

Pakistan is at the crossroad
of Feature Phones' shift to
Smartphones

David Yuan

CEO OPPO Pakistan



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Adnan Khan
Managing Editor

Dear Readers,

Pakistan's telecom industry has gone through major transformation over the last few years, with 23 million internet users, 134 million cellular subscribers, 13 million 3G/4G subscribers and 17% smartphone penetration, it has become the most flourishing sector of the country. Even the cut down in cellular subscribers after the recent biometric verification could not damage the fundamental subscriber base as anticipated by the industry experts. In this issue, Phone World team has done an extensive analysis on position of each mobile operator in the market has also critically evaluated the performance of MoTT.

First quarter of 2015 saw a tremendous increase in shipment of smartphones, 3G/4G smartphones specially gained popularity as many brands launched their 3G/4G enabled devices at competitive prices, which acted as a major factor in the increase of 3G/4G penetration in the country. Same trend is expected to follow in the future as well. We have discussed this change in detail in our feature article, "Rise of 3G/4G smartphone Brands Market in Pakistan" that covers the device side of the market in detail.

With the advancement of technology m-everything has become the biggest trend in the IT industry, from m-education to m-government many significant and valuable initiatives have been taken by the government and private sectors alike. M-health is also one of the most important technology developments of the era. The concept is also gaining popularity in Pakistan, we have taken an overview of m-Health scenario in Pakistan and the prospects it holds for the future. This time we also conducted an exclusive interview of OPPO's CEO Pakistan in which he shared his insight about the device market of Pakistan, OPPO's position in the market and its vision for the future.

We have compiled latest issue of our magazine with great effort and involvement, your feedback would be highly appreciated and will enable us to improve further in the future. I would also like to wish our reader a very happy Eid, May Allah bless us all.

Enjoy Reading..!!

Thank you,
Adnan Khan

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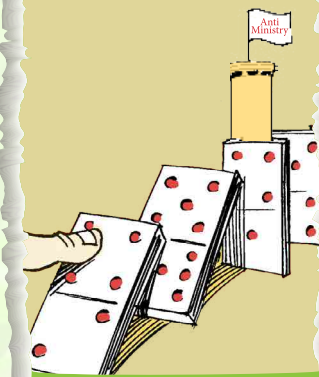
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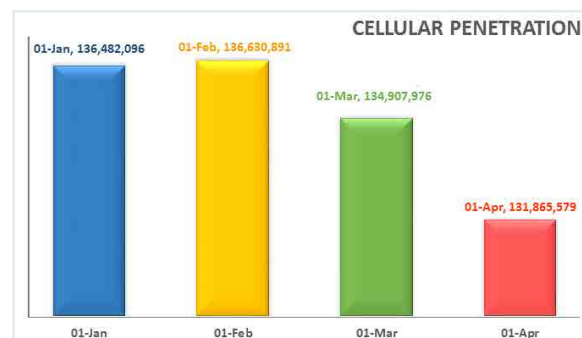


Biometric SIM Verification

The New Game Changer for the industry

Pakistan's telecom industry has gone through a major transformation over the last decade, as previously there were only two operators with limited and expensive services. But now, we can see five operators who have currently launched their 3G/4G services in Pakistan. The fundamental reason that contributes to the increased subscriber's base of all operators is actually the affordable packages, decreasing cost of devices and improved service quality across the country. Now we have cheaper mobile broadband & smartphones, SMS packages and call packages; which ultimately resulted in the improved telecom industry performance and quality of services while following the modern trends in world.

The foundation for growth and progress in the industry has been quite solid to the extent that even the recent Biometric SIM Verification could not damage the fundamental subscriber base as it was anticipated that it will come to almost half.



By Saima Ibrahim

Instead we saw correction with only a reduction of 4.6 million subscribers in the entire first quarter of 2015. According to Pakistan Telecommunication Authority (PTA) the total mobile tele-density has now reached 70% with subscribers divided among five mobile operators.



