished somewhere and all I could see is ice buckets & videos on social media.


Here, when we talk about Pakistan, The idea of donation is vanished somewhere and all I could see is ice buckets & videos on social media


I would also like to give credit to Samsung for their smart move by using 'Ice Bucket Challenge' into a smartphone ad to highlight the water-resistant capabilities of Galaxy S5.


To poke its rivals, Samsung has posted a video of the Galaxy S5 taking the ice-bucket challenge and then challenging the iPhone 5s, HTC One M8 and Nokia Lumia 930 to do the same.


At the end of the day, the Ice Bucket Challenge was successful because it took a simple formula for viral content creation, and added the charitable request as part of its easily reproducible format. This was a perfect example of how we can mold the mindsets of this 'selfie generation' towards a higher


FAMOUS ICE BUCKET CHALLENGES!


 President George W. Bush was soaked by ice water at the hands of his wife Laura Bush. He went on to challenge his presidential predecessor, Bill Clinton.


 President Obama was challenged by basketball star LeBron James, although he apparently decided to make a donation instead.

 One of the most talked about ALS ice bucket challenge is that of Bill Gates, and his smart integration of engineering into the "dumping of ice" as a response to Mark Zuckerberg's nomination.

 In Pakistan, The famous designer & photographer Tapu Javeri participated in this and nominated three influential people to do it next.

 Sania Mirza, the famous tennis player also became part of this movement.

 Sunny Leone, the adult film star of India took up the challenge when nominated by her family members and a lot of her fans.

 We can also see the videos of Akshay Kumar, Bipasha Basu, Sidhart Manhotra and Abishek Bachan completing their challenge.



TOP MUST HAVE APPLICATIONS & GAMES FOR YOUR SMARTPHONE

Long March

Rating : 3.8 Price: Free

Experience the fun of Azadi Long March with Imran Khan. Dodge every hurdle and get closer to the seat in presidency. From Lahore to Islamabad, experience the difficulty during the actual march.
Chair: Each chair gives Imran Khan a health boost of 25.
Policeman: Save Imran Khan from direct collision with Punjab and Islamabad police.
Ballet box: Earn as my points as you can to become Prime Minister of Pakistan
Container: OOPs, don't get hit by the huge containers; takes away health rapidly.



Run Sheeda Run

Rating : 4.5 Price: Free

KITNA BHAAGAY GAA??? Crank up the national anthem and watch Sheeda run amok through the alleys of Lahore! Guide Sheeda, your everyday mischievous Pakistani kid, as he dwells upon an adventure to save his beloved chicken from the clutches of the very big, and oh-so-ugly, qasai! Escape his grasp and save your chicken before he becomes a tikka fest for the Lahoris.

PAKISTANI SOFTWARE DEVELOPER APPLICATION



Eye Makeup Style

Rating : 4.2 Price: Free

Always get the latest best top eye makeup/makeover art designs in high definition at real time no matter where you are, and whenever you open your application. Images on the server get updated automatically. Best eye makeup designs in multiple categories!! All in one free application!!
Bonus: Tutorials are also included in this package.



PAKISTANI SOFTWARE DEVELOPER APPLICATION



OMG! Fortune FREE Slots

Rating : 4.2 Price: Free

OMG! Fortune slots is a FREE to play social casino games app that offers you a chance to play all your favorite casino games in one place: slot machines, scratch cards, bingo, wheel of fortune and so much more! Daily Bonuses, hourly special bonuses and exclusive gifts and surprises from our Facebook Fan Page ensure you never run out of coins to play!



Frontback

Rating : 3.8 Price: Free

With Frontback you take a photo with the front camera, another with the back camera, and share them both in a single image. Frontback is the most delightful way to tell a story with photos. Frontback is a fantastic community (1M+) of people who love being creative or just sharing their daily life, be part of it, take amazing photos to share with your friends and with people around the world!



Illegal Urban Drag Race

Rating : 4.8 Price: Free

You think racing in a straight line is easy? Try to find the right balance between power and grip while staying in your class. The most realistic and engaging auto drag car racing experience ever created for mobile devices - is finally here! Build, Race, and Tune your car until it's at the absolute peak of its performance.

PAKISTANI SOFTWARE DEVELOPER APPLICATION



Elevate - Brain Training

Rating : 4.4 Price: Free

Elevate is a brain training program designed to improve focus, speaking skills, processing speed, memory, math skills, and more. Each person is provided with his or her own personalized training program that adjusts over time to maximize results.



Crazy Taxi™ City Rush

Rating : 4.1 Price: Free

Drive crazy in SEGA's all-new Crazy Taxi. Race through the city to deliver your passengers on-time -- the crazier you drive the higher your rewards! It's Free to Download and designed for smartphone and tablet devices.



