

## Fawad Khan

Khoobsurat Heart  
Throb of Pakistan



**Telecom  
Consumer  
Rights**



**Grey Products**  
a serious threat to  
Pakistani Mobile  
Market



**M-Governance  
in Pakistan**  
Performance Update



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**Adnan Khan**  
Managing Editor

Dear Readers,

It has been a year of great happenings in ICT around the world; technology took some giant leaps ahead and also took a few steps back. Although it was a grand year for technology, smartphones, wearable tech and cloud computing were among the big trends of 2014 but we have also seen all sorts of cyber nastiness which has forced us to think on the importance of internet in today's world.

2014 has especially been a good year for ICT industry of Pakistan. Although we are still among the least connected countries of the world but this will now change as the long awaited auction of 3G/4G spectrum finally took place this year and cellular penetration reached 76%. Government has taken special interest in incorporating mobile technology in its workings to ensure good governance in the country. A variety of apps and soft wares are now being used by Federal and Provincial governments to procure the benefits of modern technology and connect with citizens in real time. Government has also formulated a new Telecom Policy and taken up numerous initiatives to curb parallel imports of telecom equipment in order to further facilitate ICT in Pakistan. Our current issue focused on all these topics and has highlighted important developments taken place in the industry.

Private sector has also seen huge growth in 2014; after seven years since its inception, iPhone was finally made available in Pakistan, Lenovo and Oppo also entered Pakistan market. A number of Pakistani startups and incubation centers like Plan9 incubator, LUMS Center for Entrepreneurship and PurePush got recognition on national and international level. There is better to come as Pakistan's telecom industry has the potential to grow further and meet the greater level of achievements hence making our country to stand among well connected countries of the world.

Enjoy Reading and a Very Happy New Year to All.....!!!!

Thank you,  
*Adnan Khan*  
Managing Editor

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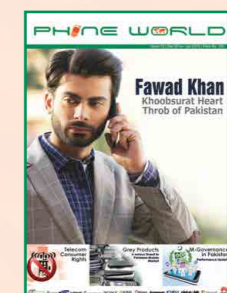
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By Rizwana Khan

The mobile industry has scaled dramatically over the last decade and today we rely on our mobile applications and services for everything, whether we are at work or at home, travelling or looking for information. Mobile is the answer to almost our every problem. According to ITU's flagship annual measuring the Information Society Report, over three billion people are now online.

**Pakistan currently has a mobile penetration rate of 76% with more than 139.9 million users by the end of June 2014**

Latest data show that Internet use continues to grow steadily, at 6.6% globally in 2014 (3.3% in developed countries, 8.7% in the developing world). The number of Internet users in developing countries has doubled in five years (2009-2014), with two thirds of all people online now living in the developing world.

### Pakistan ICT Sector, A Land of Opportunities

Pakistan is among the highly populated countries of the world with over 190 million people and expects to grow to 226 million by 2025. This makes Pakistan a huge customer market especially for the ICT sector. Pakistan currently has a mobile penetration rate of 76% with more than 139.9 million users by the end of June, 2014. Mobile subscribers are growing at over 10 million new subscribers every year for the past 5 years. According to Central Asian Cellular Forum, it is expected that by 2025, there will be over 80 million mobile broadband users in Pakistan, which some industry analysts consider to be quite conservative specially when the total mobile subscriptions would be swelling to

over 190 Million by 2025.

The future prospects are looking brighter specially after the recent auction of 3G/4G spectrums in April 2014 and PTA's resolve to offer additional mobile spectrum for mobile broadband in the months or years to come. The availability of low cost smart phone devices together with mobile broadband service is also expected to trigger more and more mobile service use in the country.

### Technology Evolution in Pakistan

Although Pakistan is going through some major crisis and the overall economic scenario of the country is not really encouraging but despite all the predicaments ICT sector of Pakistan is flourishing at a steady pace.

**According to Central Asian Cellular Forum, it is expected that by 2025, there will be over 80 million mobile broadband users in Pakistan, which some industry analysts consider to be quite conservative specially when the total mobile subscriptions would be swelling to over 190 Million by 2025**

A lot of developments can be seen in different areas of the ecosystem as many players are entering the market. The 3G/4G auction of 2013 has especially opened many doors of progress and development. With the beginning of this new era of technology everyone is excited and looking forward to the prospects it will bring in the future.

It takes years for countries to upgrade to 4G from 3G but Pakistan has cut across this in one giant big leap and now it is right there in the big league. It is not just high speed internet, rather it is affecting people in many different ways and paving its way to build a better Pakistan. This will help to attract big tech companies of the world to launch their services in Pakistan. Google has recently added Pakistan to the List of Supported Countries for Play Store Merchant Accounts. Apple and Lenovo have also established their footprint in Pakistan by launching their products through various operators and distributors.

Pakistan has also made its mark in the international workforce market by becoming one of the largest freelancing community on Elance and Odesk. This has not only created more job opportunities in the country but the entrance of new tech companies have also increased the tax bracket to strengthen the economy.

The penetration increase is highest in the last six years hence indicating

# M-Governance in Pakistan Performance Update

The advancement made in the technology sphere over the last decade is overwhelmingly impressive, especially the progress made in the mobile technology has completely changed the meaning of life. It can be easily said that this technological evolution has taken far more important role than biological evolution for humanity's near future, as the devices we use have changed the way we live much faster than any contest among genes.

All aspects and parts of technology has evolved human life and taken it to an entirely different level but the evolution of mobile technology has had a most

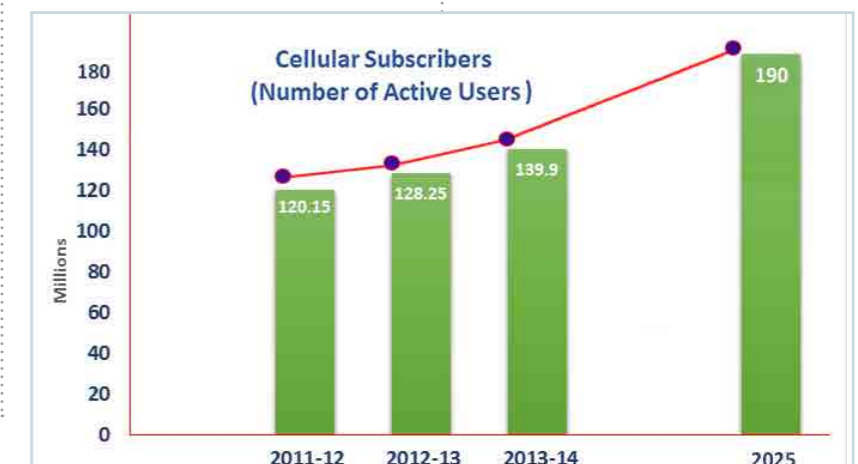
profound socio-economic impact on global economies. This impact is not only deep and intense but it is also spanning on many aspects of economic, political and social life.

### Mobile is the Cornerstone in all Technological Advancements

Since cellular mobile became commercially available in the early 1980s, it has advanced beyond imagination in terms of coverage, services, technology, handsets and regulation. Mobile broadband internet has especially changed the way how consumers access and use the internet now. End users are consuming content and services in new ways (such as over-the-top [OTT] and off-net), across new

devices (such as smartphones, netbooks, e-readers, and tablet computers), and interacting with other users in ways that people only imagined decade back. It has empowered the previously alienated communities by bridging the digital divide of voice and data services to the unconnected.

Mobile has become the integral part of everyone's lives. Easy access to the mobile internet and other related services has not only improved communication but has also demonstrated significant improvement in education, health, security and agriculture productivity while creating employment opportunities as the same time.



Source PTA/CACF

a new stir in the market with successful launch of NGMS in the country. Number of active mobile SIMs has also reached 139.0 million at the end of June 2014 depicting growth of 9.1%.

### More and More users are turning toward 3G/4G services indicating that Pakistan got to a comparatively faster start as compared to similar markets

With the advent of 3G/4G technology in the country the telecom imports have also improved. Operators upgraded their networks and systems, and subscribers opted to shift to 3G/4G enabled handsets to enjoy the latest fast paced services.

#### Telecom Imports Value

	2009-10	2010-11	2011-12	2012-13	2013-14
<b>Cellular Mobile</b>	169.23	218.2	465.3	450.6	544.0
<b>Other Telecom Apparatus</b>	556.23	548.7	488.7	523.4	681.9
<b>Total Telecom Imports</b>	725.68	766.3	954.05	974.0	1225.9

Resultantly, 2014 witness record imports of US \$ 544 million of cellular mobile handsets and US \$ 682 million worth of telecom equipment registering growth of 20.7% and 30.3% respectively.

### M-Governance, Personification of Good Governance

Technology cannot bring any changes unless and until it is not properly used. For effective and efficient results it is essential that the technology is used to its fullest, exploring all its dimensions and benefits. 3G/4G itself probably doesn't mean anything more than fast internet but the important thing

is that how this wild internet speed is being used in different walks of life.

Technology is a field in which private tech-giants have taken the lead but government administrations are not only facilitating the change but are also using it to bring efficiency in their own service delivery to public as well. The concept of e-everything has become old now and the world is moving towards mobile era. The mobile technology has taken the lead and changed the meaning of everything. Smart Cities and Internet of Things (IoT) are among the most popular movements trending right now.

The concept of Smart Cities have already reached Pakistan. Bahria Town has recently expressed an interest to hire a consultancy firm for designing ICT services based on smart city concept for an integrated

residential cum commercial Mega Urban Township and the laying of an optic fiber cable network infrastructure. Although the initiative has been taken by private sector but it is a huge step in the ICT industry of Pakistan.



There are countless ways in which the new technology can be used, particularly in natural disasters

— floods and earthquakes, which we face almost every other year. Communication can be established easily and rapidly with the help of 3G and 4G. Help can reach faster once the location is known and medical facilities and services can be availed much easier and in wide variety of ways.

After e-government m-government is an up-and-coming concept in Pakistan taking governance to a different level. It is a technique in which wireless technology is used which allows the government to engage citizens actively in real time information. Now that number of mobile phone subscribers is increasing worldwide, m-government is becoming a crucial part in the development of a country.

The government can use this technology in variety of ways; it has enabled the government to perform its official tasks and duties in an efficient way while at the same time it has revolutionized how citizens' access to digital services.

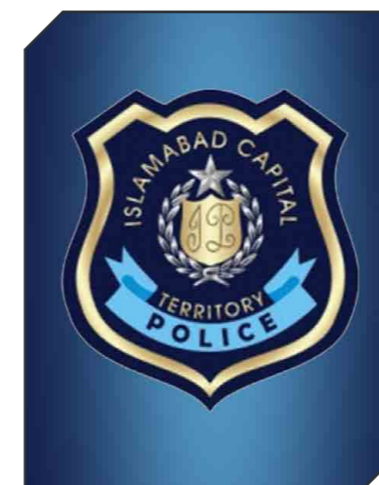
### Mobile technology has taken the lead and changed the meaning of everything. Smart Cities and Internet of Things (IoT) are among the most popular movements that are trending right now

Most of the states in the West and even Asian countries have adopted mobile governance technologies in emergency situations, whereby the government informs its citizens about emergency updates via mobile phones, PDAs and pagers. But Pakistan is moving a step forward from this and is planning

to impart technology in each and every governmental activity. The government plans to use mobile technology to improve public services like healthcare, education, security and environmental management, with the increasing digitization of human activity making it possible to gather and analyze data from a huge range of disparate sources.

Federal Government is very active and systematic in its approach to bring latest technology in use for sustainable growth in the country. Ministry of Planning, Development and Reform of Pakistan has started its good governance initiative under Pakistan 2025 vision. The government has planned to bring reforms in public sector services to create citizen centric governance by using technology to implement e-governance and m-governances techniques. The Federal Minister for Planning and Development Professor Ahsan Iqbal said that building strong technological base is government's priority for developing a competitive Knowledge Economy.

A smartphone "Emergency Alert System" will be introduced soon by the Islamabad Police in collaboration with "Purepush Incubation Center" to ensure effective security of schools and hospitals.



The access to this smart phone based system will be given to the administrative staff of 422 government and 1,200 private schools, colleges as well as universities. The system will be directly connected to the Police Control, Rescue 15 and with numbers of senior officers. Administration of the institutions will be able to send emergency alert in no time in case of any untoward situation.

### Connected Living-Linking the Physical and Digital Worlds

The prospects of m-government practice seem quite bright. The government is trying to get the maximum output out of this method by facilitating the public in every possible way. The government has started providing basic services to the people. In 2013 elections the Pakistan government for the first time used mobile SMS service for verification of voters and their respective polling stations.



The Election Commission of Pakistan won its first ever international award for its 8300 SMS Service prior to the May 2013 elections. The service was launched in collaboration with the National Database and Registration Authority and according to the data released by the organization, More than 51.8 million citizens used the SMS service to verify their voting information. This year Election Commission was also nominated in the International Electoral Awards in the categories of Citizen's Engagement Award, First Time Voter Award and Minority Participation Award. Among other

notable m-government services provided by the government include NIC Verification (Prove Your Identity), PTA SIM Identification & Verification System, PTCL Bill Payment Point and PTCL SMS Complaint Service. The National Response Centre for Cyber Crimes has also started an SMS alert system to create awareness about the cybercrimes. Under this initiative, SMS alerts will be sent to mobile phone users about trending cybercrimes including fake lotteries, money prizes, fake ads, Facebook security, privacy matters and so on. Citizens can also register their complaints through sending a SMS to 0336-6006060.

### After e-government m-government is an upcoming concept in Pakistan taking governance to a different level. It is a technique in which wireless technology is used which allows the government to engage citizens actively in real time information

Provincial IT ministries are especially playing quite active part in introducing technology in its departments to improve their efficiency and effectiveness. In this regard the governments of Khyber Pakhtoonkha and Punjab are the front runners. The initiatives taken by both governments are worth mentioning, and the progression from e-government to m-government is very encouraging indeed.

### M-Government Initiatives in Punjab

Punjab is the most populated province of the country with adult

literacy rate of 57 percent. The people of Punjab are well aware of the new trends and so is the government. Punjab government has shown a very serious attitude in ensuring the betterment of its citizens. The initiatives taken by the Punjab Information Technology Board are truly remarkable. Despite massive explosion of mobile applications, most governments lag behind and their applications only provide information about public services and agencies but government of Punjab has truly unleashed the real potential of smartphones and applications. Below are some ground-breaking innovations of mobile applications that the government of Punjab is rolling out with World Bank support.

## Despite massive explosion of mobile applications, most governments lag behind and their applications only provide information about public services and agencies but Punjab has truly unleashed the real potential of smartphones and applications

Corruption is the biggest administrative problem that has plagued the country for years. Now it is the duty of government to effectively monitor its performance. The Pakistan Information Technology Board with technical assistance from World Bank initiated various projects to guarantee efficient monitoring system for worker's activities. When the epidemic of dengue virus spread and the Punjab government was initially unsuccessful in controlling

the virus, the Punjab Information and Technology Board built the **Dengue Monitoring System** to capture real time and geo-mapped information about the dengue outbreaks and the different efforts to combat the epidemic. Government supplied 1500 smartphones to its city worker who were asked to take photos before and after their anti-dengue tasks and upload them, tagged by location.



Reports from hospitals were uploaded and geo-tagged to predict dengue outbreaks and search for mosquito-larvae reservoirs. The system allowed the government to focus better on anti-dengue interventions and provide a quicker response.

Compared to 16,000 infected and 352 deaths in 2011, there were no deaths and only 234 confirmed Dengue cases in 2012. This system has led to a full-blown real-time disease surveillance system in Punjab, tracking all 26 WHO notifiable infectious diseases.

The government of Punjab has introduced **Citizen Feedback Model** to improve citizens' lives and build a strong citizen-state relationship.



Rather than waiting for citizens to approach it with grievances, it actively seeks feedback from citizens through calls and text messages. Users

receive automated call with Chief Minister's voice followed by a SMS enquiring about the quality of service they received. Thousands of citizens replied to these calls and SMSs and reported their problems regarding, public service, health, revenue, police etc. This model has now become a regular part of monitoring and several officials have been punished and asked to explain the allegations.