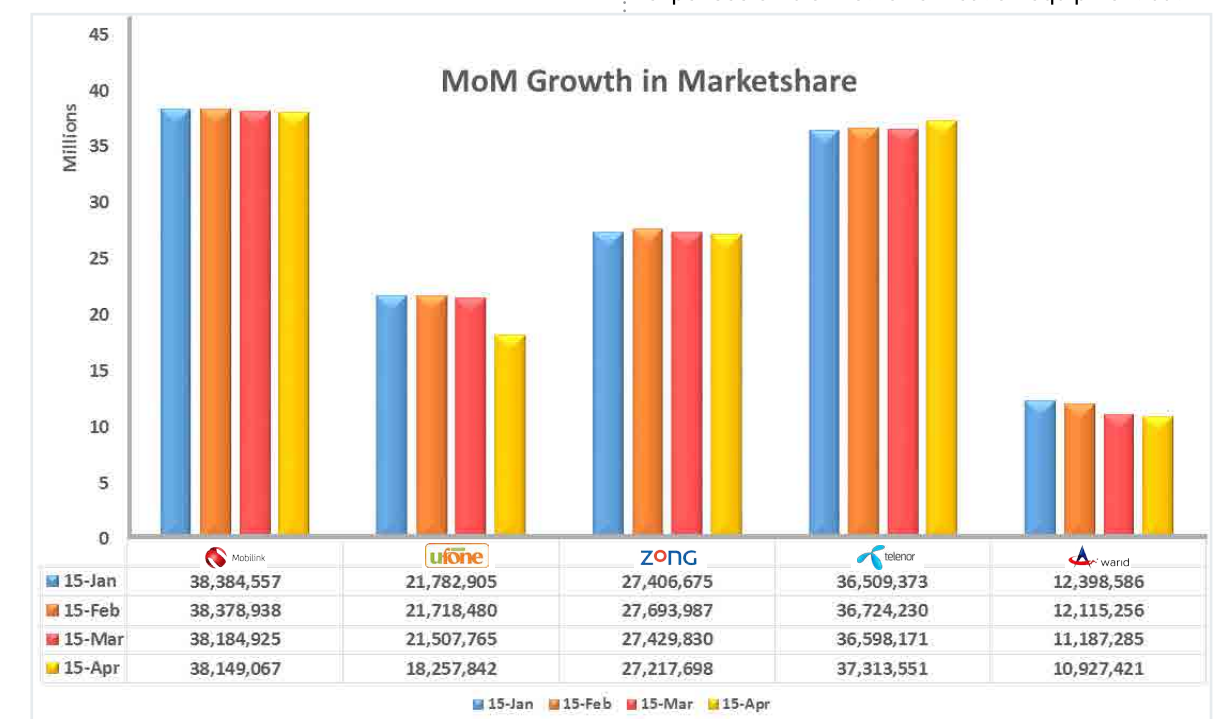
The market share of each operator indicates its standing in the market where Mobilink is leading the market due to its largest subscribers base. Telenor and Zong stood second and third respectively whereas Ufone and Warid have least market shares.

the Government to verify all the un-registered and un-verified SIMs for security reasons. The cellular companies of the country have successfully completed the Biometric Verification of SIMs within the deadline that was provided by the interior ministry.

The fundamental reason that contributes to the increased subscriber base of all operators is actually the affordable packages, decreasing cost of devices and improved service quality across the country

During this drive, a total of 98 million SIMs were blocked as they were not verified by the users while total 125 million SIMs were verified, as per PTA stats. The Government also asked the operators to re-verify the subscribers' data, regardless of whether the SIMs were dormant or active.

Although the outcome of SIM verification process led to a drop in user base and also to the additional expenses on bio-metric verification equipment but



While comparing the month-on-month growth we can see that Ufone and Warid has lost many of its subscribers each month. Mobilink and Telenor are the only operators who successfully maintained their growth by providing attractive packages for their users.

Biometric SIM Verification: A Fundamental Step to Correct market Situation

The recent terrorist activities in Pakistan has led

still it proved significant in indicating the correct market situation. Although the mobile operators considered it as a sole reason for declining their quarterly revenues and financial performance however, that is not the case.

After the SIM verification process, we now have the authentic data about the standing of each operator

Before the SIM verification process, many users had more than five SIMs which they did not actually use meaning there by, little or no revenues were generated by those SIMs. After the SIM verification process, we now have the authentic data about the standing of each operator.

The monthly imports of mobile phones were recorded less than 1.8 million in the month of April 2015, a figure which is 30% lower than the average monthly imports of mobile phones in the year 2014

After the launch of 3G/4G in Pakistan, the mobile industry underwent fundamental structural changes. The operators have invested \$1.8 billion on relevant infrastructure upgrade and licensing fees in 2014. After that 3G/4G subscriber base has grown slowly with presently 10% of the subscribers actively using 3G/4G services in Pakistan.

Increased Smartphone Penetration

In comparison to past few years, an increase in the smartphone penetration has been witnessed, which is now 17% as many national and international smartphone brands became available in the market.