ABC Interactive Learning Kids

Rating : 5 Price: Free

A very Easy way for Kids to learn English Alphabets with Sounds. This application supports your Child and any one willing to Learn ABC. This is a basic Application for the Kids, to give them Awareness about the sound of Alphabets. Basic Learning can be done by this Applications. By Swipe the Alphabets buttons, it will produces the Sounds.



PAKISTANI SOFTWARE DEVELOPER APPLICATION

Swing Copters

Rating : 3.7 Price: Free

Flying with a propeller hat is not as easy as it looks.

HOW TO PLAY

Tap to change direction.
Get 4 medals to unlock more characters.



Facebook Cover Photos Gallery

Rating : 4.9 Price: Free

Always get the latest best Facebook cover photos in high definition at real time no matter where you are, and whenever you open your application. Images on the server get updated automatically. This application contains photos from all over the world. Covers are beautiful, attractive and latest according to the current trend.



PAKISTANI SOFTWARE DEVELOPER APPLICATION

Fragment

Rating : 4.5 Price: 201 Rs

With Fragment, you now have the power to transform any image into totally unique, one-of-a-kind prismatic art you'll want to share with everyone. Whether you're looking to completely redefine and enhance your level of mobile photography, or simply want to add a subtle dose of creativity to your pictures, Fragment puts the artistry in your hands.



Go Nawaz Go (Rush)

Rating : 4.3 Price: Free

The current political situation of Pakistan is very highly tense. The PM of Pakistan and his Party are held accused of Rigging by Imran Khan in Elections 2013. IK wants PM to resign and let the investigations regarding elections to happen transparently. Game is Just a piece of fun and enjoyment about current political scenario.



PAKISTANI SOFTWARE DEVELOPER APPLICATION

Classic Sky Shooter game

Rating : 5 Price: Free

Best Classic Sky Shooter game
Protect your space ship from unknown objects, space meteor shoot them and clean the space and make your way to home.
If you have anything to say, simply send us a feedback and we will contact you. Your feedback is important to us :) enjoy!



PAKISTANI SOFTWARE DEVELOPER APPLICATION

Back to Bed

Rating : 3.9 Price: 404 Rs

Back to Bed is a 3D puzzle game set in a unique and artistic dream world, wherein you guide the sleepwalker Bob to the safety of his bed. To achieve this, you must take control of Bob's subconscious guardian named Subob. The pair travels through a surreal and painting-like dream world, filled with objects used to guide Bob towards the Bed, but also dangers that must be avoided!



PAKISTANI SOFTWARE DEVELOPER APPLICATION

By M.Bilal Abbasi



Windows 10

Designed to Let You Do What You Want, the Way You Want

Microsoft has always proved to be best in enhancing the 'operating environment'. Recently it has unveiled the latest edition of its new operating system (OS) as Windows 10.

Windows 10 is such a substantial leap

Techies around the globe expected the latest version of the newly released windows to be named as Windows 9 following its predecessor Windows 8. But the company broke the tradition. In an unexpected twist, Microsoft

will be going straight to double digits from Windows 8 as it faces a challenging future for its operating system. Windows 10 is such a substantial leap, according to Microsoft's executive VP of operating systems, Terry Myerson; that the company decided it would be best to skip over Windows 9, the widely expected name for the next version. Windows 10 is expected to be released in 2015. However Microsoft released a technical and enterprise preview that is available on the Microsoft's website which anyone can download.

Microsoft announced that all upgrades on Windows 10 will be free of cost. Windows 10 will

feature quick and easy installation process on all the devices.

"Windows 10 represents the first step of a whole new generation of Windows, unlocking new experiences to give customers new ways to work, play and connect," said Terry Myerson, executive vice president of the Operating Systems group at Microsoft.

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"This will be our most comprehensive operating system and the best release Microsoft has ever done for our business customers, and we look forward to working together with our broader Windows community to bring Windows 10 to life in the months ahead".

"Windows 10 represents the first step of a whole new generation of Windows, unlocking new experiences to give customers new ways to work, play and connect"

The operating system can be molded with any form of devices ranging from PCs to Xbox and tablets to Phone and small gadgets. Windows 10 can support up to 4 devices simultaneously.

FEATURES

There are some amazing features to explore in the all new Windows 10. First and one of the quite noticeable feature of Windows 10 is the return of the Start Menu, which had been removed from Windows 8. Windows 10 will feature a Start menu on the Desktop, the left side will look a lot like the standard Windows 7 Start menu, but the right side will have the option of being populated with Metro-style live tiles just like Windows 8.