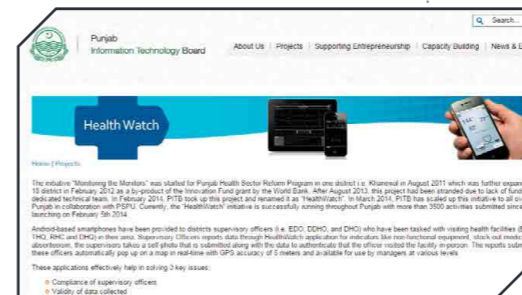
The **Punjab Public Management Reform Program** is another impressive initiative taken by the Punjab Government. This system was rolled out to address and overcome the weaknesses

of traditional monitoring system. The program spans over seven key departments of Government of Punjab including Livestock and Dairy Development, Agriculture, Health, Irrigation, Board of Revenue, Education and Local Government and Community Development. Phased implementation is underway in line with results framework as defined in "Project Appraisal Document" (PAD) for five year long program. Details of some of these projects are discussed below:

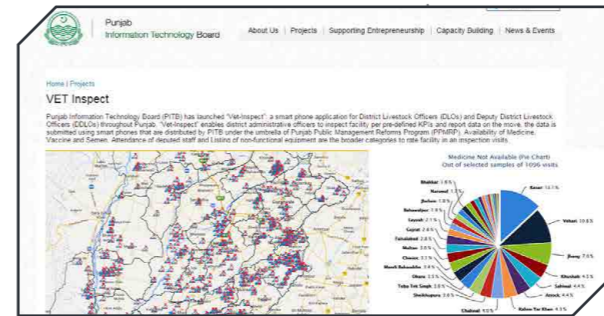
**Monitoring the Monitors Program** was an earlier pilot of the Dengue Monitoring System. In February 2014, PITB took up this project and renamed it as "HealthWatch".

Currently, the "HealthWatch" initiative is successfully running throughout Punjab with more than 3500 activities submitted since its re-launching on February 5th 2014. Under this system, Android-based smartphones have been provided to districts supervisory officers reported data through HealthWatch application for indicators like non-functional equipment, stock-out medicines

and absenteeism. They are also asked to enter the results of the visits to the health facility, including a self-photo to prove that they were present at the time of inspection. The information is automatically uploaded into the database for validation and a real time reports are generated with user-friendly maps and charts.

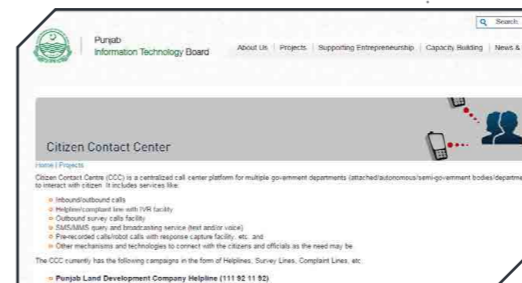


**VET Inspect** is a smart phone application for District Livestock Officers (DLOs) and Deputy District Livestock Officers (DDLOs) throughout Punjab.



"Vet-Inspect" enables district administrative officers to inspect facility per pre-defined KPIs and report data on the move, the data is submitted using smart phones.

Besides the centralized **Citizen Contact Centre (CCC)** platform for multiple government departments, the Punjab government has also set up a round the clock **Zamindar Shehri Helpline** (0800-02345) and **WASA Complaint Management**



**System** has been designed to cater the complaints raised by the general public for water and sanitation related issues.

Field staff as equipped with smart phones view assigned complaints and resolve them by reporting status and pictorial evidence via edge/3G in real time. Assignments are

pushed on to the devices of field officers and they are directed to visit the specified location to perform the assigned activity. The response submitted by field staff gets plotted on GPS map automatically against the complaint assignment. Integrated mechanism on

ground ensures effective monitoring of daily activities thus improving service delivery.

Back in 2013, the Punjab Government

also introduced **Haji Monitoring and Management Systems** that served as a vast complaint registration platform that registered complaints and collected feedback through three different mediums, one of which is a dedicated Android application for complaint registration and feedbacks.

Punjab Government is also planning to develop a platform that will enable people with non-IT background to use a monitoring application by simply dragging-and-dropping components. One of the applications that PITB has designed is for irrigation department. This app takes the picture of a depth-metre is automatically processed to extract the level of water in a canal – making it difficult to hide the theft of irrigation water in tail canals.

In these times when absenteeism and malingering has become the biggest obstacle in

good governance, the results of the m-government Programs are quite promising. Today almost everyone in Pakistan has a cellphone, this is the reason why these ingenuities have become a great a success to collect authentic and timely feedback from the citizens. World Bank's representative Jim Yon Kim at World Bank's Daylight Dialogue in Philippines, stated Punjab's Smart Phone Work as one of three global examples of good governance innovations."

## World Bank's representative Jim Yon Kim at World Bank's Daylight Dialogue in Philippines, stated Punjab's Smart Phone Work as one of three global examples of good governance innovations

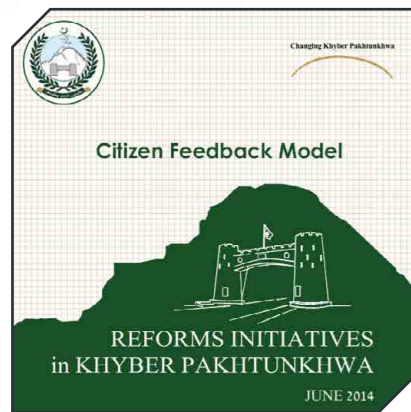
### M-Government Initiatives in KPK

The Government of Kyber Pakhtoonkhwa is persistently working to promote and articulate PTI's "Agenda of Change" by setting up a responsive social service delivery, economic prosperity and peace for all strategies. KPK government is using technology as their major weapon to fight back the social and administrative problems of the province. The government initially computerized all its departments and is now using mobile technology to establish good governance in KPK.

Like Punjab government, the government in Khyber Pakhtunkhwa has also undertaken **Citizen Feedback Model** as a priority reform area and has been proactively working to adopt the model across the province.

The public offices are required to collect numbers of applicants who are randomly contacted for feedback on the quality of service they received.

Numerous reports have been received showing good signs of proactive governance.



KPK government has started to use **biometric attendance system** in educational institutions for its improvement and development. The local government has also introduced **Independent monitoring System** in government schools in Khyber Pakhtunkhwa. This project is funded by the Department of International Development (DFID), UK for the purpose of reorganization and regulation of local school system.

**KPK government is using technology as their major weapon to fight back the social and administrative problems of the province. The government initially computerized all its departments and now using mobile technology to establish good governance in KPK**

It facilitates monitoring and data collection of the schools for the checking of attendance and performance of teachers and education administrators in the province. These monitors have been given smartphones with proper apps for feeding and evaluating data.

Monitors use GPRS to collect and transmit data in real-time to and from the concerned schools to the IMU head office in Peshawar. Beside the basic data about teachers and their performance the monitors also collect data of school inspections, the distribution of free textbooks, stipends to the female students and the parents-teachers council (PTC) and other school funds. This system has not only improved the attendance of teachers but has also improved the overall performance of education system. KPK government is also planning to introduce same system in Health sector of the province. The Health department of KPK has already published Expression of Interest from mobile companies for "Service Agreement on mobile connectivity package & data Hosting package" throughout all 25 districts of Khyber Pakhtunkhwa, for a period of 3 years initially. Hiring for the IMU department has also been started. Once Independent Monitoring Unit for Health Sector is introduced, the public hospitals will be monitored through this system and hopefully like education system the health facilities in the province will also improve.

The KPK government has also launched its **Police Access Service** (PAS) at the Central Police Office Peshawar. After successfully launching online-FIR initiative, KPK government has moved further with PAS with the objective to provide a mechanism for prompt redress of public complaints.



With this service citizens of KPK can now lodge complaints through SMS as well and the concerned police officers will contact the complainant within 24 hours through an automated SMS reply that will be sent to a complainant soon after the registration of his/her complaint. Complainants can also lodge a FIR through e-mail and making a call at toll free number.



PAS is especially commendable and worth mentioning achievement because the ratio of crime is sadly quite high in Pakistan and many of those crimes are not even reported due to the complicated system of the country. But with this initiative the justice will be served at the door step of citizens.

As part of PAS initiative KPK Police has also started an SMS service for creating awareness about the legal laws. Once subscribed to this services (send Follow KpPolice to 9900), users will get daily updates about KPK Police and details about all laws. The Directorate of Information and Public Relation KPK has also taken up inventiveness and started a free SMS news service. Users can subscribe to this service by sending a KP through SMS to 8333. The IT Excellence center at the DoIT KPK has also developed a **Peshawar Navigation System**.

## M-Government Initiatives in Sindh & Baluchistan

When you compare the governments' IT progress in all four provinces, it seems that Sindh and Baluchistan are probably

living in a totally different era. When Punjab and KPK are taking pride in their huge projects like real-time disease surveillance system, and school monitors, flood monitoring system and computerization of all departments, the governments of Sindh and Baluchistan are considering Establishment of a Provincial Portal, establishment of Video Conferencing System, and providing basic IT training to government employees as their IT milestones. It is very sad to see that half of the country is not reaping the fruits of modern technology.

## When you compare the governments' IT progress in all four provinces, it seems that Sindh and Baluchistan are probably in a totally different era

The governments are using conventional ways to do their business and not delivering what is expected by them. It is shocking and depressing to see that the IT minister of Sindh is Mr. Mukesh Kumar Chawala who has done Masters in Political Science from a local university and has no background of IT whatsoever. The fact that few months back he was stripped of the Excise and Taxation portfolio over his 'negligence' in issuing licenses to substandard wine shops in Hyderabad that lead to deaths of around 20 people in last five days is even more revolting.

In Baluchistan things are very bleak. It is true that it is the most undeveloped province of the country, facing perils of terrorism, military operation, lack of infrastructure and basic facilities of life. But rest of the country is also facing the same issues although with lower intensity but such problems should not impede the process of progress and development in any field

of life. Hence, it is the responsibility of government to start developmental projects and build infrastructure to stabilize the country. Educating and empowering the people is the only way to fight back all the problems and technology can play a major role in achieving that.

Governments of Baluchistan and Sindh need to step up their games, there is so much that needs to be done in implementing e-government and if they move at the current pace it will take ages to reach the desired goal. So instead of first completing e-government setup and then moving towards the next technology, I think the governments should directly move towards mobile technology as it is less costly and more effective in communicating with the masses and providing them basic facilities.

Public Sectors	KPK	Baluchistan	Sindh	Punjab
Health	IMU	-----	-----	HealthWatch
Education	IMU	-----	-----	-----
Safety and Security	PAS	-----	-----	-----
Administration	SMS News Service Navigation System	-----	-----	Vet Inspect, Hajj Monitoring System, Irrigation app
Complaint System	CFM	-----	-----	Citizen Contact Centre
Feedback System	CFM	-----	-----	CFM

Mobile technology has changed the way people collect and disseminate information and avail services. These advancements and developments will further transform healthcare, commerce, development and education, the government activities will further enhance as well. But to achieve the widespread use of mobile devices the government also needs to create awareness among the general public. It is very important for the government to match its pace with the changing trends in the technology to improve its efficiency and transparency and innovations in

mobile can propel the government to so that.

The role that Punjab and KPK government is playing in imparting modern technology in its businesses is admirable and encouraging as without the using the latest technology in its day to day working the government cannot achieve efficiency and productivity. M-government is not only a great tool for communication between the state and its citizens but it can be used to provide timely services in transparent manner. Sadly the governments of Sindh and Baluchistan are way behind in this regard. Both governments need to match the pace of IT developments taking place in other two provinces. The m-government systems have developed and successfully started working. Sindh and Baluchistan governments can use these

technologies that are already being in use in the country without getting into research and development phase.

What has been achieved so far is just a scratch on the surface, the possibilities are endless and advantages are humongous. The launch of 3G/4G is a step-up for Pakistan and will shape the technology arena of the country and the government needs to make utmost use of this technology to shape up the future of Pakistan.

# Mobile Phone REVOLUTION

## The past, present and future of Smartphone

The "Smartphone Revolution" has completely changed the way how personal communication used to take place and with the recent launch of smartphones with cutting-edge technology, the competition has become even more aggressive. In this situation it is important to know the interesting history of this unique invention which has revolutionized our planet. Invented by an engineer in 1970's who was working in Motorola Company, didn't know himself that the world would be appreciating his invention to this extent. The mobile we are using today has passed through many evolutionary phases that made its significance more relevant and essential.

**"Smartphone Revolution" has completely changed the personal communication use to take place**

Martin Cooper was the man behind this tiny invention. In 1973 Martin made the first phone call from the world's first mobile phone. It was a clear signal that the world is going to be globalized soon and the process of communication in upcoming century will shape the

whole universe.

**Invented by an engineer in 1970's who was working in Motorola Company, didn't know himself that the world would be appreciating his invention to this extent**

During World War I, the German army used field telephone to stay in contact with its military officials. This use proved very significant during the course of WWI and stressed the alternative functions of mobile phone.



German army using field telephone during WWI

In 1989, Motorola introduced the Micro T-AC personal telephone, its antennas could be pulled open to use it as a telephone and the flip-down was used as the mobile phone. After this in 1997, Philips Consumer Communications introduced the new digital smart phone "Sayngry", which had additional specifications including mobile e-mail, Internet and

wireless fax etc.

Danger Hip Top was another



Sayngry Phone by "Philips Consumer Communications" (1997)

smartphone introduced in 2002 with e-mail, SMS features, but this time the "Personal Assistance" apps e.g. digital cameras and video games were also introduced. This phone with flip-out screen and friendly keyboard made the communication more easy and helpful.

**Martin Cooper was the man behind this tiny invention. In 1973 Martin made the first phone call from the world's first mobile phone**

Steve Jobs, Apple's Chief Executive, in 2007 launched the first Pocket PC cum iPhone during Mac World conference held in San Francisco. iPhone's launch proved to be a great invention that actually heated up the competition between Samsung, HTC, Nokia and Sony Ericson. The alternative benefits of mobile phone came into reality by many brands and sparked a tough

By Saima Ibrahim

competition in the market. People came closer through social media connection and many other apps as mobile became a device that serves multiple purposes.

It can be rather said that mobile



First woman in Bangladesh using Mobile Phone

has played fundamental role in making the world "Global Village".

**People came closer through social media connection and many other apps as mobile became a device that serves multiple purposes**

Among vast list of functions performed by mobile phone, nowadays people use it for variety of purposes.

Also due to the dramatic change in terms of technology: the internet, satellite stations, and the social networks people have become more aware about their rights and civil liberties.



In 2011, a burqa-clad woman in Tahrir Square among the protesters and security forces id using her mobile phone

One of the best roles played by mobile and social media was

during the 2010 wave of "Arab Uprisings". As the protestors of these uprisings were majorly young people hence they used social media like Facebook, twitter and YouTube to organize, communicate and raise political awareness among the protestors.

Protestors across the country used to announce the venue and timings for their protest on social media websites, making it easier to come and join their cause. Instead of AK-147 their revolution tool was social media, this is the reason why the alternative name for this uprising became "Facebook Revolution".

The use of mobile phone on



Steve Job (late) introducing his Apple's iPhone that heated the mobile competition

political forums has made it clear that now everything is possible through this tiny device. People have now full freedom of expression as they can tweet and discuss everything through social media.

**One of the best roles played by mobile and social media was during the 2010 wave of "Arab Uprisings"**

Imran Khan's "M-Politics" has revived a new spirit in Pakistani nation where they share their views and

access the true picture of story instead of relying on T.V channels and newspaper. But where do we



Mobiles and Tablets making the "Age of Awareness" more globalized

stand in this revolution?

Pakistan as a 3rd world country has huge potential to grow and fit itself in this technological competition. With latest launch of 3G/4G in Pakistan, mobile market can grow effectively as the quality and intensity of communication will increase.

**Pakistan as a 3rd world country has huge potential to grow and fit itself in this technological competition**

But along the improvement in the communication process, many other doors to development will also open. Smartphones along with 3G/4G technology will have a profound effect on the socio-economic state of the country by improving education, health, security and agriculture sectors while creating employment opportunities as well so we should stay positive and look forward to that.