Only a couple of years back a 3G smartphone that cost more than Rs. 30,000 is now available for less than Rs. 5,000/= only making it within reach of common man in Pakistan

Affordable devices and low cost internet packages after the launch of 3G and 4G in Pakistan has connected people to a greater extent. Only a couple of years back a 3G smartphone that cost more than Rs. 30,000 is now available for less than Rs. 5,000/= only, making it within reach of common man in Pakistan. Now that modern technology has become more affordable for the masses and 3G/4G coverage is becoming available in more and more cities, smartphone market is expected to grow even further.

Exemption of regulatory duty in the budget 2015

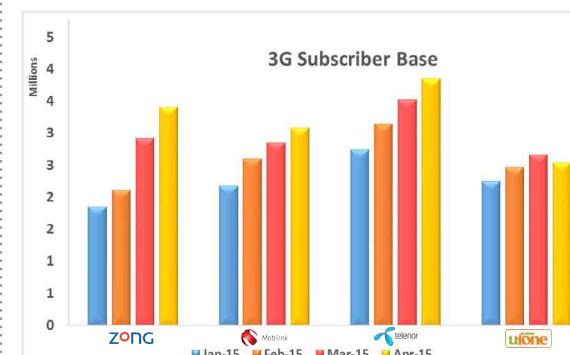
As per the updates regarding the tax imposition on mobiles import in the budget 2015-16, the price of low end mobile phones have been cut down. Although the Government of Pakistan has doubled the taxes on mobile phones whereas General Sales Tax (GST) that was earlier Rs. 150, 250 and 500 on lower, middle, and higher end mobile phones respectively will now be Rs. 300, 500 and 1,000 for the same categories

of handsets. But on the other hand government has also exempted Rs. 200 import duty that was imposed few months back. Analyzing the previous year results and imports, unfortunately mobile phone import has shown a decline in the second half of FY 2014-15.

The monthly import of mobile phones were recorded less than 1.8 million in the month of April 2015, a figure which is 30% lower than the average monthly imports of mobile phones in the year 2014. After the exemption of import duties now it is expected that the penetration rate will likely to increase.

3G Penetration: Telenor & Zong Leading the Market

The previous market giants Mobilink, Ufone, and Warid have lost their market shares to Zong and Telenor. In last two years, Zong's performance has been improved and it has emerged as the fastest growing mobile operator in Pakistan. On the other hand, Telenor has gained the largest 3G subscriber base in the country. According to April 2015 stats of PTA, Telenor has 3.8 million 3G subscribers, while Zong holds second place with 3.4 million 3G subscribers. It is also expected that Telenor's position will be further enhanced due to its recent collaboration with Facebook for bringing internet.org in Pakistan, as free internet will serve as an incentive for increase in Telenor subscribers.



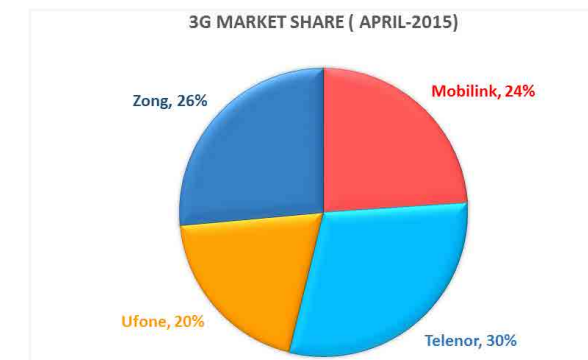
Mobilink has recently become the first operator to provide 3G services in 100+ cities of Pakistan.

Through its 3G network, Mobilink has enabled the customers living in major cities and districts with high-speed internet on-the-go. As far as the service quality is concerned, Mobilink has recently signed a contract with China-based telecom equipment manufacturer Huawei to upgrade its existing network to 100 Gigabytes per second (Gbps) Optical Transport Network (OTN), a first of its kind project in Pakistan. The 100Gbps OTN will be deployed across a long haul fiber network on a nationwide basis which shall facilitate Mobilink in fulfilling the ever growing data and speed requirements

of subscribers and guarantee the introduction of differentiated services in a bid to remain Pakistan's number one Telco. The decision by Mobilink to upgrade its nationwide optical network will ensure an improved experience for its subscribers through the availability of greater bandwidth, efficiency and reliability.