It was noted previously that Mac OSX and Linux had the feature to switch from one window to another thereby increasing the productivity when working with multiple tasks, but now Microsoft will also be bringing this feature to Windows 10 so that users can setup individual settings on multiple displays.

Another interesting feature for those of us who use command prompt is the availability of keyboard shortcuts, which means we will be able to allow to paste the text directly from the keyboard.

Virtual desktop is another great feature that will be offered in Windows 10. Previously, we had just one desktop per monitor but now we will have the option of using virtual desktops. With virtual desktops we can switch between as many desktops as we like, it is the popular power user feature that has been present on some Linux windows managers and via third party applications on Windows for years, but now it'll be native in Windows 10.

The operating system can be molded with any form of devices ranging from PCs to Xbox and tablets to Phone and small gadgets

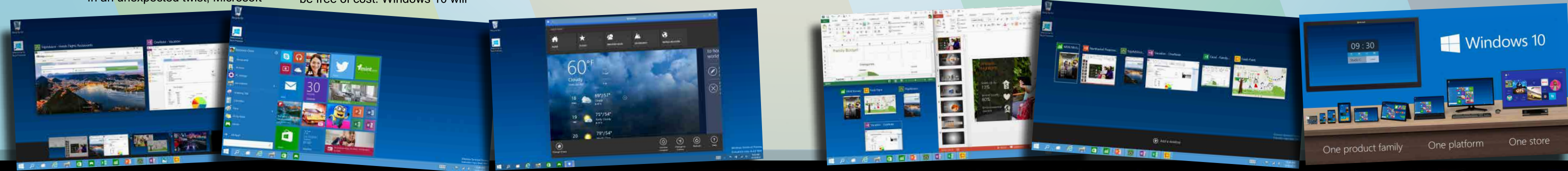
Windows 10 is all about balancing the demands of different users and providing its users with best operating system.

Previously, we had just one desktop per monitor but now we will have the option of using virtual desktops

It will be used on many devices including desktop PCs, laptops, tablets, Windows Phones. At the technical preview event, many rumors about Windows 10 were made clear and many of its features were introduced but still many surprises are left for the people.

Windows 10 will bring more innovative features along with some modified options of security and management related to Windows 8

In summing up the whole discussion on Windows 10, "the future window", it can be said that it will bring more innovative features along with some modified options of security and management related to Windows 8.



One product family One platform One store



44
Eight Forums



Windows 7
Forums



Windows 8
Forums



Google



Vista Forums



Eight Forums -
Google+



Eight Forums



Windows 8
Release Preview...



Microsoft
account-payme...



Eight Forums (7) -
Facebook



Eight Forums -
Google+



Windows 8
Forums



Windows 8
Forums

HOW SECURE ARE YOU ON THE INTERNET...???

The thing about internet today is that you cannot survive without it in the current hi-tech times and there's also no avoiding personal material on the Web — that's the world we live in

In today's contemporary and fast-paced life, everything we do is connected to technology in one way or another. From e-mails and social networking to internet banking and online shopping, everything is now done through internet. Technology is continuing to get better making life easier and stress free, but an important issue that has surfaced from this technology advancement and internet revolution is of Privacy.

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Edward Snowden may be an old news but his leaks on US National Security Agency (NSA) has raised many questions. Another most recent incident of privacy breach on internet is the stolen celebrity nude photos that have bombarded the internet and can

be considered the internet story of the year. People have become very conscious about internet habits, the level of awareness has also increased this is the reason why strong reactions were shown when Facebook experimented on manipulating timeline feeds and launched new Messenger version with objectionable privacy setup. According to some experts Facebook logs practically everything a user might do within the app.

The constant change in technology has made it difficult for rules and procedures to be established and reinforced. The greatest concern for today's user is that how they are being tracked and for what purpose.



There are many people who believe that online privacy is nothing more than an illusion because websites subtly infringe upon it all the time, we are just not aware about it. That may be true, but this ambiguity and doubt is an even better reason for us to protect ourselves from

possible invasions of privacy. In western countries there are proper cybercrime laws that are strictly followed but unfortunately in Pakistan this is not the case. Even the few laws that actually exist are so vague and elusive with so many loopholes that it is almost impossible to take appropriate actions against cybercrimes.

The constant change in technology has made it difficult for rules and procedures to be established and reinforced. The greatest concern for today's user is that how they are being tracked and for what purpose

Implementation of cybercrimes laws is not the only way for online protection, there are few other good ways to maintain privacy over the internet such as:

Turn On Private Browsing

Turning on private mode on your PC and smartphone browser is the first line of defense when browsing online. Many internet websites use technologies such as cookies to capture the IP address of a specific



By Rizwana Khan

computer to collect information about online activities and sell these "digital Profile" to interested parties for their researches without prior consent. Use the browsers that offer security features that prevent cookie storing i.e Google Chrome and Mozilla Firefox have incorporated a "private browsing" setting in their latest releases.