# Why Pakistan still stands among the LEAST CONNECTED COUNTRIES?

With almost half the world's population now online, this global village has now become a nation of fast adopters, where the digital interactions aren't just about jumping on the latest platform or buying the latest technology, but now also about being connected!

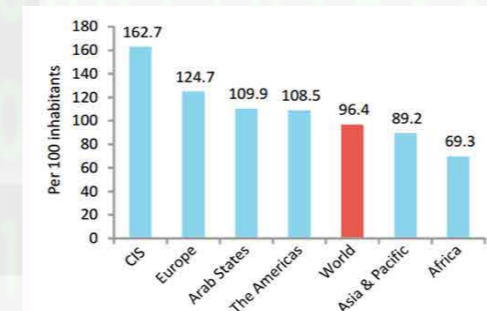
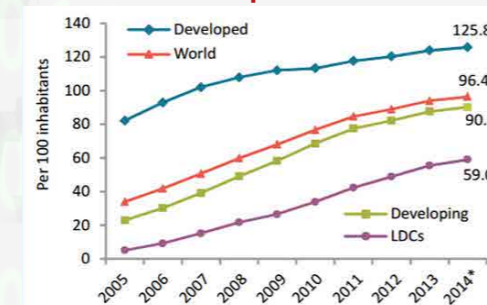
The Internet broadband has exerted the level of impact that no business, industry, or government can ignore. And just like any other technological phenomenon, with its scale and speed, it brings myriad opportunities, which consumers have been quick and enthusiastic to grasp.

**Pakistan has been losing its position on the index of the connected nations for the past five years**

Looking at the six world regions, Pakistan lies in the region, which has the strongest mobile-cellular growth and the lowest penetration rates.

Pakistan stands in the 'Asia & Pacific' region, where the mobile-cellular population coverage has reached 91%. This indicates that almost every person in this region lives within reach of a mobile-cellular signal and, at least theoretically, has access to mobile communication services.

**Mobile Cellular Subscription by Level of Development 2005-2014**



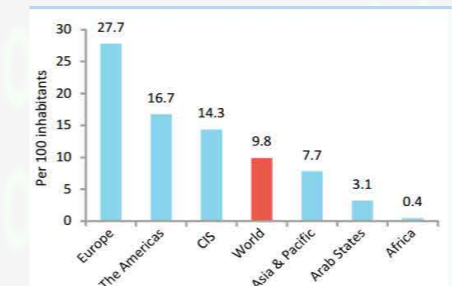
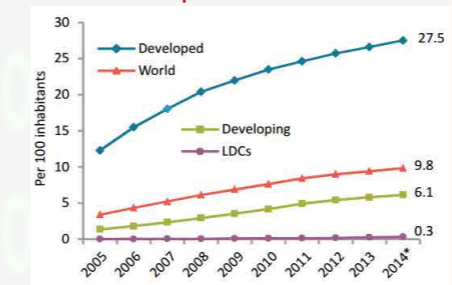
Source: ITU Report

The latest edition of the ITU report certainly don't paint a good picture for the country, despite having a large subscriber base.

**Many international surveys estimated that over 80% of Pakistan's population is still offline**

The use of information and communication technology (ICT) showed a positive growth trend, however, Pakistan still stands among the 'Least Connected Countries' (LCCs) and ranks 142 on the global ICT index of 166 economies (ITU report).

**Fixed Broadband Subscription by Level of Development 2005 - 2014**



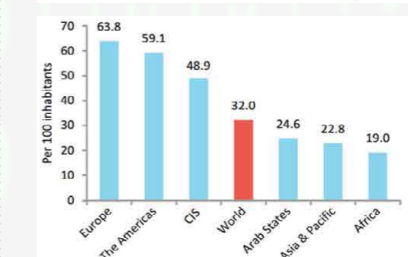
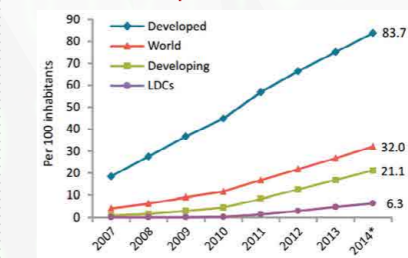
Source: ITU Report

In developing countries, fixed-broadband penetration growth rates has dropped from 18% in 2011 to 6% in 2014, reaching an overall (low) penetration rate of 6% by end 2014, and less than 1% in LDCs.

**The scale and pace of the internet connectivity is still accelerating, it is contributing up to 8 percent of GDP in some economies, powering growth, and creating jobs**

The Arab states stands out with a low fixed-broadband penetration of 3.1% by end 2014, the second lowest among all regions are considerably below the global average of almost 10%.

**Fixed Broadband Subscription by Level of Development 2005 - 2014**



Source: ITU Report

Mobile broadband remains the fastest growing market segment, with continuous double-digit growth rates in 2014 and an estimated global penetration of 32%.

When we talk about our country, many international surveys estimated that over 80% of Pakistan's population is still offline. We have 3.6 million broadband subscriptions as of April 2014, which makes it roughly 12% of the population.

Pakistan has been losing its position in the index of the connected nations for the past five years, which is very disappointing; one of the reasons behind this poor ranking is the late arrival of 3G/4G technology in the country.

The country's low growth rate is because the access to ICT remains largely out of reach, particularly for the large rural populations, which is approximately 60%. Our government needs to implement rural projects on a fast-track basis and the mobile infrastructure should be developed to safeguard connectivity. The projects like online banking, mobile money and e-government are already

initiated to improve efficiency, connectivity, speed and access, but the problem in our country is that the speed and importance of these developments are often overlooked.

Government of Pakistan should play a critical role to redesign its policy and investment strategies and create a national culture of innovation. We should take the examples from cities like New York, Paris, Hong Kong, and Macau, cities that offer its citizens and visitors with free public Wi-Fi access. Worldwide it is a common practice to offer free internet at airports, parks, libraries, public buildings, ferry terminals and more) to ensure connectivity.

The growth in broadband subscriptions is accompanied by continuous growth in national backbone capacities and international Internet bandwidth. The scale and pace of the internet connectivity is still accelerating, it is contributing up to 8 percent of GDP in some economies, powering growth, and creating jobs.

**We should take the examples from cities like New York, Paris, Hong Kong, and Macau, cities that offer its citizens and visitors with free public Wi-Fi access**

It should be noted that the data for this report was collected before the deployment of 3G/4G technology, which has shown the evolution of investment in telecommunications. The continuous growth in the number of broadband and 3G/4G subscribers is quite reassuring and it is expected that there would be a significant change in next year's report.

# HOW ARPANET AND BEYOND

When most people think of the Internet today, they think of the World Wide Web. At 25 years old, it's only part of the Internet, which we have all thanks to the military. The Internet itself dates back to the '50s when computers were so large they took up an entire room!

## THE BEGINNING: ARPANET

**In 1957,** the Soviet Union launched **Sputnik**, the first manmade satellite.

**In 1958,** The **Advanced Research Projects Agency** was created. Its purpose was to focus on computer science, to give America a technological edge over the rest of the world.

**At this time, computers:**

- Could only read punch cards or magnetic tape.
- Could not be networked together.

**In 1966,** **ARPA** called for several research institutions to come together to build a computer network.

**The goal was to:**

- Increase computing power
- Decentralize information storage
- Find a way to distribute information on a large scale, should the U.S. ever be attacked.

**ARPA** reached out to **Bolt, Beranek, and Newman (BBN)** to develop technology to network computers.

They built a network of four computers, each running on a different operating system.

The network became known as **ARPANET**.

It established many of the protocols still in use for the Internet today.

- File Transfer Protocol (FTP)
- Transmission Control Protocol and Internet Protocol suite (TCP/IP)



**By 1977, the network grew to 111 computers.**

# INTERNET WAS BORN

Connected computers used satellite links, and spread as far as Hawaii and Europe.

**They connected:**

- Research facilities
- Universities
- Military

**Mmm... ARPANET?**

Few people had access to the system.

The general public didn't even know ARPANET existed.

## THE END OF ARPANET

**In 1983,** the military sector of ARPANET left the network to become **MILNET**.

- Later, this became part of the Department of Defense Data Network (DDN).
- They remained connected to ARPANET through a limited number of email gateways.

**In 1985 and 1986,** five supercomputer centers formed a network called **NSFNet**, or the **National Science Foundation Network**.

**NSFNet** expanded to encompass many universities. Networks began consolidating to larger networks.

**This system of interconnected computers became known as the Internet.**

**The '70s** brought personal computing, but during this time, the Internet wasn't available to the public.

It was a resource only for:

- Government
- Corporations
- Universities

**In 1990,** the ARPANET project disbanded, as its goals had been met.

**DARPA** is now known as the Defense Advanced Research Projects Agency, or **DARPA**. It is responsible for research and development of military and defense technology today.

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- Networks began consolidating to larger networks.

This system of interconnected computers became known as **the Internet**.

**World Wide Web** came later, as a way to navigate the Internet.

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- Universities

**In 1990,** the ARPANET project disbanded, as its goals had been met.

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## THE WORLD WIDE WEB

The World Wide Web wasn't created until 1989,

which was 20 years after the first "Internet" connection was established.

Creator of the WWW, **Tim Berners-Lee** developed protocols still in use today:

**HTML:** HyperText Markup Language. This is one of the basic languages computers use to display web pages and link documents together.

**URI:** Uniform Resource Identifier. A kind of "address" that is unique to each resource on the Web.

**HTTP:** Hypertext Transfer Protocol. Allows websites to communicate with one another to pull linked information from all areas of the WWW.

He served the first web page by the end of **1990**.

The WWW became available to the public in **1991**.

## THE MILITARY AND TECHNOLOGY TODAY

Today, the military uses video games for training.

**DARWARS** helps soldiers learn:

- Communication skills across various cultures
- How to run convoy operations
- Rules of engagement



**Tactical Iraqi and UrbanSim** help soldiers learn:

- Language skills
- Attack techniques

War simulators like **Virtual Battlespace 2** enable commanders to construct specific frontline scenarios to assist in training entire companies of soldiers:

- IED explosions
- Ambushes
- Medical evacuations

Military researchers are using **unmanned aerial vehicles (UAVs)** for surveillance and attack. They will address issues in difficult conditions where a soldier's safety is at risk.

**DARPA** is urging the Collaborative Operations in Denied Environment (**CODE**) to expand the UAV program to take on additional responsibility, to help reduce costs.

Software assists radar and security experts with building integrated sensors into security systems.

Today, members of the military use the Internet to communicate information over private and classified networks.

The U.S. military allows for social media access over the Non-Classified Internet Protocol Network, or **NIPNET**.



**ARPANET** set the way for a high-speed computer network and its impact can be seen beyond the military.

## Sources:

computer.howstuffworks.com, webfoundation.org, computerhistory.org, theatlantic.com, militaryaerospace.com, atwar.blogs.nytimes.com

WhoIsHostingThis?

**CONFERENZA**  
 L'INCHIESTA SULLE  
 CAUSE DELLA  
 CRISI DEL  
 SISTEMA  
 FINANZIARIO  
 MONDIALE  
 E LE  
 PROSPETTIVE  
 DI  
 RECUPERO  
 DELL'ECONOMIA  
 ITALIANA  
 A CURA DI  
 ANTONIO  
 DI NINO  
 E  
 GIANFRANCO  
 FERRARI

**SCANDALI**  
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 DEL  
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 GIUDIZIARIO  
 A CURA DI  
 ANTONIO  
 DI NINO  
 E  
 GIANFRANCO  
 FERRARI

25



By Rizwana Khan

Aoun Muhammad

# Fawad Khan

## Khoobsurat Heart Throb of Pakistan

**J**utt and Bond was the first serial where most of us first saw Fawad Afzal Khan. But no one knew that once skinny and scrawny Bond will one day turned in to the heart throb of the nation.

**After becoming the face for many corporate brands like Servis, Head & Shoulders and LUX Fawad has now become the brand ambassador of Samsung**

Fawad was born on 29 November 1981 in Karachi and completed A-Level from LGS Lahore. He got his Bachelor's Degree from National University of Computers and Emerging Sciences (FAST). He is an actor, a singer, a model and he also owns a brand called "Silk" which is his collaboration with his wife. He was the lead singer of Entity Paradigm (EP), a Pakistani nu metal band but due to diabetes he quit singing and focused on his acting career. Today he is among the top star list of Pakistan, his performances in "Khuda Ke Liye", "Dastaan" "Zindagi Gulzar hai" and "Humsafar" were highly appreciated. He has won 3 Best Actor awards so far, one for his performance in Humsafar at 12th Lux Style Awards, and 2 awards for his performance in Zindagi Gulzar hai at 2nd Hum Awards and 2nd Pakistan Media Awards.

Our charming and chocolaty hero has also recently starred in a Bollywood flick Khoobsurat. Although the movie didn't do well on the Indian box office but it was an instant hit in Pakistan and fawad got huge appreciation for his acting from Pakistani and Indian fans alike. He has couple of more Bollywood projects lined up for the future including another collaboration with Khoobsurat co-star Sonam Kapoor in Battle for Bittora. He has also committed to star in Akshat Verma's next

untitled project and has completed Summer Nicks's Kolachi.

Fawad Khan is undoubtedly one of the most down to earth and humble person, fame and fortune haven't been able to get the better of him. Read his interview and get an insight in to Fawad's world.

**PW: When did you decide that you want to be an actor and how did you land with your first role?**

**FK:** I stumbled into acting when I was in my first year of college, a friend offered me a role in a slapstick comedy show he was making titled Jutt and Bond. The money was great and I had to play an idiot on screen, so I took it up without a thought.

**By working in other countries, we're able to move out of our comfort zones, learn more and bring that back to our own industry**

Then, I quit acting and started my band, EP (Entity Paradigm). My friends feel that I could have pursued a solo music career. But by this time, my wife Sadaf (then my girlfriend) started getting marriage proposals and I realized that I had to take a few decisions. My father-in-law was a civil servant – I definitely didn't want him to see Jutt and Bond. To make a good impression, I took up various 9-to-5 jobs – I worked in a construction firm, I even packed boxes. Around that time, the same friend persuaded me to return to acting. I've been really lucky. I'm very lazy but I do things only if my heart is in it. I'm trying to change now because bills have to be paid. I guess it was Khuda Keh Liye that first brought me attention from Film and TV producers.

**PW: What, in your opinion is different in the Fawad Khan of TV dramas and the Fawad Khan who is a movie star?**

**FK:** I am not at all a boring and quiet person in real life, something that

my character has been depicted as in the film. In the movie "Khoobsurat" Vikram Singh Rathod, is a serious no-nonsense kind of guy but in reality there is no similarity between me and my character in the fun-filled drama. Although in dramas you can count my romantic part.

**PW: Moving on to an industry which is already stiff and competitive it must have been difficult for you to act in Khoobsurat and make your place in Indian film industry?**

**FK:** I've learnt a lot from working in Bollywood. Pakistani films are certainly on the rise but in India, movies are already a huge, money-churning business. They are extremely organized and professional. For instance, wherever our team went to shoot, we were accompanied by an auditing team. They'd work in a separate room and make sure that we'd never go over the budget. There is so much to learn that I find the entire debate that Pakistani actors shouldn't work elsewhere senseless. By working in other countries, we're able to move out of our comfort zones, learn more and bring that back to our own industry.

**In the movie "Khoobsurat" Vikram Singh Rathod, is a serious no-nonsense kind of guy but in reality there is no similarity between me and my character in the fun-filled drama**

**PW: Were you intimidated considering it was your first Hindi film with stars?**

**FK:** I was intimidated from the moment I stepped in. It wasn't because of the big stars; it was because I was out of my comfort zone. But it's necessary to get out of your comfort zone. It's educational. It strengthens you. It makes you capable of addressing situations with a worldview.

**PW: When did you realize a career in acting was for you?**

**FK:** To be very honest. I tried my hand at 9 to 5s. It took convincing from a

friend and financial pressure to put me back on track after two instances of quitting on the industry. After a while I realized I saw potential in it as a career and a source of satisfaction.