In last two years, Zong's performance has been improved and it has emerged as the fastest growing mobile operator in Pakistan. On the other hand, Telenor has gained the largest 3G subscriber base in the country

The launch of 3G/4G provided another opportunity for all five operators to increase their subscribers by offering affordable packages. In this regard, Telenor and Zong are leading the market whereas Ufone has least subscribers due to its limited 3G packages, network coverage and caps on data bundles. Although Ufone was the first operator to launch 3G in Pakistan but unfortunately it didn't maintain its standing in the market due to mentioned reasons.



According to stats from Pakistan Telecommunication Authority (PTA), it can also be concluded that Telenor and Zong are the main players in the market while Mobilink comes at third and Ufone at last as far as market share is concerned.

4G Subscribers: Warid Leads the Rundown of 4G LTE Customers in Pakistan

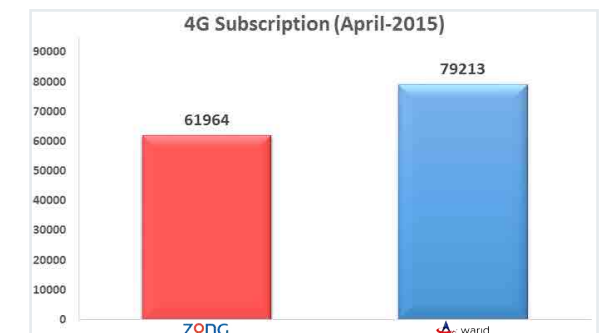
Warid Telecom, the only operator that transformed itself directly from 2G to 4G LTE network, has the highest number of LTE subscriber base in Pakistan, whereby an astounding 79,000 customers subscribed to the network in only 6 months. With the launch of 4G LTE and having the most 4G LTE customers in Pakistan, Warid has presented creative Data Sharing Plans and 4G LTE Mifi devices.

After the launch of 3G/4G in Pakistan we have seen an increase in the number of mobile broadband

users. Most importantly, the coverage area of 3G and 4G LTE services is also expanding to the major cities of Pakistan which will also result in increased subscriptions.

Mobilink has recently become the first operator to provide 3G services in 100+ cities of Pakistan

The Ministry of Information Technology and Telecommunications (MoITT) intends to take contributions of telecom services up to 1.4% of the Gross Domestic Product (GDP) by 2025.



Also the Ministry wants to increase exports of telecom sector from \$1.4 billion to \$4 billion by 2020. Telecom Policy of Vision 2025, if successfully achieved, will prove helpful in increasing the national economy of Pakistan while generating Rs. 800 billion in coming years. Also the left over spectrum auction of 3G/4G will further increase the cellular penetration in Pakistan while bringing prosperity to the country.

The Ministry of Information Technology and Telecommunications (MoITT) intends to take contributions of telecom services up to 1.4% of the Gross Domestic Product (GDP) by 2025





Rise of 3G/4G Smartphone Brands in Pakistan

Since April last year, the growth of 3G and 4G users in Pakistan has reached 13 million users

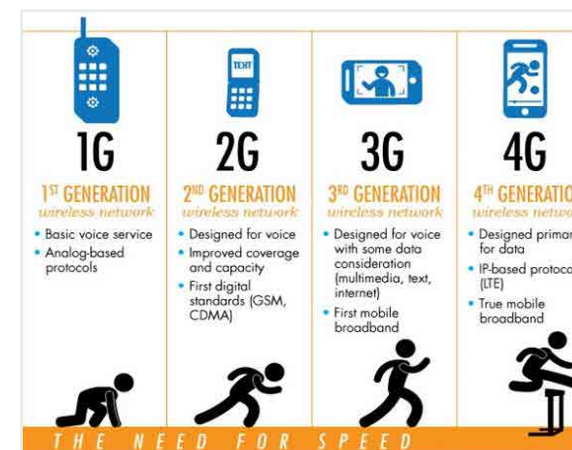
Mobile communications and specifically consumer devices have become one of the most vital piece of technology today. In just last 10 years we have seen tremendous evolution in wireless service. This new advancement in mobile generations play a central role in the mobile network and aims to improve communication experience and provide greater access to new global communication reality. From the roots of analog based first generation service 1G to today's broadband-ready 4G/LTE networks, the wireless industry has come a long way on the path of innovation and modernization.

From basic voice service of analogue networks of 1G to true mobile broadband of 4G, the evolution rightly

has been phenomenal. It has empowered us to do what we want in a more creative and productive ways. In Pakistan, since last 10 months the growth came with 13 million 3G/4G mobile broadband users whereas for the past decade we could only achieve 1.4 million fixed broadband subscribers.