Hide Your IP Address

Your IP address is more like your fingerprints in the internet world, for more secure browsing you should consider using proxies.

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You need to keep this in mind that some of these web proxies have questionable security policies and may have access to the very data you wish to keep to yourself. Among the proxies available out there, HideMyAss, NewIPNow, HotSpot Shield and BlewPass are the most popular proxy servers right now.

Use StartPage Instead Of Google

Try Netherlands-based StartPage, "the world's most private search engine" for all your online activities even you are using proxies.



It does not record IP addresses or track searches but serves as an intermediary between you

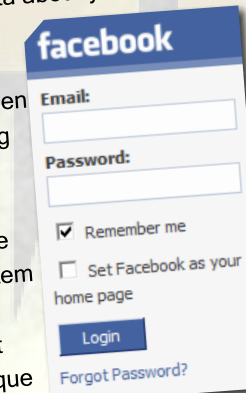
and Google so that you remain anonymous in the process.

Remember to Log Out

Here's an alarming fact about Facebook I am sure most people don't know about, Facebook can track the online activity of users who stay logged on to their Facebook account.

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This means that if you keep your Facebook page open while browsing other websites, webpages that contain the 'Like' button can track and collate data about your activities even if you didn't click it. Something even more alarming is that they are not using typical cookie tracking system rather, they are basing it on your unique Facebook User ID. So make sure to log out of your every social networking website or any other major account like Google.



Checking In Location Based Services

Social media and networks are designed for people to share every little information to their



peers but there should be a line drawn between your security and your need to connect with others. Frequent check-ins and Geo-tagging application capture your location and other private data and show it to others.

It is best to avoid frequent check-

ins and turn off GPS for the device or the camera app to prevent your location from being tagged involuntarily.

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Never use Open Wi-Fi Hotspots

Open Wi-Fi hotspots in restaurants and malls have no encryption meaning there by, anyone near your location can capture data you transmit online such as your passwords, bank accounts and emails. The matter could turn worse if you are using same password for all your sites. If you want to secure your online data, do not connect to open wi-fi hotspot.

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There are also many basic precautions that you can take to protect yourself on internet like not sharing passwords with others or not providing too much



personal info on social profile, avoid going to sites that require logging in to your account and connecting to secure channels (addresses starting with "https") if you have to login to some site especially while using an open wi-fi hotspot.

There is no avoiding using the internet these days, therefore you need be smart user in order to protect yourself and maintain your online privacy.



By Saima Ibrahim

iPhone 6 and iPhone 6 plus

Fueling the Craze

Customers and investors both have craze and love for iPhone and it has dominated the rest of brands since 2007. Even though they have diverse reasons to enjoy the "Apple Brand" but it is also true that both sides score the top market place.

Loyal iPhone users have emotional ties to the brand and cannot even breathe without it, although this intense affiliation with phones have also created a new type of illness known as nomophobia (fear of losing your phone). The investors, on one hand, enjoy the outstanding effect of this brand loyalty on their company's income. While on the other hand, the illusion of status plays a bigger role for the iPhone user as these users see the Apple brand as a status symbol (as it is expensive and trendy).

iPhone 6 Plus

Large, beautiful display
Long battery life
Fast performance
Great camera with optical image stabilization

One-handed use is frustrating and uncomfortable
NFC can only be used for mobile payments

iPhone 6

Sleek new design
Great display
Comfortable to hold
Fast performance
Generally good camera

Battery life could be better
Lacks optical image stabilization
NFC can only be used for mobile payments

The iPhone Grows up; Giving the People What They Want

Launching the new iPhone 6 and 6 plus has brought more competition into the mobile world. iPhone 6 with 4.7 inches and iPhone 6 plus with 5.5 inches are the two new high-end phones introduced at the same time by Apple, both with a complete redesign and a much larger screen size than any iPhone that came before.

iPhone 6 with 4.7 inches and iPhone 6 plus with 5.5 inches are the two new high-end phones introduced at the same time by Apple, both with a complete redesign and a much larger screen size than any iPhone that came before

Gone are the days of small phones like 3.5 or 4 inches screens and Apple did the same as the market has changed both in style and competition. In a crowded market like Samsung's Galaxy Note series that started with 5.3 inches and now is up to 5.7 inches, it is now iPhone that has finally embraced the fashion of big phones in mobile world. With slight but high-tech new modifications in iPhone 6 and iPhone 6 plus has the potential to challenge the other competitors and enhance its own market. The new iPhones are comfortable to grasp even though they are introduced with little larger screens and with new software (iOS 8) and a great display, these phones can definitely be the best to buy.