### To satisfy my fans and give them the right news is always my priority to do

**PW:** Is your cell phone the first thing you check in the morning? How important is your smartphone for you?

**FK:** Absolutely, living in the world where things move so rapidly, smartphone plays magnificent role in up-dating me about the current happenings. It also keeps me connected with the people. I have everything in my cell phone.

**PW:** We have heard that you interact with your fans on social media and sometime also post things that aren't related to your film work. Doesn't it disturb your personal life?

**FK:** Not at all. To satisfy my fans and give them the right news is always my priority to do. I love to interact with them.

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

**FK:** [facebook.com/Fawad.Afzal.Khan](https://www.facebook.com/Fawad.Afzal.Khan)  
[twitter.com/iFawadKhan](https://twitter.com/iFawadKhan)  
[instagram-fawadkhan\\_official](https://www.instagram.com/fawadkhan_official)

**PW:** You are the brand ambassador of renowned brands of Pakistan like Lux, Fair lovely Men and QMobile, do you think modeling is the instant way to get fame in media industry?

**FK:** Well, yes!!! Modeling gives you instant success. It is the prompt and immediate way to get noticed by the industry and the viewers.

**PW:** Are you superstitious and believe in luck/karma/horoscope?

**FK:** I'm not particularly superstitious, but I do believe in God, and so therefore I do believe in Karma, I think the good you do, and the bad you do, eventually comes around to you.

**PW:** You have worked with industry's big names, who's your favorite co-star?

**FK:** Honestly, I have worked with so many brilliant stars that I can't pick one. Everyone is stunning and marvelous in work separately.

**PW:** How do you deal with criticism?

**FK:** Too much attention and expectations always keep you on edge. I usually keep myself away from such thing. If there is a rumor I always try to clarify it.

### Living in the world where things move so rapidly, smartphone plays magnificent role in up-dating about the current happenings

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

**FK:** Too early to comment. Let me experience more to make a better judgment.

**PW:** Any message for your fans?

**FK:** Don't follow the path that is given to you. Make one for yourself. There is no shame in rebelling with a sense of integrity and standing up for what is right. It's alright to say no.

### Rapid Fire

#### Your inspiration

Marlin Brando, Peter O' Toole and Alec Guinness

#### You love?

My Wife

#### TV or Film

Right now film

#### What does money means to you?

An important commodity

#### You can't live without?

My family

#### Something you miss?

Composing and singing

#### You are embarrassed of?

My Teenage time

#### You're deeply proud of?

My Father



#MWC15

## THE EDGE OF INNOVATION

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**BARCELONA 2-5 MAR 2015**

The mobile communications revolution is driving the world's major technology breakthroughs. From wearable devices to connected cars and homes, mobile technology is at the heart of worldwide innovation. As an industry, we are connecting billions of men and women to the transformative power of the Internet and mobilising every device that we use in our daily lives. The 2015 GSMA Mobile World Congress will convene industry leaders, visionaries and innovators to explore the trends that will shape mobile in the years ahead. We'll see you in Barcelona at **The Edge of Innovation.**

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AN EVENT OF  
**MOBILE  
WORLD CAPITAL  
BARCELONA**

# Smartphone Review

By Yasir Ajmal



# SONY XPERIA Z3

*Classy Smartphone with Great Battery Life*

The Sony Z3 is as fast as you can expect from a high-end smartphone without scrutinizing microsecond load times and absurdly high pixel densities.

Sony puts the extra efficiency down to two things in its newly launched Z3 - the Snapdragon 801 processor, with clocked at 2.5GHz and a new display technology that it developed which retains the memory of whatever is on the screen, meaning less reloading and more efficiency. Although it doesn't have a catchy name like Sony's other screen technologies.

## Design

The design of the Sony Xperia Z3 is something surprising. The phone has a dimensions of 146 x 72 x 7.3 mm, which compared to the Sony Xperia Z2 (146.8 x 73.3 x 8.2 mm) doesn't seem all that different. One thing those two phones lack, however, is the Z3's resistance to dust and water. Sony has moved up to a higher IP68

certification, which means as long as the latches covering the charging port and nano SIM card slot are closed. Those latches guarding the micro USB charging port, nano SIM and micro SD card slot feel more robust than the ones on previous Xperia Z handsets and should hopefully do a better job of keeping those vital internals protected.

## Display

The screen is really the best thing about the Z3, -- the IPS panel is bright and colors are definitely vivid. However, the one thing that irks is Sony's failure to capitalize on the screen size and resolution -- you're limited to just five rows of four huge icons.

## Camera

Z3's camera seems pretty decent, but with a few caveats. Despite it having 20.7 megapixels, Sony uses pixel-binning for most of its modes,

and produces a picture of around 8 megapixels.

## Camera

Z3 comes Android KitKat, but 4.4.4 instead of 4.4.2. The difference between the two versions are just some bug fixes, so software-wise, the features found on the Z3 are pretty much the same.

It has built-in themes, floating apps, Sony's own take on the image gallery called Albums, a music app called Walkman and a Movie app that lets you rent films.

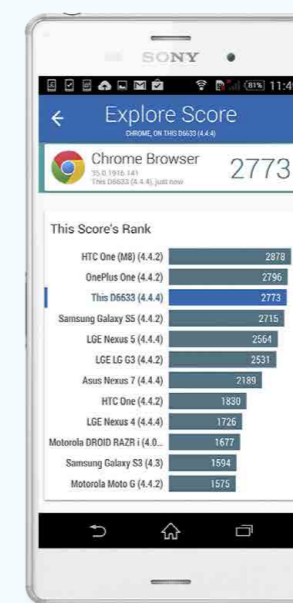
There is new stuff, however, and this includes Lifelog, a health tracker; Sony Select, an app curator; and PlayStation, which lets you play PlayStation 4 games on your phone anywhere at home. You'll essentially be able to use your Xperia Z3 as a remote screen for your PS4, using the PS4's DualShock 4 controller to stay in the game.

## Performance and Benchmarking

Two comprehensive tools were used to check the performance of SONY Z3 and it's standout position amongst its competitors. With the Z3 packing a quad-core Snapdragon 801 2.5GHz processor, the phone was quick and snappy. While it's not the latest Snapdragon 805 processor found in newer devices, you'll have no performance issues with this phone, that's for sure.

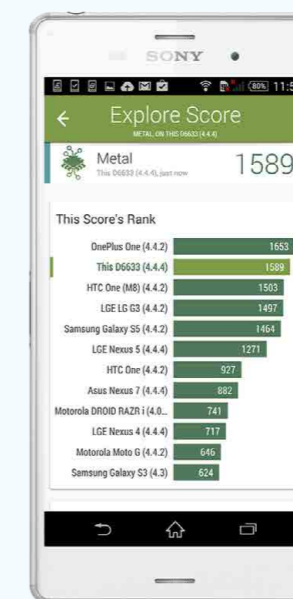
## Vellamo HTML5

Chapter is a set of system-level web browsing tests. This test placed Sony Z3 at 3rd place by giving it 2773 points.



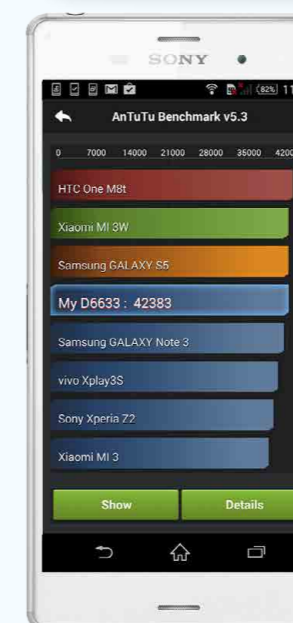
## Vellamo Metal

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.



## 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. Xperia Z3 did pretty well on this test as well.



## Specs

**Network:** GSM 850 / 900 / 1800 / 1900  
3G Network HSDPA 850 / 900 / 1700 / 2100  
4G Network LTE 700/800/850/900/1700/1800/1900 /2100/2600

**Body:** Dimensions: 5.75 x 2.83 x 0.29 inches  
Weight: 152 g (5.36 oz)  
Rugged: IP68 certified - dust proof and water resistant over 1 meter and 30 minutes

**Display:** Size: 5.2 inches  
Resolution: 1080x1920 pixels  
Protection: Shatter proof glass

**SIM:** Dual SIM (Nano-SIM, dual stand-by)

**OS:** Android OS, v4.4.4 (KitKat)

**Processor:** Quad core, 2500 MHz, Krait 400

**Chipset:** Qualcomm Snapdragon 801 8974-AC

**GPU:** Adreno 330

**Memory:** RAM: 3 GB  
Internal: 16/32 GB, microSD, up to 128 GB

**Camera:** Rear Camera: 20.7 MP, autofocus, LED flash  
Front Camera: 2.2 MP, 1080p@30fps

**Battery:** Non-removable Li-Ion 3100 mAh battery

**Color:** Black, White, Copper, Silver Green

## Pros

- Active noise cancellation with a secondary microphone
- 2.2MP front-facing camera with 1080p video recording

## Cons

- Non user-replaceable battery
- Slightly larger than most direct rivals

## Rating



- Design : 3.9
- Usability : 4
- Performance : 4
- Features : 3.8
- Value : 3.8
- Camera : 4.5





# Android 5.0 Lollipop

**A**ndroid 5.0 Lollipop brings a significant design change without straying too far from the familiar Android experience. The new design is everywhere in the OS, making Lollipop feel organized, where all of its parts fit together perfectly.

There are few smash hit extras in this release, since Google added mobile payments, unified search and support for third-party keyboards ages ago, but the core features are all still there, and they're better than ever. Also there are ton of new features. Here are the top features you need to know about.

## Material Design

The first thing you will notice after updating to Android 5.0 Lollipop is the redesigned interface. Google's

"Material Design" brings a cleaner and lighter look to the operating system.

## New Lock Screen

Notifications are now displayed directly on your device's lock screen. They can be swiped either to the left or to the right to be dismissed, or you can double tap them to jump right into an app. A simple swipe up from the bottom will unlock your stock Android device, while sliding your finger from left to right will open the phone app and a swipe from right to left will open the camera.

## Hide Sensitive Content in Notifications

Not a fan of having everything front and center? Notifications can be disabled or set to hide sensitive content. Head to Settings and click Sound & Notification, followed by the "When device is locked" option at the bottom of the page.

## Battery-Saver Mode

With new battery-saver mode feature, it will improve battery life by reducing your device's performance and limiting most background data. It's similar to features found in devices from Samsung, LG and HTC. This feature is great for those times your battery is running low and you just can't seem to find a charger. In fact, Google claims that enabling the battery-saver mode on Android 5.0 Lollipop will extend your device by up to 90 minutes.

## Hang a Do Not Disturb Sign

The first time you change the alert volume on your device you will notice few new options just below the volume slider. These are part of a new featured called Priority mode. Selecting "None" will disable all notifications, even your alarm clock. While "Priority" mode will show only notifications you have approved. Head to Settings, click Sound & Notifications and select Interruptions to approve select notifications.



M. Mohsin Rehman

## Add Trusted Devices

You can set a Bluetooth or NFC tag as a "Trusted Device." When the device is in range of your phone, the security passcode or pattern won't be required to unlock it. To set this feature up, head to Settings, select Security, followed by Smart Lock and Trusted Devices. Note that the Smart Lock option will only be available if a security lock, such as a pattern or a passcode, is enabled on your device.

## Guest Mode

Share your phone with friends or family members? You can now create multiple user profiles to keep your personal apps, contacts and photos separate from theirs. There is also a guest mode for temporary users. New modes can be accessed and created by pulling down the Notification menu and tapping the person icon in the top right corner of the screen

## Adaptive Brightness Replaces Auto Brightness

Previous versions of Android included an automatic brightness feature, which would automatically adjust your brightness depending on your environment. The feature has now been replaced with an "Adaptive brightness" mode. This is similar to the auto-mode, but you still have the ability to choose your own brightness. Once you have set a base brightness, the adaptive mode will then adjust it based on your surroundings.

## Invert Colors

You will also find an option to Invert Colors in the Accessibility settings. While it's not for everyone, this option can also make it easier to read text

at night.

## Battery Stats

In addition to battery improvements, Android 5.0 gives you more information on your battery life. Going to Settings and selecting Battery will give you an estimated time of how much longer your battery will last. After you plug your phone in, it will give you an estimate on how long it will take the battery to be fully charged.

## Share Anything with NFC

The Android Beam sharing feature that was first introduced with Android 4.0 Ice Cream Sandwich has been improved with the release of Lollipop. Users could previously only share Web links, contact info, directions and YouTube videos, but now you can share anything with just a tap.

## Don't Let Notifications Interrupt Your Games

One of my favorite features in Android 5.0 is the new notification system. Notifications will no longer interrupt you when playing a game or watching a movie. Text messages, phone calls and other notifications will now briefly appear at the top of the screen. You can choose to act on the notification or simply swipe it away.

## Screen Pinning

Now you can lock down your device so the person using it only has access to one app. undoubtedly a convenient feature for those who often offer a device to a child for playing a game or a friend to check his or her e-mail. Once the app is pinned, the user can navigate anywhere within the app, but he or she can't leave it. So if you pin Chrome, the user will be able to browse the Internet, but that's it.

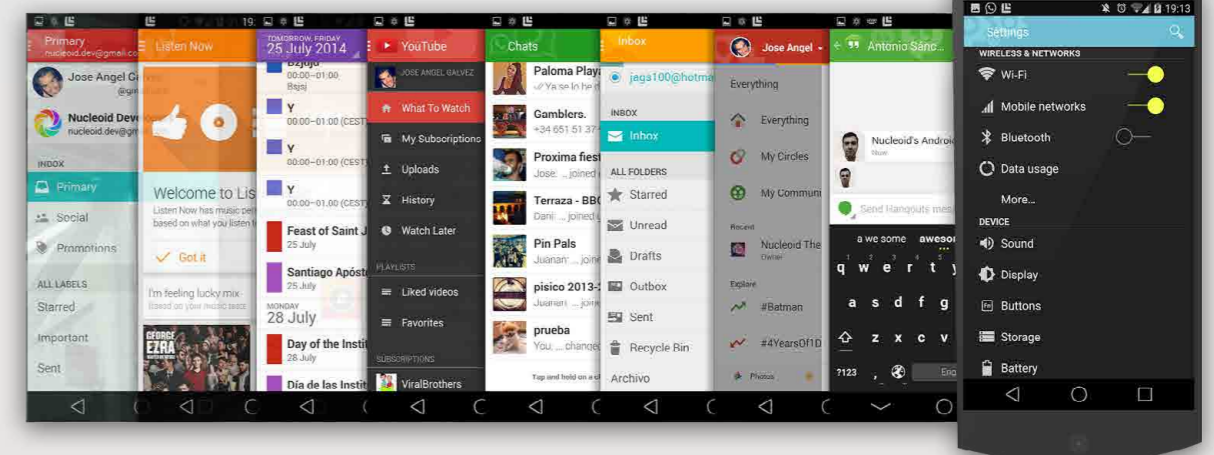
Exiting a pinned app requires you to touch and hold the back and overview buttons at the same time. After a couple of seconds, your device will switch to the overview screen.

## Access Google's Flappy Bird Clone

The mobile game Flappy Bird took the world by storm in 2014. After reaching the top of the charts, the game was suddenly removed by its creator from the Google Play Store. As a homage to the game, Google added a Flappy Bird-inspired Android version as an Easter egg in Lollipop. To access it, head to Settings, click on About Phone and tap "Android version" repeatedly. A lollipop will appear on your screen, a single tap will change the color of the tasty treat, while a long-press will open the game.

## Final Words

For its newest flavor of Android, Google took a big bet on design that paid off. Android's existing core features -- notifications, security, sharing and battery life -- also fetched improvements, making them more useful. Priority mode in particular feels like a killer feature, since its a smarter version of Do Not Disturb that's as easy to turn on as changing your ringer volume. With the three major mobile operating systems -- Android, iOS and Windows Phone -- all offering roughly the same features, Google looked to the on-screen experience to make Android stand out. When picking a phone to buy today, it's no longer a question of which OS is better, only which one is better for you. With Lollipop, you get all the features, plus a polished design that doesn't take itself too seriously.



# IS THIS THE LAST GENERATION OF KIDS THAT PLAYED OUTSIDE

## Technology – Its Positive & Negative Effects on Our New Generation

**T**echnology has revolutionized 21st century, we can claim that we are witnessing the most advance form of digital world. The concept of smart city has started a new age where almost everything can be controlled by a single device. No doubt, technology is affecting us in pluralistic ways but the most important impact it has is on the new generation and it has a totally different story. Despite the countless wonders of technology, there is a dire need to understand the pendulum between negative and positive sides of it. There is huge debate among the experts regarding the effects of technology on child's growth and development. One group considers it as only way to advancement and success whereas the other is denying so much dependence on technology. To know and

understand that the new generation will or will not be the last generation that played outside is hence the focus of this discussion.

So what is the impact of technology on the developing child? Recalling the old times, we can say that a mere 20 years ago children used to play outside games like riding bikes, playing sports, building houses with mud etc.

**Despite the countless wonders of technology, there is a dire need to understand the pendulum between negative and positive sides of it**

They were masters of imaginary games and created many fancy

characters of stories even without the help of any equipment or gadget. Children of the past had their own imaginary world that was more simple and creative.

**Children of the past had their own imaginary world that was more simple and creative**

Today things have changed due to "TECHNOLOGY". Mud-games have been placed by tablets and cell phones, the world of technology is taking them away from real life adventures.



By Saima Ibrahim

Technology's impact on new generation is actually fracturing its basic foundations.

Internet, TV, social media and mobile phones have influenced the young generation in many ways.

**Mud-games have been placed by tablets and cell phones, the world of technology is taking us away from real life adventures. Technology's impact on new generation is actually fracturing its basic foundations**

Adults are now even following language and dressing styles from these high-tech cultural trends. Due to mobile phones we neglect our close ones just to keep in touch with strangers. Gone is dining room table conversation, and replaced by the "big screen" and take out. Due to technology we are technically moving away from each other as the chaotic nature of techno-world has confused the young generation. Children are now more inclined towards iPads, cell phones, tablets and laptops as compared to traditional games.

**Children are now more inclined towards iPads, cell phones, tablets and laptops as compared to traditional games**

In such situation it is important to come together as parents and teachers to help society "wake up" and understand the overwhelming effects technology is having on the new generation. These mainly include physical, psychological effects and even the social inability to sustain family relationships and

behaviors. Time and tide waits for none and neither does technology, these advancements will never stop and no one can argue about the benefits of advanced technology in today's world. But to help and guide the new generation for its correct and beneficial use is also very important.

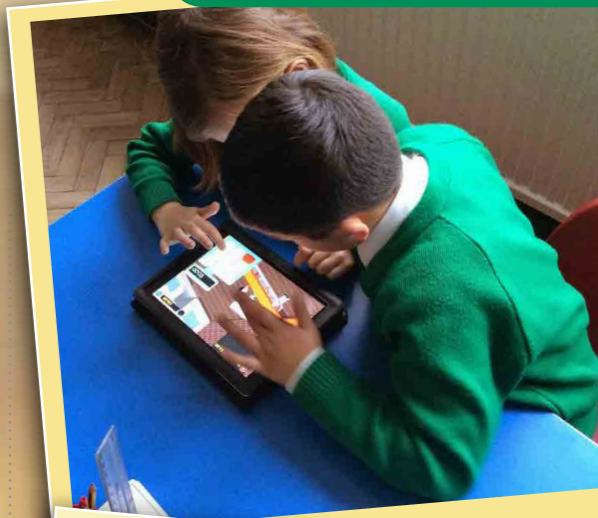
In a net shell, we cannot say that technology is all bad. Technology is essential to compete in this high-tech world only when it is used in the right way and children can also benefit from many advantages of it. Their learning process can be enhanced by it as now knowledge is just a click away.

**Time and tide waits for none and neither does technology, these advancements will never stop and no one can argue about the benefits of advanced technology in today's world. But to help and guide the new generation for its correct and beneficial use is also very important**

The social side can also help them to be socialized, build confidence and improve their interpersonal skills. The basic idea behind this article is to highlight the fact that there is a need to take benefit from technology in a balanced way while avoiding the many traps and side effects it brings. Hence, bridging the gap between digital and traditional culture must be our main focus as it is said and quoted here:

**"One machine can do the work of fifty ordinary men. No machine can do the work of one extraordinary man".**

By: Elbert Hubbard





By Rizwana Khan

# GREY PRODUCTS

## a Serious Threat to Pakistani Mobile Market

ICT sector is the only industry of Pakistan that is flourishing despite all hurdles. Pakistan has witnessed massive surge in mobile industry over the past few years, especially after 3G/4G auction the mobile industry has become even more promising. With the rapid growth in cellular market, many international companies including HTC, Samsung, OPPO and Apple have started operating in the country and wide range of communication gadgets are also gaining ground like smartphones, tablets, phablets, wearable tech etc.

**Parallel import or Grey product is defined as; "A non-counterfeit product imported from another country without the permission of the intellectual property owner"**

Unfortunately with these developments in the market growth, parallel import or grey market of cell phones has also stimulated. Parallel import or Grey product is defined as; "A non-counterfeit product imported from another country without the permission of the intellectual property owner". Grey products are cheaper than as compared to the regular products because they

are non-tax and non-duty paid. Price is main factor for many customers and price-reduction act as a major pull for customers for buying grey products. Due to corruption and lack of a proper mechanism the low priced grey products are flooding the market.

**The sellers of grey products often replace genuine part with fake ones or sell replica products that bring bad name to all manufactures and affect the businesses of official distributors**

Although the reduced price is an important factor, but customers do not realize or probably ignore knowingly that with price, their reliability is also compromised. These products do not come with any official warranty or genuine service contract so customers have no legal grounds to claim any damage. The sellers of grey products often replace genuine part with fake ones or sell replica products that bring bad name to all manufactures and affect the businesses of official distributors.

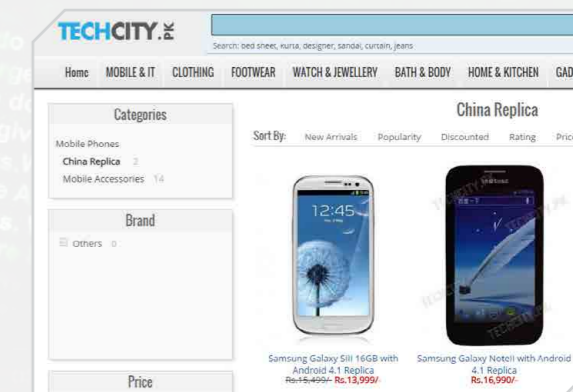
These grey channel imports are not only detrimental for the consumers and the distributors but is also causing major loss to the national exchequer. Thousands of cell enter the market every month through grey channels, escaping the taxation system. In a time when our economy is already in need of a major boost, these illegal activities are further hurting the country. Therefore it is the pressing need of time to take decisions to curb parallel imports of cell phones.

**Although the reduced price is an important factor, but customers do not realize or probably ignore knowingly that with price, their reliability is also compromised**

The government has been making some efforts to control grey market, these efforts were mainly driven by the heightened security threats, terrorist activities and extortionist threats conducted

through the use of unregistered cellphones. But now government, especially PTA is working actively to support and facilitate all stakeholders in the industry.

Damages of grey products have increased over the time as now replica phones are also openly available on online shopping stores. Apart from retailer's stores, now customers have access to low budget replica smartphones on their right click whereby decreasing the standards of original gadgets.



These China made smartphones are a serious threat to the present local and international mobile brands in Pakistan. PTA needs to increase its leeway of action from retail outlets to online stores as well for the complete eradication of grey products from the market.

**Grey channel imports are not only detrimental for the consumers and the distributors but is also causing major loss to the national exchequer**

A recent initiative taken by the PTA is to make public aware about the grey channel products and its risks for the customers and the economy as well. For this purpose PTA has started a media campaign which highlights the grey market issues and urging public to safeguard the consumer rights.

Previously, PTA's started the type approval process which is meant to control parallel imports and official distributors. Its type approval is the mechanism by which particular equipment is approved for general sale and is suitable to connect with a specific public telecommunication network. The process is implemented to make sure that the equipment conforms to defined standards and requirements.

Type approval serves the purpose of registering and approving the mobile devices that are going to be in market after the approval. Other than all this, it's most important purpose is to maintain consumer rights of the quality and safety of the equipment.



ICT sector is the backbone of our economy right now therefore it is very important to take required measures to let it flourish even further. There are still many things that can be done to overcome parallel imports of cellphones. Accumulative taxes are currently over 15% besides fixed customs duty. This prevents availability of low cost phones to the consumers so they turn toward grey market products instead of buying from authorized dealers. Some distributors are also using grey channels to import cellular products and evading taxes

If the government revisits its taxation and give some relaxation to the distributors, the prices of products will automatically lower down hence discouraging grey channel products. Government can also introduce mechanism such as Universal Equipment Identity Register (EIR) that can accurately record data regarding import and commercialization of devices in Pakistan, automatically putting a stop towards smuggled goods and preventing financial frauds by providing accurate information of actual subscribers.

Importance of government laws and regulations in order to control grey channels is an established fact

but there is no denying the fact that consumers also play a major role in it. If the demand of low priced grey products is condensed, the supply will automatically decrease as well. Therefore, like government it is the responsibility of the consumers to discourage parallel imported products and buy PTA approved products from authorized dealers only. This will not only save them from any fraud and damage but will also help in preserving the national exchequer. We need to understand that if global companies pull out their businesses from the country due to unfair practices, it will not only affect us on individual level but on national level as well.

Smart devices are quickly becoming the necessity of current techno-age and it is important to ensure that only high quality and safe are sold in the market. This is only possible when a proper mechanism is followed and all the products are imported through legalized way.

**Previously, PTA's started the type approval process which is meant to control parallel imports and official distributors. Its type approval is the mechanism by which particular equipment is approved for general sale and is suitable to connect with a specific public telecommunication network**

Many international brands have already started their operations in the country, in 2014 tech giants like Lenovo, Apple and Oppo entered Pakistan market and reportedly big names like Xiaomi and MicroMax are also planning their launch in the country. Therefore, it is now imperative to crush grey market and create opportunities for industry.

The New Arrivals with Official Distributors			
<b>SONY</b>	Innvoi, Brightex	<b>VOICE</b>	United Mobile
<b>NOKIA</b>	Advance Telecom, i2	<b>QMobile</b>	DigiCom
<b>Apple iPhone</b>	i2, Innvoi	<b>OPPO</b>	OPPO
<b>htc</b>	Brightex	<b>BlackBerry</b>	EMS
<b>SAMSUNG</b>	M&P, GreenTech	<b>HUAWEI</b>	Innvoi, AirLink Communication, M&P
<b>lenovo</b>	Tech Sirat		



By Rizwana Khan

## From Internee to CEO Ursula Burns a woman of substance *Chairman and CEO of Xerox*

**U**rsula M. Burns is chairman and chief executive officer of Xerox. With sales approaching \$23 billion, Xerox is the world's leading enterprise for business process and document management. She has managed to make Xerox--once only known for its carbon copies--a viable and profitable company.

Burns joined Xerox in 1980 as a mechanical engineering summer intern and eventually rose through the ranks to become the first African-American female CEO of a Fortune 500 company. In 2014, Forbes rated her the 22nd most powerful woman in the world.

**Burns worked to restructure Xerox through its turnaround to emerge as a leader in color technology and document services**

From 1992 through 2000, Burns, at a pivotal point in the company's history, led several business teams including the company's color business and office network printing business. In 2000, Burns was named senior vice president, Corporate Strategic Services, heading up manufacturing and supply chain operations. Alongside then-CEO Anne Mulcahy, Burns worked to restructure Xerox through its turnaround to emerge as a leader in color technology and document services. A key factor in the company's turnaround was its research and development of new products and technologies, and at the time Burns was responsible for leading Xerox's global research as well as product development, marketing and delivery. In April 2007, Burns was named president of Xerox, at that time, she was also elected a member of the company's Board of Directors.

"Many people told me I had three strikes against me: I was black. I was a girl. And I was poor."

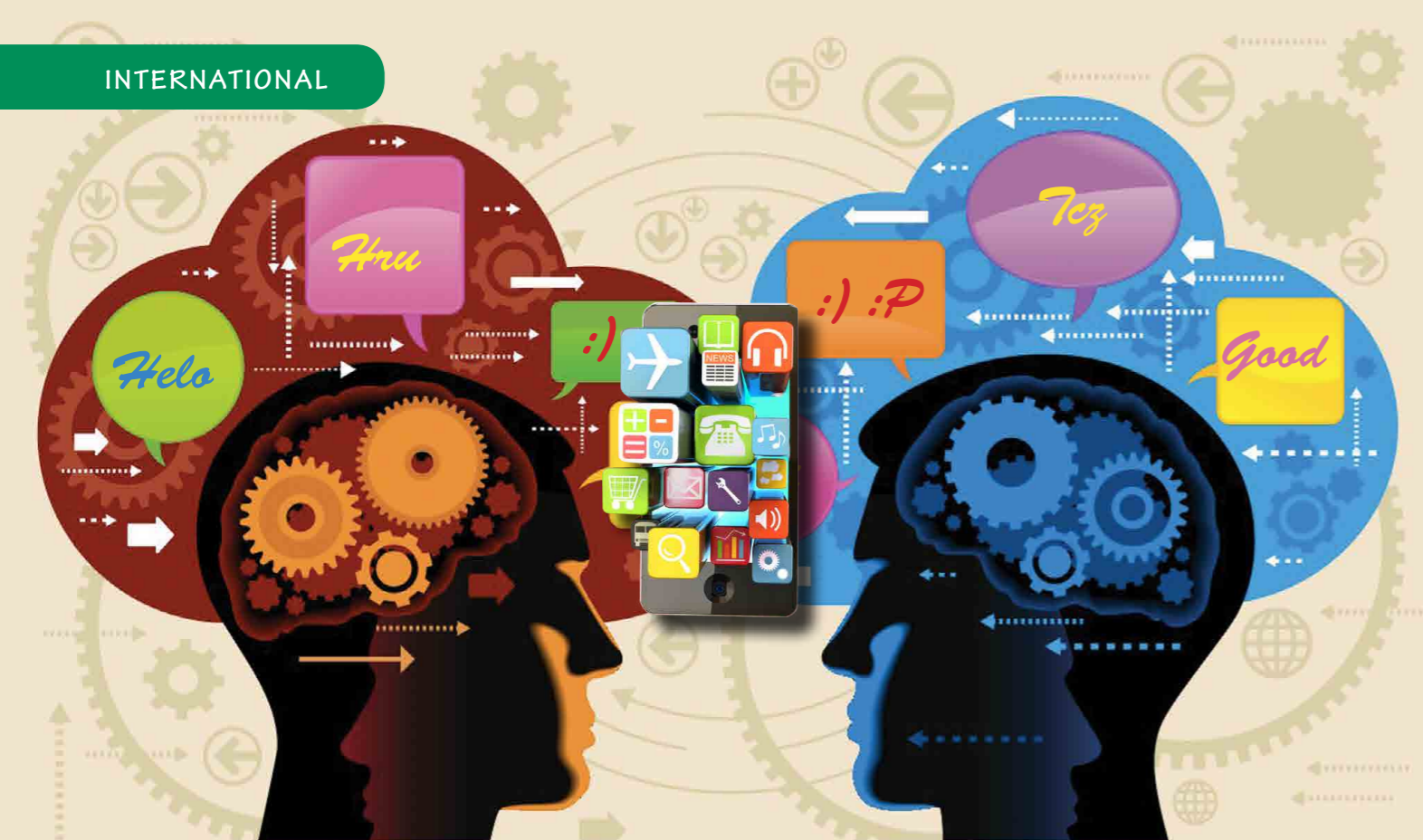
Burns was named chief executive officer in July 2009 and shortly after, made the largest acquisition in Xerox history, the \$6.4 billion purchase of Affiliated Computer Services, catapulting the company's presence in



the almost \$600 billion business services market and extending the company's reach into diverse areas of business process and IT outsourcing. Xerox is on track to have two-thirds its revenue come from Services by 2017. On May 20, 2010, Burns became chairman of the

**Many people told me I had three strikes against me: I was black. I was a girl. And I was poor**

company, leading the more than 140,000 people of Xerox who serve clients in more than 180 countries. Burns earned a Bachelor of Science degree in mechanical engineering from Polytechnic Institute of NYU and a Master of Science degree in mechanical engineering from Columbia University. In 2014, Forbes rated her the 22nd most powerful woman in the world.