IOS 7 WAS CRAZY AND NEW – IOS 8 MATURES IT

iOS 7 was really innovative in its own place. It brought many new features into the world of smartphones but it was also criticized for many of its drawbacks. This year the OS has introduced "iOS 8" with various

refinements.

It can be said that this bigger phone is not only bigger in size rather it has distinguished feature of newly introduced "iOS 8" operating system that let the user do things differently and in unique style. For example Siri helps the iPhone 6 and iPhone 6 plus users to control the devices at user's home and even to use the health and fitness apps to communicate with his doctor. Developers now have deeper access and more tools to bring some of the amazing new features of iOS 8 to their apps. And it all looks great on the large Retina HD display.

Overall iOS 8 with new modifications makes the experience better for iPhone users. It entertains with its useful and surprising ways of messaging. iPhone 6 and iPhone 6 plus brings a whole new way to bring innovation in the digital life. For many reasons, from high quality camera to the app ecosystem, the iPhone 6 and iPhone 6 plus are the best smartphones in the market. But a known fact is that it's still an iPhone-the same thing Apple has been making for 7 years. No doubt, an extraordinary good phone but with huge prices and little modifications each year.

From high quality camera to the app ecosystem, the iPhone 6 and iPhone 6 plus are the best smartphones in the market. But a known fact is that it's still an iPhone-the same thing Apple has been making for 7 year

There are couple of modifications that have made the iPhone breed special and are worth mentioning, for example;

The new Retina HD display with "dual-domain pixels"
Apple has introduced a new Retina HD display-calling it "dual-domain pixels". These dual-domain pixels are supposed to arrange the display's sub-pixels into a chevron-like pattern

which ultimately tries to compensate for the contrast when the user looks at the screen from oblique angles. Apple has wonderfully incorporated this new technology into its latest iPhones and making them remarkable devices.

NFC (near-field communication)

The "Apple Pay" allows two devices placed within a few centimeters of each other to exchange data. In order for this to work, both devices must be equipped with an NFC chip-which replaced the concept of plastic money and facilitated the user to greater extent. Now iPhone users can go for mobile payments through NFC. Just like the rest of security system of Apple brand, this NFC is also greatly safe and secure.

In these iPhones, concept of blur video is now out of this world even one can easily make clear videos while walking or driving

Clearer image-clicking-camera enhancement

The camera of both iPhones is still 8-megapixel but with a new sensor that takes more clear images as compared to iPhone 5. These phones have 'Apple's focus pixels' that automatically focus phase-detect more astonishingly and with clear results.

The "cinematic stabilization"

Among all the outstanding features of iPhone 6 and iPhone 6 plus, the "cinematic stabilization" is admirable. The concept of blur video is now out of this world if an individual is using these iPhones as one can easily make clear videos while walking or driving a car- this stabilization features makes everything looks better, stabilize and clear. Apple enjoys the largest fans market among other world-renowned brands. Its brand loyalty is no doubt unparalleled in the marketplace as a typical iPhone user is addicted to it and doesn't switch to another brand.

TELECOM CAMPAIGNS

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

SAMSUNG

★★★★★

Galaxy Core 2
Highlighted Feature:
Introducing Samsung Galaxy Core 2 with FREE Zong 3G package

After watching the latest TVC by Samsung with a very catchy jingle that says 'Maza zara aur le.. Tu Samsung Core le', I am glad that the campaign itself is well thought out that emphasized on the price sensitivity of the target market. The demographic section targeted was the younger generation from different segments of society.

By offering Zong 3G packages with the Galaxy Core 2, Samsung has beautifully showed a clear understanding of the needs of its target market.



Warid

★★★★★

Free Call Offer
Highlighted Feature:
Warid Re-load Offer that gives FREE minutes to all networks

Warid has always played safe in its promotional campaigns by communicating its message in clear yet simple way. The company has traditionally executed some of the best campaigns in the industry.

This TVC is also following Warid's traditional soft theme, where we can see friends commenting on cricket with pleasant soft music playing on background. Overall a 3 star TVC



Telenor

★★★★★

Telenor Corporate
Highlighted Feature:
This TVC highlights the quality service that Telenor is offering

Finally, we got to see a Telenor's TVC worth watching and I am glad that this time I don't have to criticize the 'Yaari theme'. Well, in this TVC, Telenor decided the best way of showing that they can be a good choice when it comes to the quality of service. People from different segments of society were targeted showing how they deal with 'weak signals'. The execution of this video's is what impressed me the most and also the rhythm of 'latak', 'jhatak' and 'atak' was impressive.