# TEXT MESSAGES TURNS 22

On December 8, 1992 world's first short message service (SMS) was sent by Neil Papworth. The first ever message was a fifteen character message "Merry Christmas" and was received by Neil's colleague Richard Jarvis. Since then this method has been used all over the world as a popular medium for day to day communication. Twenty-two year and quadrillion

of text messages later, SMS is now king of the electronic communication. It makes tens of billions of dollars for the mobile network operators and connects billion of people around the world whereas, annual traffic is expected to reach 9.4 trillion by 2016.

Papworth aged 22 was a part of the team developing a Short Messaging Service Centre at Vodafone site in Newbury, Berkshire. The idea behind

developing SMS was to use this short messaging form as a paging service with in a company: "We thought SMS was a clever way for a company's staff to send simple messages to one another. I do get a kick out of being called a 'legend', once a year" he said, "even if at the time the achievement was nothing remarkable, I was just doing my job. It's been quite amazing to watch SMS grow from a simple way for secretaries to

By M.Bilal Abbasi

page their managers to all these innovative applications that rely on text messaging - voting on reality shows, tracking vehicles or packages and telling you when a plane has landed".

**Texting makes tens of billions of dollars for the mobile network operators and connects billion of people around the world whereas, annual traffic is expected to reach 9.4 trillion by 2016**

While giving an interview Papaworth said that he was not worried about the rise of instant messaging services like Whatsapp. He said "there's no guarantee all of your 300 friends have installed it, or even that they have a data plan". If you want to communicate with your family or friends there are many options but only one you can guarantee will reach all of them and that is SMS, this is why we are still using it.

Here are some more facts that you might not know about SMS:

## 160- CHARACTER LIMITATION

As we all know SMS has a 160 character limitation but have you ever wondered why is that

so? Well according to LA times, Friddhelm Hillebrand, chairman of non-voice communication within the Global System for Mobile Communications (GSM), who observed that the letter sent via postcards and Telex transmissions contained 160 characters on average. So he found that 160 character SMS limit could easily be implemented despite the bandwidth constraints.

**To communicate with your family or friends there are many options but only one you can guarantee will reach all of them is SMS, this is why we are still using it**

## HELLO FROM EARTH

In 2009 a website called "HelloFromEarth.net" allowed people to send text messages to a planet called Gliese 581d, which is considered to be one of the few Earth-like planets in the far solar systems. The website collected all the messages and sent them via radio waves. However, the message would get delivered 20 years later that is in 2029.

## TWITTER WAS INSPIRED BY SMS

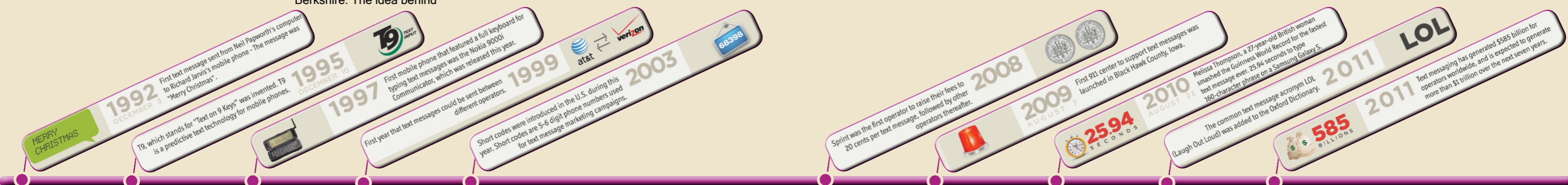
Twitter the micro-blogging website took inspiration from SMS to become one of a kind social

networking website. Twitter says that it has 140 character limit was designed specifically to allow tweets to be read on both mobile as well on computers.

## SMS IS THE WIDELY USED DATA APPLICATION

SMS is said to be the most widely used data application in the world. While mobile users are moving towards other messaging applications still sending and receiving text messages is the most used feature in mobile phones, making up for around 81% of an average person's cellphone use.

**Postcards and Telex transmissions rarely contained 160 characters on average So Friddhelm Hillebrand found that 160 character SMS limit could easily be implemented despite the bandwidth**





By Rizwana Khan

## “Pakistan is heading in the right direction to become one of the Technologically Advanced Nation” Chris Zull

GSMA Spectrum Director, Asia Pacific

**C**hris Zull has extensive telecom regulatory and policy experience across developing and developed economies in Asia, the Pacific and the Middle East. With a background in economics, Chris has held senior roles in regulators and operators and has consulted to a wide range of industry players on a diverse range of matters arising in the context of telecoms market liberalization. He (CZ) recently visited Pakistan to attend a GSMA seminar regarding the future face of Pakistan's telecom policy in a way that ensures long-term growth in the telecom sector in Pakistan. Our Phone World team (PW) got a chance to have a quick session with him in which he shared his knowledge regarding Pakistan ICT sector.

**PW:** The GSMA plays an essential role in the development of public policy relating to the mobile industry and its customers. What role has it played so far in helping the forthcoming Telecom Policy?

**CZ:** Public Policy making is the most crucial part for any industry as the whole progress and development of the business is based on it. We totally understand the importance and fundamentals of policy development therefore we provide whatever assistance and support that is asked for. Although we didn't directly participated in the policy development process but we made written comments and some observations against GSMA standard when the draft was published.

**Although we didn't directly participated in the policy development process but we made written comments and some observations against GSMA standard when the draft was published**

**PW:** GSMA is engaged with operators all around the world - what kind of activities will be

**part of GSMA in the coming months and years in Pakistan?**

**CZ:** Well it will basically be spinning out of the policy. There are number of extra tasks that still need to be done like infrastructure sharing, licensing, framework and competition rules. So we will probably be more reactive in our approach in Pakistan and we will basically do what we are asked to do as we are a membership driven organization. The reality is that we have to cover a very large area and Pakistan is among one of the most important country and our priority market in the region.

The good thing is that Pakistan is heading in the right direction and

doesn't need much guidance like the other markets in the region.

**My message to the operators is that don't over-promise and hype up the products, stay realistic in your goals**

**PW:** How do you evaluate the recent NGSMA Auction in Pakistan? Is it a success or failure?

**CZ:** It was certainly a successful auction. The response it got shows that there was high demand for the new technology and by the look of the things I would say that there is appetite for more.

**PW:** Unfortunately Pakistan is

among those few countries where 3G/4G was deployed after much impediment. But now that 3G/4G technology is here, do you think there is an appetite for any further spectrum auction?

**CZ:** Definitely, there is no doubt about that. I have met with some PTA officials and they told me that there are planning to auction the remaining spectrum. I think technology is at constant move bringing maximum changes in society. Things that are considered state of the art and modern today will become obsolete later and will be replaced by better and more efficient versions. Internet of Things and smart concepts are gaining popularity worldwide and once they reach Pakistan the need for more spectrum will automatically increase.

**It is very important to act smartly right now, infrastructure sharing could be a good option to control the cost of service. In terms of quality of service I think the lower the level of frequency, the more efficient it is to roll out**

**PW:** What are going to be the challenges that do you see for the mobile operators in

**Pakistan in the coming years?**

**CZ:** Well, I think it will be a huge task to increase the connectivity rate. Then there is the affordability of the service issue, operators need to come up with data rates that are acceptable to the consumer and beneficial for them at the same time. It is very important to act smartly right now, infrastructure sharing could be a good option to control the cost of service. In terms of quality of service I think the lower the level of frequency, the more efficient it is to roll out so 700 MHz is far more efficient for roll out in rural areas. These are just couple of things that operators need to consider and I am sure they have already devised a strategy for it. This is a business case and operators have to consider their profit motive and growth as well so let's see what future holds for them.

**PW:** What are the opportunities that you see for the Pakistani mobile sector?

**CZ:** It's a broad eco-system with wide range of opportunities. It is like mobile broadband on the move that provides the access to information and creating new opportunities.

**PW:** How do you see the consumer demand changing in Pakistan and what would be your advice to the mobile operators on this?

**CZ:** At the end of the day it is up to the consumers which services they want to pay for. So operators need to stay responsive about the changing trends in consumer behavior. Consumers are not gullible anymore, they are very concerned about their rights and value for their money. So my message to the operators is that don't over-promise and hype up the products, stay realistic in your goals.

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

**CZ:** I think Pakistan is on the right path, the speed at which it is

embracing the new technological trends is very impressive. I think we will see lot of new things in the future. I have heard that a lot of work has been done in mobile application development, education, health services and governance over the past few years so future of mobile technology seems bright to me and I think it will bring Pakistan in the league of modernized countries.

**Consumers are not gullible anymore, they are very concerned about their rights and value for their money. So my message to the operators is that don't over-promise and hype up the products, stay realistic in your goals**

**PW:** Do you think the concept of smart technologies i-e smart homes, smart cars and smart cities is too soon for Pakistan or this is something we should expect soon?

**CZ:** Now cities have to compete with one another and need to be more attractive and accommodate maximum number of people in the best possible way. The realization that they have to do more with less resources has given birth to the concept of Smart Cities; they are using ICT applications to help manage traffic congestion, health services, and education and energy issues. Although it will take some time for Pakistan to get there but the right tools got be there in the first place so that they can be used at the right time. It is mainly based on the way how a city sees the opportunity ICT can bring to solve the problems.

**PW:** Any message to the Readers?

**CZ:** As I have mentioned earlier that the world is at higher pace of technological advancements and innovations, hence it is the need of hour that people of Pakistan must incorporate their best for the mutual and coherent progress of this country at every level. Only then ICT sector can pave its way towards greater success and achievements.



# Smartphone Review



## Microsoft Lumia 535

### First non-Nokia Phone "Big for Experiences"

camera of the Lumia 535 is better than most at this price. Its 5-megapixel resolution and wide-angle lens make it easier to fit your friends into shots.

#### Software

As a Lumia phone, it ofcourse comes with Windows Phone 8.1, along with the latest software update, codenamed Denim. You can resize these tiles and reorder them to suit your preferences, set different backgrounds and group tiles together into folders, thanks to the Denim software update. Another recent feature is the notification panel that you pull down from the top of the screen, like in Android. It shows incoming notifications from your messaging apps or emails, as well as giving quick access to critical settings such as Wi-Fi and screen brightness.

The Denim update also includes Microsoft's new Siri-like voice assistant, Cortana. Like Siri, you can ask questions such as, "What's the weather like tomorrow?" or, "How much is £5 in dollars?" and you'll be given results in the app, or shown in a list of Web results, if Cortana doesn't have the answer. Being able to do a search by pressing and holding the search button and speaking your question is certainly quicker than typing out in a search in the browser.

**C**elebrating the Microsoft takeover with an all-singing, all-dancing flagship, the Lumia 535 is an ultra-budget phone. It has that familiar plastic body, with rounded replaceable covers. Its 5-inch display has a 960x540-pixel resolution a 1.2GHz quad-core processor. It also includes features no similar phone can match, such as a wide-angle, 5-megapixel front-facing camera aimed at the selfie lovers out there. With a dual-SIM version also available in some regions the Lumia 535 appears to tick all the right boxes for a cheap smartphone. One area that's particularly lacking is its connectivity -- the Lumia 535 does not support 4G data speeds, so you'll only be able to use 3G networks.

#### Design

There are some things that come to your mind when you hear the word Lumia. And the most prominent of those are the vibrant colors and candy bar design. The Lumia 535 stays true to the rest of the family and

carries the Lumia legacy ahead. The Lumia 535 has 5-inch display shoved inside. This 5-inch display has to be one of the better things about the phone, especially since the Lumia 530 had a 4-inch screen. Given the price, the display is large and clear. Find the power and volume buttons around the edges, along with the 3.5mm headphone jack and micro-USB port for charging and data transfer. Under the casing there is micro SD card slot and SIM tray.

#### Camera

Lumia 535 has 5-megapixel cameras front and rear, with a 24mm wide-angle lens at the front. It also has an LED flash and autofocus on the main camera. There are actually two camera apps: the standard Windows Phone one and Lumia Camera - previously known as Nokia Camera. The Lumia 535 takes decent photos in good light, but doesn't capture as much detail. The front-facing

## Performance and Benchmarking

Inside the Lumia 535 has a 1.2GHz Qualcomm 200 processor, backed up by 1GB of RAM, which copes fine with everyday tasks. The phone uses up close to 5GB out of the 8GB storage. So you will need to buy a SD card along with the phone to use it well.

Two comprehensive tools were used to check the performance of Lumia 535 and its standout position amongst its competitors.

We ran the multi-platform compound test BaseMark OS II, which takes in consideration CPU performance, graphics, web benchmark, and memory.

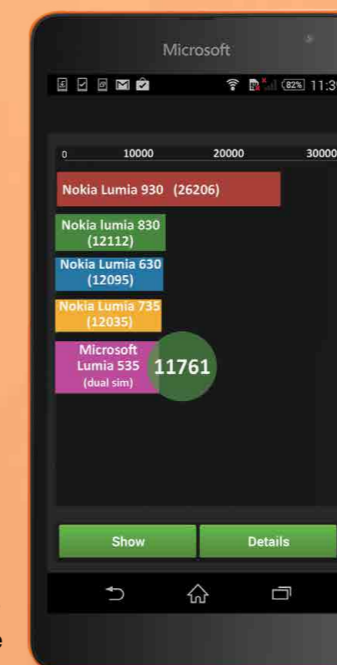
#### Basemark OS II

This benchmark features a comprehensive suite of tests and produces an objective overall score as well as a breakdown of each tested area, including system, internal and external memory, graphics, web browsing, camera, battery and CPU consumption. Our device landed on number 5 in this test with 414 points.



#### AnTuTu 4

We ran AnTuTu for Windows Phone Lumia 535, which also accumulates the overall system performance. AnTuTu Benchmark can run a full test of a key project, through the "Memory Performance", "CPU Integer Performance", "CPU Floating point Performance", "2D Graphics Performance", "Storage read/write", "Database IO" performance testing on the mobile phone Performance of the hardware to make score. Our device notched 11761 points.



## Specs

**Network:** Signal-GSM 900/1800, UMTS 900/2100

**Protection:** Corning Gorilla Glass 3

**Display:** Size: 5.0 inches  
Resolution: 540 x 960 pixels

**SIM:** Micro Dual SIM

**Weight:** 146 g

**OS:** Microsoft Windows Phone 8.1

**Processor:** Quad-core 1.2 GHz Cortex-A7

**Chipset:** Qualcomm Snapdragon 200

**GPU:** Adreno 302

**Memory:** RAM: 1 GB  
Internal: 8 GB, microSD up to 128 GB

**Camera:** Rear Camera: 5.0 MP, autofocus, LED flash  
Front Camera: 5.0 MP

**Battery:** Li-Ion 1905 mAh

**Color:** Orange, green, white, black, gray, blue

**Data:** GPRS, Edge, Wifi 802.11b/g/n

#### Pros

- Large, 5-inch screen
- High-res, wide-angle front camera
- Changeable covers
- Low price

#### Cons

- So-so battery life
- Unresponsive screen
- Doesn't have 4G LTE

#### Rating



- Design: 4.1
- Value: 4.0
- Performance: 4.0
- Features: 4.0





It's time to bid farewell to 2014 and welcome 2015 with great expectations and commitments. Pakistan achieved many of its goals in 2014 and we can wish the telecom industry with good luck to further prosper and blossom in order to be ranked good in this competitive world. The achievements at both national and international level are worth mentioning at his platform, as they contributed a lot to the advancements of technological trends.

### The Launch of 3G/4G Services in Pakistan

One of the milestones achieved in telecom sector of Pakistan in 2014 is no doubt "The Launch of 3G/4G Spectrum", due to which the influx of smartphones has increased to a greater extent. After the installation of GSM and CDMA networks, now the companies are offering wonders

with 3G and 4G services. Access to convenient, affordable and highly customizable mobile broadband devices and services makes life more productive, secure and meaningful and empowers people to transform the way they live, learn, work and play.



And Pakistan's telecom industry is on its way to develop and prosper.

### Pakistan Secured ITU Membership

The achievements of Pakistan's MoIT include its membership of lost seat in ITU council. Due to the unbending efforts of Minister of IT Ms. Anusha Rehman, we regained our seat in 2014.



Each of the five administrative region was entitled to a number of seats as follows:

- **Region A** - Americas (9 seats)
- **Region B** - Western Europe (8 seats)
- **Region C** - Eastern Europe (5 seats)
- **Region D** - Africa (13 seats)
- **Region E** - Asia and Australasia (13 seats and Pakistan stands here).

### Google Play Now Supports Pakistani Merchant Accounts

Previously Pakistan's Android developers were only able to create publisher's accounts in order to publish their free apps on the Play Store and were unable to sell their apps on platform. Luckily, in 2014 Pakistan had been added to the list of countries who are allowed to have merchant accounts to take payments for their apps and in-app purchases.

This move is significant from revenues generating point of view as it will help the app developers to earn money for their efforts. With this step from Google, Pakistani

By Saima Ibrahim

developers and startup projects can make their grounds in international market.

### iPhone Launch in Pakistan

Apple's iPhone is the high-tech and trendier device that every man wishes to buy. 2014 also proved best for Pakistani people in a way that it brought iPhone officially to Pakistan. In December 2014, Ufone, Mobilink and Telenor officially launched iPhone 6 and iPhone 6 plus in Pakistan whereas, i2 and Innvoi are the official distributors in the country.



This contract is significant enough as now iPhone will be provided officially and user's reliance on grey channel for iPhone will ultimately be eliminated.

### Wearable Technology

The influx of wearable technology is one of the most interesting revolutions that emerged in the year of 2014.



The toys like devices have made day to day life easier and trendy. Google Glass and wearable wristwatches has made the process of communication more enjoyable as well. Now communication is faster and time saving due to such luxurious devices.

### The Demise of Nokia

2014 proved good for some and worse for others as Nokia "The Brand of Connecting People" ended. Microsoft has officially

removed Nokia name from its own brand in introducing its latest smartphone aimed at low-end markets, the Microsoft Lumia 535.



This is not the end of the iconic Nokia brand. As Microsoft's agreement with Nokia ends, but chances are there that other smartphone manufacturers can license the valuable Nokia brand beginning in 2016. Nokia itself has, in fact, earlier dropped hints that it might make its own smartphone to make a comeback in the industry it has once pioneered. We can only wish luck to Nokia!

### 5G: Not Just a New Generation, But a New Kind of Network

The prospects of 5G are even higher than 4G as it is believed that it will further empower user's experiences of mobile broadband. Qualcomm is already preparing itself for 5G by conducting spectrum tests.

In its 2014 Analyst Meeting Qualcomm outlined its vision for the technology, saying that it "will be user centric to scale for billions of connected devices and will provide a unified platform for all spectrum deployments/business models."

Hence, with Qualcomm enhanced chipsets and 5G spectrum, an unrecognizable speed will be enjoyed by the

smartphone users.

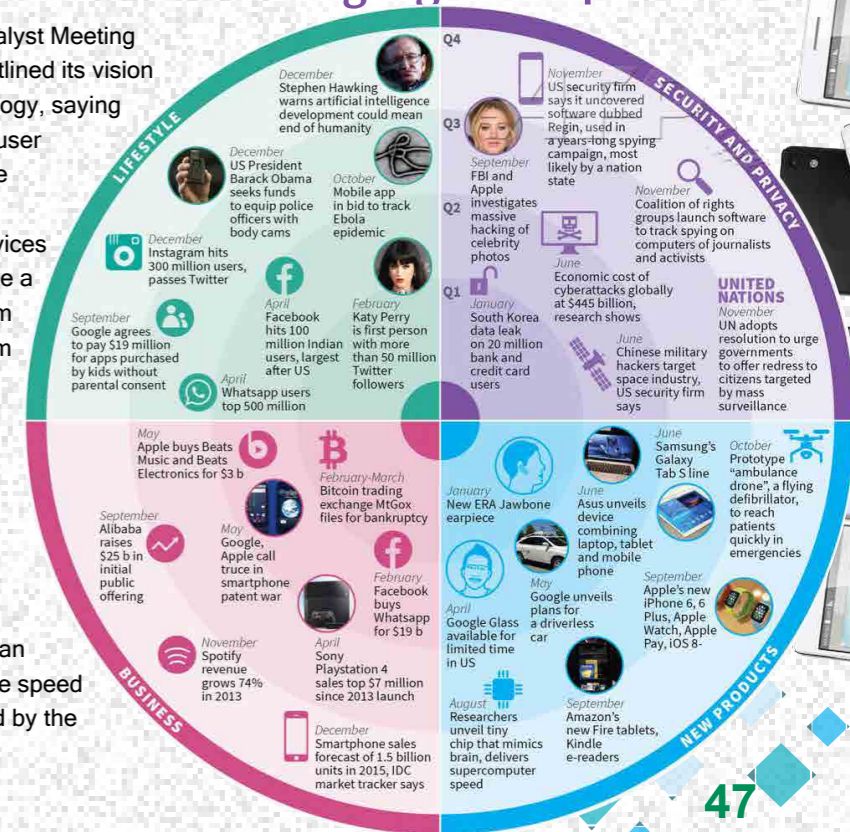
### Big 9: The Digitalization and Socialization of World

The Big social media platforms have actually made everything connected and easy for the active users around the globe. The importance of content in the constantly evolving era of social media has remained the predominant trend of 2014. Social media has provided platform for marketing, e-shopping, jobs, creativity, health, politics and many more things.



The Big 9 concept that has dominated the whole 2014 includes basically Facebook, Twitter, LinkedIn, Instagram, YouTube, Skype, Pinterest, Google+, Sound Cloud and tumbler.

### Technology Highlights 2014



# TOP MUST HAVE APPLICATIONS & GAMES FOR YOUR SMARTPHONE



## Androidify

Rating : 4.2 Price: Free

Androidify yourself! Create, accessorize and share Android characters that look like you, your best friend, your Uncle Sal... anyone, really. With 25 new animations, you can make them laugh, dance, cheer, rock out, or all sorts of other moves.



## Sniper Shoot3D Assault Zombie2

Rating : 4.4 Price: Free

Lowling red eyed zombies are looking to approach you, shoot them to death with your long range gun before even they think to get closer. Zombies are all around in the city, they may come from anywhere, even at the roof top. Kill them before they kill you and beat your own time record.



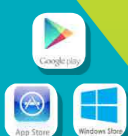
PAKISTANI SOFTWARE DEVELOPER APPLICATION



## Coach's Eye

Rating : 3.5 Price: Free

Coach's Eye is the performance-enhancing video app for serious competitors. Evaluate performance on the field or on the go using powerful instant replay tools. Record amazing HD videos and instantly review them in slow motion.



## Real Drift Racing Game

Rating : 3.5 Price: Free

The Most Wanted Drift Game Ever. Insane feeling of powerful sport cars. Unique driving on different surfaces - asphalt, grass and sand. Racing on high detailed tracks.



PAKISTANI SOFTWARE DEVELOPER APPLICATION



## Ustream

Rating : 3.9 Price: Free

Watch live video and broadcast live on your phone or tablet - anytime, anywhere! Watch live and recent videos, discover upcoming events. Broadcast live to any number of viewers using the camera of your device



## Don't Touch The Spikes

Rating : 4.3 Price: Free

Make the little bird fly! Don't touch the spikes! One of the most addictive game just like flappy bird with most interactive graphics and gameplay.



PAKISTANI SOFTWARE DEVELOPER APPLICATION



## Toddler Police Bike Kids Toy

Rating : 4.7 Price: Free

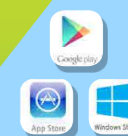
Police bike simulator for your kids with real vibration and sound effects for more fun in 3D. Keep your kids busy for a while. Kids can interact with the bike by accelerating it through an accelerator, apply hard brakes and much more. Reveal the secrets inside the app.



## CamCard - Business Card

Rating : 4.2 Price: Free

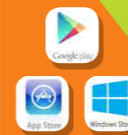
CamCard reads and saves your business cards, remembering everyone you meet for business. It is the perfect fit for those who have lots of business cards or who love business social networking.



## Olaround

Rating : 3.8 Price: Free

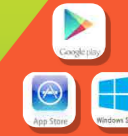
Olaround is a unique location-based loyalty service which helps you explore restaurants, retails nearby and earn rewards at partner venues! With this amazing app you can: Find restaurants and retail outlets around you, Get all the venue information including address, contact details, maps & directions, View the menu cards/product lists with updated pricing and get instant discounts.



## Foodpanda Order Food Delivery

Rating : 3.9 Price: Free

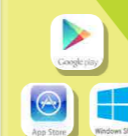
Tap, choose and enjoy your yummy meal from many restaurants in your neighborhood with foodpanda app. With app you can order with only few taps from your favorite menu of restaurants. Food delivery through with foodpanda guarantees that your meal will be delivered fast, hot and tasty.



## LINE: Free Calls & Messages

Rating : 4.2 Price: Free

LINE is a new communication app that allows you to make FREE voice calls and send FREE messages whenever and wherever you are, 24 hours a day. There are no limits! Call and send messages as much as you want!



## Carmudi - Used Cars Finder

Rating : 4.1 Price: Free

Get instant access to second hand and new vehicles quickly and easily on your smartphone! Browse your favorite brand, model or narrow your search to your needs anytime, anywhere. Explore the latest offers of cars, motorcycles and commercial vehicles and view all you need to know about prices, engine size, mileage among other filter options.



## Muslim Kids Series : Dua

Rating : 4.6 Price: Free

Guide for Kids with audio recitation and cute illustrations. Available in Arabic, English and Indonesian.



## Sniper Shot 3D:Military Zombie

Rating : 4.7 Price: Free

Zombies have taken the military base under control. As a last hope for the military take your sniper rifle and go to battle. Sniper Shot 3D Military Assault Zombie is free to play where Zombies come to infect you. Aim to the heads or crush them like insects.



## Send Anywhere (File Transfer)

Rating : 4.4 Price: Free

A cross-platform file sharing service which allows users to easily share digital content peer-to-peer, in real-time, without cloud storage. Unlike messenger or cloud based storage apps Send Anywhere allows the end user to send as many files, of any file type and size, as many times as they want, across Android, iOS, and Desktop.

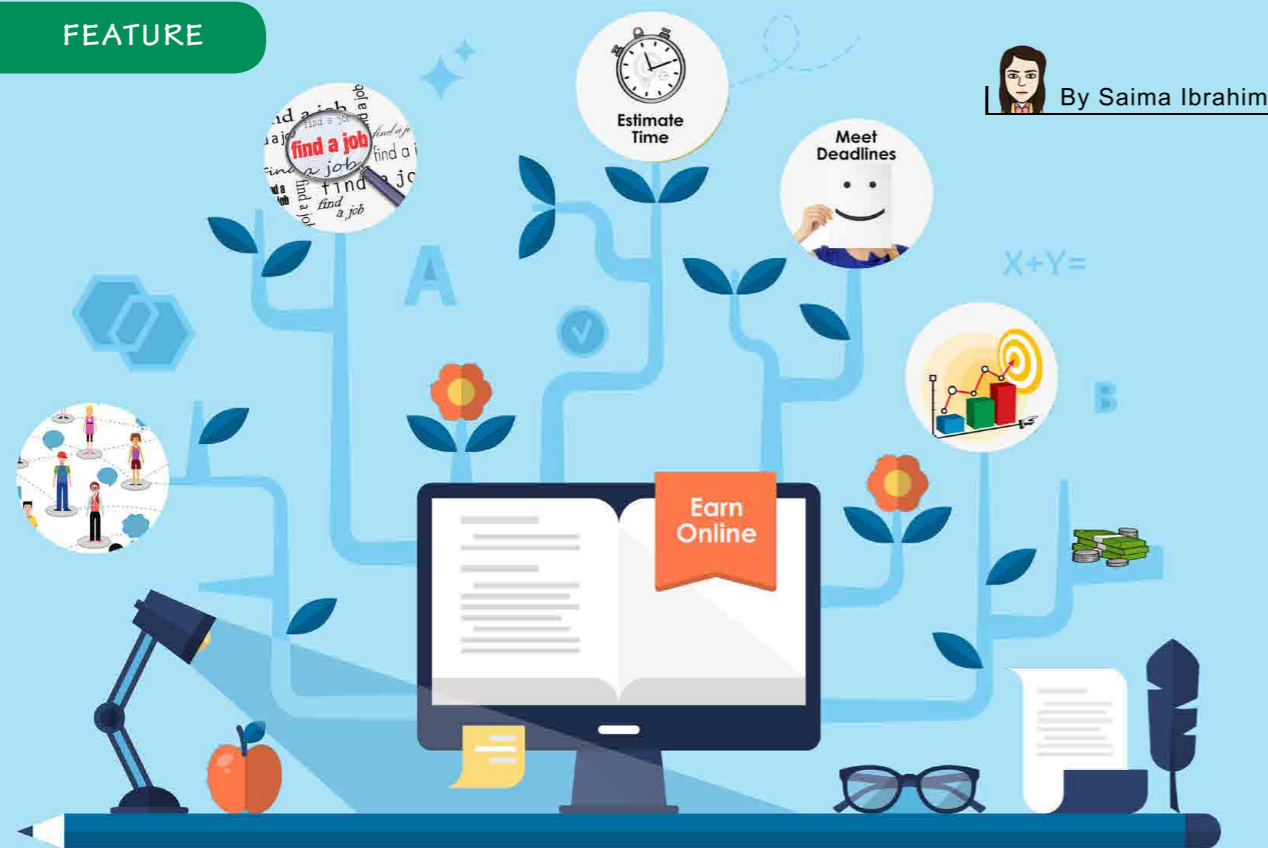


## Toddler Fruit Smasher

Rating : 5.0 Price: Free

Toddler Fruit Smasher can be good exercise the brain's ability. Once you smash a fruit you can't stop. Highest score will save against your Profile. More than 10 different obstacle will come in the game.





By Saima Ibrahim

# Online Jobs

## A New Approach to Earning

### Nobody will give you your dream job – just create it yourself

The booming technologies and latest online economies have created place for thousands of individuals to work online every day. Individuals with different backgrounds can incorporate their capabilities in variety of fields, which is an easy and interesting approach to earning. In this way, today's multiple innovations have molded creative ways of earning money for people and doing what they enjoy i-e; by having jobs that one can carry out through PC, tablet or even cell phone.

#### Why the Trend of Online Jobs is increasing?

- Online jobs are basically for the people who love staying at home or can't do a full time job due to any personal reason. The work could be done anytime and at any place as long as one has an internet connection and a PC or a Smartphone.
- Online jobs are entitled for all age people-there is no age constraint. "Online Business Services" can be provided by old age people as well as youngsters.

- With some level of proficiency in any field a student can easily work from home or college and earn money. The trend is so common that by November 2013, in America one out of three people was a freelancer.

**Freelancing has now reached its peak and people all over the world are now leaving their day jobs and are working from the comfort of their homes**

- Online working is actually independent working where a person can work in his/her own style. It also helps in giving a new exposure to fresh graduates and makes them prepare for future jobs.
- Little efforts, exertions and determination is required in this field and once you get yourself active online and starts to research and read more, there will be more opportunities available for you.

**Bring success to what you do, take control of your future**

Due to all these reasons, it is easy to understand that why online jobs are so common these days, as they help the individuals in alternative ways of income to fund their lifestyles. One should choose a job to build his dreams, or someone else will hire him to build his.

No doubt due to the political instability and weak economic situation, Pakistan is going through hard times and the youth is disappointed due to unemployment. They are not getting jobs despite of much qualification. But where there is will, there is a way.