Ufone

★★★★★

Supercard Vacation
Highlighted Feature:
Introducing the Super Scratch card that offer free Calls, SMS and Internet

Ufone has the potential to create rich, highly interactive brand experiences which users can relate with.

The concepts, idea, humor, theme, etc. of the campaign were fair enough but we're not just talking about ideas here. The war between telecom operators in Pakistan is not merely a 'price war' anymore, it actually demands to think 'out of the box' especially when one can offer the 3G service.

VOICE

★★★★★

Xtreme X5 Octa Core
Highlighted Feature:
Voice Mobile Introduced its first Octa Core handset

To generate excitement and buzz though a TVC needs a lot more than just good graphics. It was a very good try by voice mobile, as the company has raised the quality of its TVC when compared to the previous one, but still I am not really impressed with the content of this campaign i.e. 'Iron man theme'.

This theme can attract kids but the target market of X5 is youngsters, I would have given an extra (*) for highlighting the features.



QMobile

★★★★★

QMobile i10
Highlighted Feature:
Qmobile i10 TVC featuring Atif Aslam

Just when we thought that the brand has finally become successful in creating an 'Image', we get a blooper! This TVC by Qmobile is one mood spoiler for all Qmobile & Atif Aslam's fans. Firstly, there were rumors that the music & the concept of the video is copied from Adam Lambert's 'Never close our eyes'; secondly, Atif Aslam was highly criticized for his 'Hashmi Surma' looks and appearance. Qmobile is known for putting a huge amount of money into its marketing campaigns. This advertisement would have been embedded better if little more attention was given to Atif's styling.

Smartphone Review

Lenovo, the Chinese multinational technology company entered the smartphone business in 2012 and has created a variety of android smartphones since then. Like its other products Lenovo smartphones are also leading the smartphone business in terms of low cost and high end user experience. This year Lenovo came to MWC unleashing 3 devices under the S line; S850, S860 and S660. We got our hands on Lenovo S850 and here is the review about it.

lenovo S850



★★★★★ 3.8

Hands on

The Lenovo S850 comes in a variety of colors, including white and pink, and its plastic finish is meant to feel and look like glass. The back of the phone has an underlying texture and the Lenovo logo is placed above an LED, which lights up in different colors, depending on the notification you have. It feels like a light, decently built phone, with curved edges and a flat back. This phone sports 5" IPS panel of 720p resolution, a quad-core 1.3GHz MediaTek processor, a 12MP camera on the back and a 5MP unit above the screen.

Display

Whether you're gaming, messaging, watching and sharing videos, or surfing the net, the Lenovo S850's 5" HD (1280 X 720) display for wide viewing angles offers you a bigger and more

entertaining experience. The display is bright and brilliant, and usable even under bright sunlight. It crams in capacitive touchscreen with 5-Point multi-touch that gives you a sharper experience while using the phone for multitasking.

Camera

The S850's powerful 13MP autofocus rear camera with flash lets you Capture life's moments any time of day or night. You can enjoy video chats with the 5MP front camera. With cameras that powerful, the S850 is perfect for taking and sharing photos. The camera app lets you capture your favorite moments in HDR also giving you the option to edit the photos before saving.

Lenovo premium apps

Lenovo premium apps helps you optimize the phone usage. The built-in apps like SHAREit

lets you share files wirelessly without network charges or even a WiFi connection; SNAPit provides a powerful camera app with multiple shooting modes; and SYNCit lets you backup and restore your contacts, SMS messages, and call logs.

Performance and Benchmarking

Internally, the Lenovo S850 is powered by a 1.3GHz MediaTek quad core processor, 1GB of RAM, and 16GB of onboard storage. The quad core processor enables better multitasking, delivers a smoother Android experience, and minimizes stutter when playing games or HD video. An embedded 2,300mAh battery serves as the Lenovo S850's power source that gives you a talk time of up to 25 hours and standby time of 17 days.

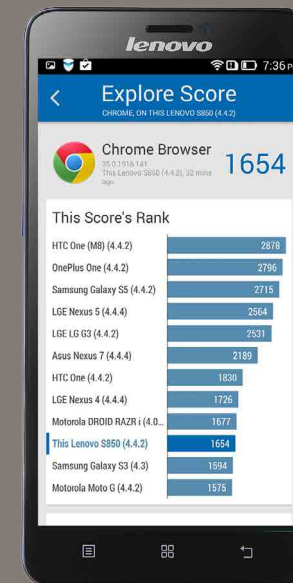
By Faisal Iltaf

Benchmarking

Two comprehensive tools were used to check the performance of Lenovo S850 and its standout position amongst its competitors.