**In its Annual Impact Report of 2014, Elance and oDesk outlined that Pakistan stand on 5th number among 180 countries of the world in terms of the highest earnings index through freelancing**

Freelancing has now reached its peak and people all over the world are now leaving their day jobs and are working from the comfort of their homes. Valda Mikalauskaite, is the main designer at ClickDo Ltd. She left her full-time career and started providing her services as freelancer for several businesses and authors around the world while managing her time for the projects at ClickDo Ltd.

Pakistani freelancers are also earning through giant online workspaces like oDesk and Elance. In its Annual Impact Report of 2014, Elance and oDesk outlined that Pakistan stands on 5th number among 180 countries of the world in terms of the highest earnings index through freelancing. There are wide variety of online jobs that one can pick from, according to one's own interests and abilities. The top online jobs include; virtual assistant, medical transcriptionist, translator, web developer/designer, call center representative, tech support specialist, travel agent, teacher, writer/editor and online marketer.

**Our country is swarming with talent and right potential and now with the launch of 3G and 4G, the improvement in online jobs will increase tenfold**

Elance and oDesk can be proved best platforms with variety of opportunities for an emerging market like Pakistan. Our country is swarming with talent and right potential and now with the launch of 3G and 4G, the improvement in online jobs will increase tenfold. The opportunities of freelancing and outsourcing and countless and this is the reason why sites like Odesk and Elance are a great success around the world. Keeping in view the immense prospects of freelancing, Pakistan's first local online marketplace for freelancers and recruiters was launched recently, known as Rozgar Pakistan. It is built on the well-established model of freelancer sites. In a net shell, we can say that there are many advantages of online jobs and it's a new approach of earning in recent years. Nobody will give you your dream job - you just make it for yourself. It can be truly said that your dream job is now just a click away.



# TELECOM CAMPAIGNS

★★★★★

**All in One Offer**  
**Highlighted Feature:**  
To introduce a package that offered 100 Rupees balance and 3000MB 3G internet in just 40 Rupees

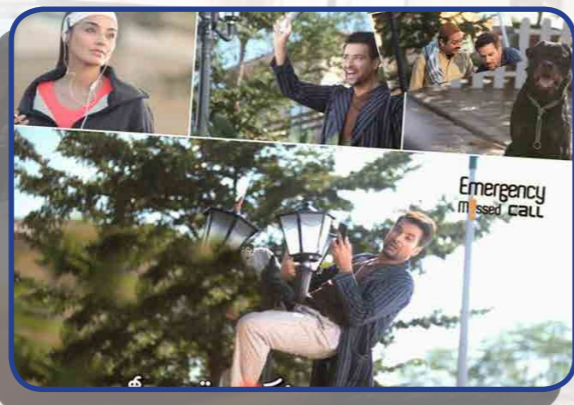
**Djuice's** TVC 'All in One' is showing the lifelike young generation, especially university students. Ania pulled a brilliant idea of showing that how you can get more in small price by comparing the package to the way students organize great functions with minimum resources. This TVC successfully delivered the main idea of quality and value for the money, so I consider it a win-win game for users and service provider. In the case of a scoring tie, I've ranked it 4 (\*), as I think it delivered a better overall package.



★★★★★

**Ascend Y520**  
**Highlighted Feature:**  
: The features and specifications of Huawei's latest smartphone - Ascend Y520

**First** of all, I want my 1.06 minutes of my life back, PHEWWWW! This TVC almost gave me a mini heart attack. I wonder what could be more pathetic and senseless than this TVC. There is a series of blunders in this TVC, first its Humaima Malik talking in Meera's accent, then the hero with his 'psycho' expressions and finally the irritating background music of 'Dil ki khirki'. Picking Humaima as the brand ambassador is kind of not working either as Samsung has already done it. The most tragic part was the 'features' of phone that were highlighted i.e. Navigation and Weather update, every single smartphone has



★★★★★

**Emergency Missed Call**  
**Highlighted Feature:**  
The Emergency missed call service, which lets users to send missed call with ZERO balance

I must admit that despite the repetition of the 'signature' humor style of Ufone TVCs, they are still worth watching. This newest TVC by Ufone brings an interesting feature that we all need badly i.e. emergency missed call. This service has already been offered by Zong, but only Ahsan Rahim has the talent to best portray through his ideas.

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.

★★★★★

**Voice V950 Feature Phone**  
**Highlighted Feature:**  
First bar phone with Wi-Fi and Front Camera

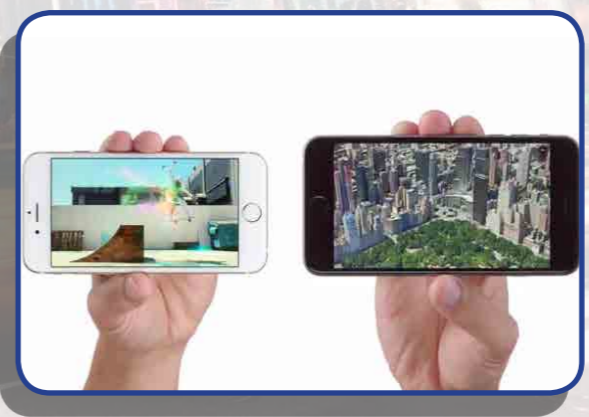
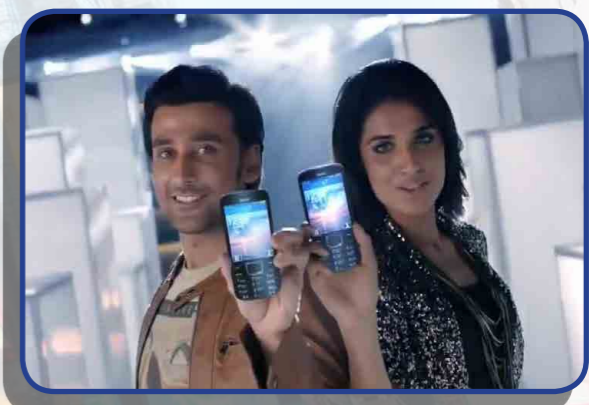
**While** all the famous mobile brands are busy in investing on celebrities, Voice mobile picked up a different approach, where the story of the campaign was unique and it justified the handset. I don't mind new faces in campaigns, but I dislike the new trend of the actors/actresses faces being placed and highlighted more than the product itself. Voice mobile played very smartly by making an advertisement that shows the unique features of the mobile phone.



★★★★★

**W200 Feature Phone**  
**Highlighted Feature:**  
A TVC that highlights the features of Qmobile W200

**Qmobile** is a brand which always comes with such high budgeted, youth-centric Ads, and this time Qmobile has launched an amazing feature phone with an up-beat loud TVC for the feature phone users. This ad is in a Bollywood-act style ad for the first time Qmobile has made such a 'Dhamakaydar' ad for a feature phone. I would give an extra (\*) for Amna Ilyas, who is regarded as to be fresh and new face in the Pakistani fashion industry, whereas I would minus a (\*) for a copied song.



★★★★★

**iPhone 6 and iPhone 6 plus**  
**Highlighted Feature:**  
TVC features the latest iPhone 6 and iPhone 6 Plus

**The** TVC shows common and uncommon tasks people can accomplish with their iPhone, such as editing pictures, working online, creating music, shooting videos, sending text messages and playing games. The ad ends with the tagline "Bigger than Bigger". There are two reasons that I gave 2 stars (\*\*) to this TVC, Firstly the 'ta dan tadan tadaa' was quite irritating and secondly, it did not bring the gossbump perfection that was expected of Apple. I feel like Apple failed to deliver the uniqueness, class and the fun of its products in its campaign.



# LOCAL BRANDS

## New Arrivals



### QMobile Noir X150

**OS :** Android v4.4, Kitkat  
**Display:** 4.5 inches  
**CPU:** 1.3 GHz, Quad-Core  
**Camera:** 5 MP  
**Memory:** 4GB built-in, 512MB RAM

### GRight Inspire A380

**OS :** Android v4.2, Jelly Bean  
**Display:** 5 inches  
**CPU:** 1.3 GHz, Quad-Core  
**Camera:** 8 MP  
**Memory:** 4GB built-in, 1GB RAM



### OPhone Oze4

**OS :** Android v4.2, Jelly Bean  
**Display:** 4 inches  
**Battery:** 1400 mAh  
**Camera:** 5 MP  
**Memory:** 4GB built-in, 512MB RAM

### QMobile Noir X400

**OS :** Android v4.4.2, Kitkat  
**Display:** 4.5 inches  
**CPU:** 1.3 GHz, Quad-Core  
**Camera:** 8 MP  
**Memory:** 8GB built-in, 1GB RAM



### Voice X2

**OS :** Android v4.2.2, Jelly Bean  
**Display:** 4 inches  
**CPU:** 1.2 GHz, Quad-Core  
**Camera:** 5 MP  
**Memory:** 4GB built-in, 1GB RAM

### GFive Tango 7

**OS :** Android v4.4.2, KitKat  
**Display:** 5.5 inches  
**CPU:** 1.5 GHz, Hexa-Core  
**Camera:** 13 MP  
**Memory:** 16GB built-in, 2GB RAM



### Grignt inspire A880

**OS :** Android v4.4, Kitkat  
**Display:** 5 inches  
**CPU:** 1.7 GHz, Octa-Core  
**Camera:** 16 MP  
**Memory:** 16GB ROM, 2GB RAM



## which 1 would YOU like to CHOOSE ?

### Oppo N3

Qualcomm  
snapdragon

**OS:** Android OS, v4.4.2 (KitKat)  
**Chipset:** Qualcomm MSM8974AA  
 Snapdragon 801  
**CPU:** Quad-core 2.3 GHz  
**Camera:** 16 MP, autofocus, LED flash  
**Memory:** 32 GB, 2 GB RAM

### Samsung Galaxy Grand 2

Qualcomm  
snapdragon

**OS:** Android OS, v4.3  
**Chipset:** Qualcomm MSM8226  
 Snapdragon 400  
**CPU:** Quad-core 1.2 GHz  
**Camera:** 8 MP, autofocus, LED flash  
**Memory:** 8 GB, 1.5 GB RAM

### Huawei Ascend Mate7



**OS:** Android OS, v4.4 (KitKat)  
**Chipset:** HiSilicon Kirin 925  
**CPU:** Quad-core 1.8 GHz  
**Camera:** 13 MP, autofocus, LED flash  
**Memory:** 16 GB, 2 GB RAM/ 32 GB, 3 GB RAM

### Microsoft Lumia 535

Qualcomm  
snapdragon

**OS:** Microsoft Windows Phone 8.1  
**Chipset:** Qualcomm Snapdragon 200  
**CPU:** Quad-core 1.2 GHz  
**Camera:** 5 MP, autofocus, LED flash  
**Memory:** 8 GB, 1 GB RAM

### Samsung Galaxy A3

Qualcomm  
snapdragon

**OS:** Android OS, v4.4.4 (KitKat)  
**Chipset:** Qualcomm MSM8916  
 Snapdragon 410  
**CPU:** Quad-core 1.2 GHz  
**Camera:** 8 MP, autofocus, dual-LED flash  
**Memory:** 16 GB, 1.5 GB RAM

### Oppo R5

Qualcomm  
snapdragon

**OS:** Android OS, v4.4.2 (KitKat)  
**Chipset:** Qualcomm MSM8939  
 Snapdragon 615  
**CPU:** Quad-core 1.5 GHz  
**Camera:** 13 MP, autofocus, LED flash  
**Memory:** 16 GB, 2 GB RAM

### Lenovo Golden Warrior Note 8



**OS:** Android OS, v4.4.2 (KitKat)  
**Chipset:** Mediatek MT6752  
 Cortex-A53  
**CPU:** Octa-core 1.7 GHz  
**Camera:** 13 MP, autofocus, LED flash  
**Memory:** 8 GB, 1 GB RAM

### Sony Xperia Z3

Qualcomm  
snapdragon

**OS:** Android OS, v4.4.4 (KitKat)  
**Chipset:** Qualcomm Snapdragon 801  
**CPU:** Quad-core 2.5 GHz  
**Camera:** 20 MP, autofocus, LED flash  
**Memory:** 16/32 GB, 3 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

### Samsung Galaxy Grand Prime

Qualcomm  
snapdragon

**OS:** Android OS, v4.4.2 (KitKat)  
**Chipset:** Qualcomm MSM8916  
 Snapdragon 410  
**CPU:** Quad-core 1.2 GHz  
**Camera:** 8 MP, autofocus, LED flash  
**Memory:** 8 GB, 1 GB RAM

# THINGS You Can do With Your OLD SMARTPHONE

**THERE ARE PLENTY OF  
OPTIONS FOR YOUR OLD  
PHONE TO KEEP IT IN USE**

## Use it as a GPS Navigator in Your Car

Almost everyone has used the Google maps and navigation while driving. You can treat your old smartphone as a standalone GPS navigator for the car by just keeping it permanently fixed in the car. All you need is a generic micro USB 12V car charger to keep the battery charged.

## Gift it to a friend/relative

I remember my first smartphone was my brother's old phone. So, the best of what you could do with your old smartphone is that you may give it to your relative or your friend as a gift. Phones last a lot longer than you think!

## Use it as a Wi-Fi

If you need Wi-Fi access and you don't currently have it then your old smartphone could easily serve as a Wi-Fi Hotspot. Just plug in a 3G or 4G SIM card and choose a data plan with a good data limit and you are ready to go!

By Kanwal Ayub

In this connected world, most people have more than one phone. The technology keeps on advancing at a sprinting speed and the cut-throat competition between the smartphone manufacturers are successful at convincing us to upgrade our handsets.

Some of us usually buy a new phone when the old one dies (or malfunctions in some way) and there are others, who'll just ditch their old handset for a brand new state-of-the-art phone.

In either way, once we have decided to switch our handset, it takes no time in selecting the next gadget we'll put our hands on but the question of the day is that "What should you do with your old smartphone?"

Your old phone does not have to remain unloved in a cupboard or drawer somewhere, for sure!

## Make it a Gaming

We all have that one child at home, who is always clamoring to get his/her hands on our smartphone so he/she can play games. You don't have to worry about sharing your device or the battery drainage, if you make your smartphone a gaming device.

## Make it a Security Camera/Baby Monitor

Converting your smartphone into a security camera is one of the most interesting things you can do with your old handset. There are number of apps, which can use your smartphone's camera to stream live video that can be viewed in any web browser, video player, or on another smartphone/tablet.

All you need to do is set up the smartphone in place with charger plugged in, install the app and make sure that it stays connected to Wi-Fi.

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# QMobile

After the huge success with Kareena Kapoor, Shaan, Ali Zafar, Shahid Afridi, Arjun & Sonam Kapoor,

## Priyanka Chopra stars in Zeeshan Akhtar's New Success Story-LINQ

QMobile has signed the stunning Priyanka Chopra for their upcoming business venture LINQ.

LINQ is a smartphone series by QMobile with improved features; its vivid HD display will bring colors to your life. LINQ smartphones are designed to fulfill the aspirations of a smarter generation.

Looking at the amount of immense success that QMobile has achieved in such a short period of time, one is bound to admire the vision of Zeeshan Akhtar for his effectiveness and intelligence to build an empire from nothing.

Achieving success at such a young age is due to his lethal instinct of making the right business move at the right time. Bringing another superstar of global repute to become a part of their journey takes extraordinary skill. Zeeshan has set high standards for his brand leading to higher expectations among the customers.

Keeping in view all the milestones QMobile has excellently achieved in such a short time, one can only see them taking over the international mobile industry in a matter of short years.

A large advertisement for the QMobile LINQ smartphone. It features a man in a dark suit and white shirt holding a QMobile LINQ smartphone. The phone's screen displays the time 12:00, weather (Cloudy 31°C), and date (06-01 Sunday). The background is a city skyline at night. The text 'Experience the Change' is written in a large, elegant font. The QMobile logo is in the top right corner, and '3G Enabled' is in the bottom right corner. The price 'Rs. 16,500' is displayed in the bottom right corner. The QMobile logo is also in the bottom left corner.

Experience the Change

QMobile

3G Enabled

Rs. 16,500

Android 4.4 (Kit Kat)

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8GB ROM / 1GB RAM

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2MP Front Camera

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