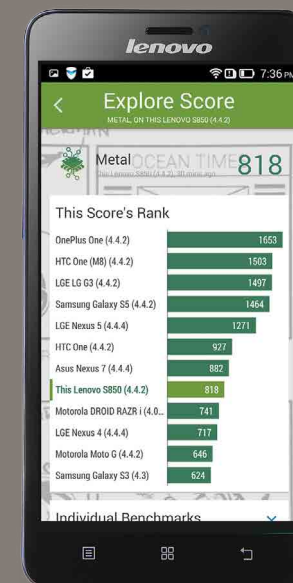
Vellamo benchmarking:

Vellamo Chrome Browser Chapter is a set of system-level web browsing tests. This test placed S850 at 10th place by giving it 1654 points.



Vellamo Metal :

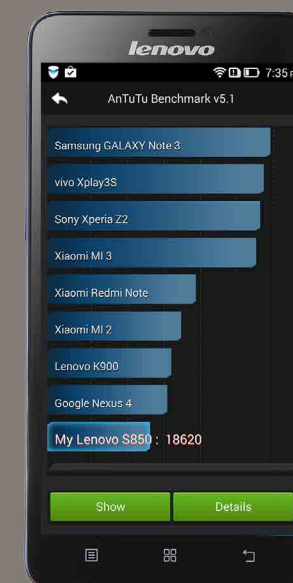
This Chapter is a set of discrete lower-level benchmarks around the CPU. This series of tests evaluates capabilities such as: CPU performance on integer and floating point operations, memory read/write and peak bandwidth performance, and memory branching speed. This test placed our device at 8th place by giving it 818 points.



Antutu Benchmarking:

Antutu is compound benchmarking application. It includes various comprehensive tests such as "Memory Performance", "CPU Integer Performance", "CPU Floating Point Performance", "2D 3D Graphics Performance", "SD card read-write speed", "Database IO" performance testing.

This application placed SGS5 at 9th position giving it a score of 18620 in its top 20 Bar chart.



Specs

Network: 2G Network: GSM 900/1800/1900; GSM 850/1800/1900
3G Network: WCDMA 900/2100; WCDMA 850/1900

Body: Dimensions: 150.6 x 75 x 9.5 mm (5.93 x 2.95 x 0.37 in)
Weight: 140 g (0.30 lbs)

Display: Size: 5.0 HD (1280 X 720) wide-view

SIM: Dual SIM

OS: Android™ 4.4 KitKat

Memory: RAM: 1 GB
ROM: 16 GB

Camera: Rear 13MP Auto-focus with flash, Front 5MP Fixed-focus wide-angle

Sensor: Gravitation sensor, Proximity sensor, Light sensor

Processor: MTK 6582 1.3 GHz Quad-core PowerVR SGX544

Battery: Li-Po 2150 mAh, non-removable

Color: Pink, White, Dark Blue

Speed: HSPA+ 21Mbps (DL) / 5.76Mbps (UL)

Data: HSPA+, GPRS, EDGE

Pros

- Android 4.4 kitkat
- 13 MP camera
- 16 GB Rom
- Low Price

Cons

- Lenovo's custom skin isn't one of the best.
- The camera app still needs some improvements.

Inside the Box

- Handset
- Battery
- Charger
- Headset
- User Manual



LOCAL BRANDS

New Arrivals



Grigh HD 7i

OS : Android v4.2, Jelly Bean
Display: 7 inches
CPU: 1.3 GHz
Camera: 5 MP
Memory: 8GB built-in, 1GB RAM

Voice Xtreme X5

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



QTab Q1000

OS : Android v4.2, Jelly Bean
Display: 7.85 inches
CPU: 1.2 GHz, Quad Core
Camera: 8 MP
Memory: 8GB built-in, 1GB RAM



Grigh View X

OS : Android v4.2, Jelly Bean
Display: 5.5 inches
CPU: 1.3 GHz, Quad Core
Camera: 13 MP
Memory: 32GB built-in, 1GB RAM



QTab Q850

OS : Android v4.2, Jelly Bean
Display: 10 inches
CPU: 1.3 GHz, Quad-core
Camera: 5 MP
Memory: 16GB built-in, 1GB RAM



Kwick Cell S4Q

OS : Android v4.4, KitKat
Display: 5 inches
CPU: 1.3 GHz, Quad Core
Camera: 5 MP
Memory: 8GB built-in, 1GB RAM



QMobile M90

OS : Android v4.2, Jelly Bean
Display: 5 inches
CPU: 1.3 GHz, Quad Core
Camera: 8 MP
Memory: 8GB ROM, 1GB RAM



By M. Bilal Abbasi

which 1 would YOU like to CHOOSE ?

Samsung Galaxy Note 4



OS: Android OS, v4.4.4 (KitKat)
Chipset: Qualcomm Snapdragon 805
CPU: Quad-core 2.7 GHz
Camera: 16 MP, autofocus, LED flash
Memory: 32 GB, 3 GB RAM

Apple iPhone 6



OS: iOS 8, upgradable to iOS 8.0.2
Chipset: Apple A8
CPU: Dual-core 1.4 GHz
Camera: 8 MP, autofocus, dual-LED flash
Memory: 16/64/128 GB, 1GB RAM



Sony Xperia Z3



OS: Android OS, v4.4.4 (KitKat)
Chipset: Qualcomm MSM8974AC Snapdragon 801
CPU: Quad-core 2.5 GHz
Camera: 20.7 MP, autofocus, LED flash
Memory: 16/32 GB, 3 GB



Apple iPhone 6 Plus



OS: iOS 8, upgradable to iOS 8.0.2
Chipset: Apple A8
CPU: Dual-core 1.4 GHz
Camera: 8 MP, autofocus, LED flash
Memory: 16/32 GB, 3 GB RAM



Nokia Lumia 930



OS: Microsoft Windows Phone 8.1
Chipset: Qualcomm MSM8974 Snapdragon 800
CPU: Quad-core 2.2 GHz
Camera: 20 MP, autofocus, dual-LED flash
Memory: 32 GB, 2 GB RAM



Huawei Honor 3X G750



OS: Android OS, v4.2.2 (Jelly Bean)
Chipset: Mediatek MT6592
CPU: 1.7 GHz Octa-core
Camera: 13 MP, autofocus, LED flash
Memory: 8/16 GB, 2 GB RAM

Lenovo S850



OS: Android OS, v4.2 (Jelly Bean)
Chipset: Mediatek MT6582
CPU: Quad-core 1.3 GHz
Camera: 13 MP, autofocus, LED flash
Memory: 16 GB, 1 GB RAM

Sony Xperia C3



OS: Android OS, v4.4.2 (KitKat)
Chipset: Qualcomm MSM8926 Snapdragon 400
CPU: 1.2 GHz Quad-core
Camera: 8 MP, autofocus, LED flash
Memory: 8 GB, 1 GB RAM



Lenovo S860



OS: Android OS, v4.2 (Jelly Bean)
Chipset: Mediatek MT6582
CPU: 1.3 GHz Quad-core
Camera: 8 MP, autofocus, LED flash
Memory: 16 GB, 2 GB RAM

Samsung Galaxy Core II



OS: Android OS, v4.4.2 (KitKat)
Chipset: Qualcomm MSM8974AC Snapdragon 801
Sensors: Accelerometer
Camera: 5 MP, autofocus, LED flash
Memory: 4 GB, 768 MB RAM



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Samsung
GALAXY Tab
SERIES

SAMSUNG

TABS_{on} IMAGINATION

Samsung's new Tab range redefines technology and style

Samsung
GALAXY Tab S

Samsung
GALAXY Tab 4



Tab S - 8.4" (LTE/Wi-Fi)

Tab S - 10.5" (LTE/Wi-Fi)

Tab 4 - 10.1" (3G/Wi-Fi)

Tab 4 - 7" (3G/Wi-Fi)

*Terms & conditions apply



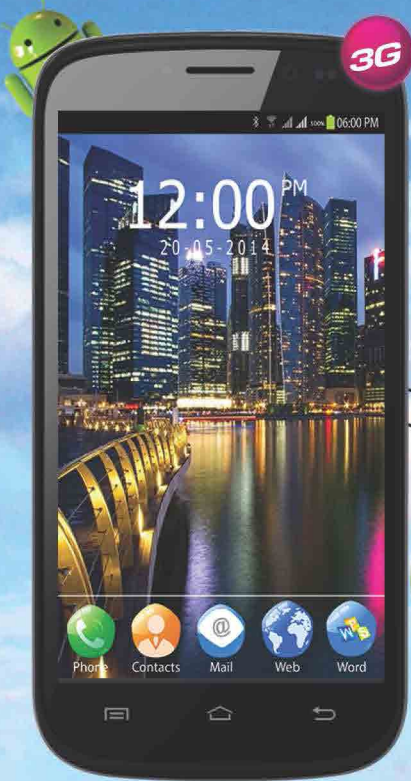
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Coverage



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President G10 Octa Core

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- 1 GB Ram/16 GB ROM

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- 2MP Front Camera**
- Dual SIM**

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