Since last 10 months the growth came with 13 million 3G/4G mobile broadband users whereas for the past decade we could only achieve 1.4 million fixed broadband subscribers

There are many unique services that have now been started in the country which have opened open doors to endless possibilities. While, one of the most basic and widely publicized feature of 3G/4G technology by mobile telcos is the video calling facility whereas, third party OTT services providers like Tango, Skype and IMO have also gained popularity. Streaming OTT Mobile TV service has also gained popularity after the 3G/4G service arrival where Mobilink, Telenor and Ufone have special offers for the online TV services plus they have also introduced Mobile TV applications for the ease of their customers. 3G/4G, video streaming has become smoother and faster but the most important effect that up-gradation of technology has exerted on the society is start of development services based on mobile in Pakistan including m-Health, m-education, m-government etc.



This shall further transform the technology infrastructure of the country and simplify our lives in the truest sense.

Every new generation bring new base technologies, more network capacity for more data per user are bought along with better voice quality. A higher number before 'G' means more power to send and receive information hence providing efficiency through wireless network. 3G/4G is considered a big game changer in the ICT world.

Pakistan has a population of about 190 million and expected to reach 220 million in 2025. This makes Pakistan a huge market especially for telecom services

After the introduction of 3G/4G, international as well as local brands in Pakistan started to concentrate on bringing more advance mobile devices that not only offer advance features and operating systems but also has inbuilt modem to support latest version of 3G & 4G. The market for mobile devices has significantly shifted from feature phones to more advance featured 3G/4G devices and the battle of the brands for these

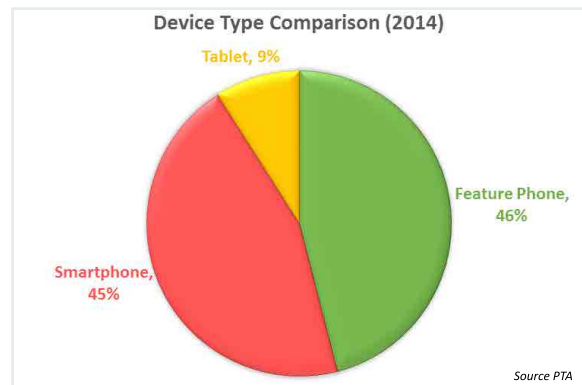


A very important initiative has recently been launched by Pakistan Telecommunication Authority (PTA) is the "Smart Pakistan" concept. PTA is the first regulator in the world to launch such an initiative that aims at creating 'Smarter Communities' in line with their Vision 2025 roadmap. In collaboration with the industry the initiative has been developed with three dimensions:

- Smart Pakistan Mobile Application Information Portal-** Smart-Pakistan (www.smartpakistan.pk & www.smartpakistan.org) is a first of its kind platform that emphasizes to promote mobile applications and services that are relevant to the Pakistani society and at the same time encourage operators, OEMs and local developer's growth opportunities.
- Smart Pakistan m-Lab-** PTA will set up a 'Smart Pakistan m-Lab' in its headquarters to provide business, mentoring and coaching services for young mobile application developers and entrepreneurs. It will also provide start up, acceleration and launch services to the developers.
- Creating a coherent mobile innovation eco System-** PTA through its Smart Pakistan initiative is aimed at bringing all stakeholders such as citizens, government, mobile operators, OEMs, international organizations, academia, mobile entrepreneurs and others under one platform to build a sustainable echo system.

new breed has just started.

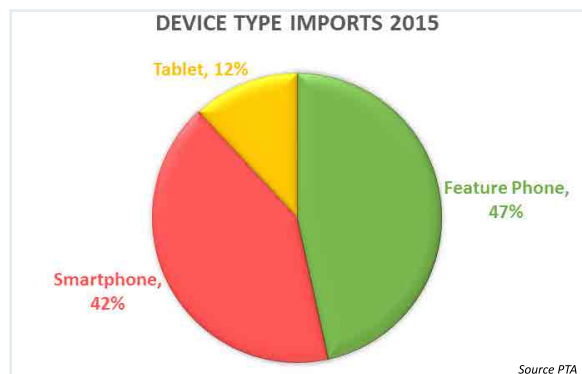
3G/4G Mobil Phone Scenario in Pakistan
Pakistan has a population of about 190 million and expected to reach 220 million in 2025. This makes Pakistan a huge market especially for telecom services. There are currently five operators working in Pakistan out of which four have started their 3G services last year whereas two operators i-e Zong and Warid are providing 4G services in the country. Installation of 3G/4G network is only one side of the picture, the other equally important aspect is the availability of 3G/4G enabled handsets to make use of that technology.



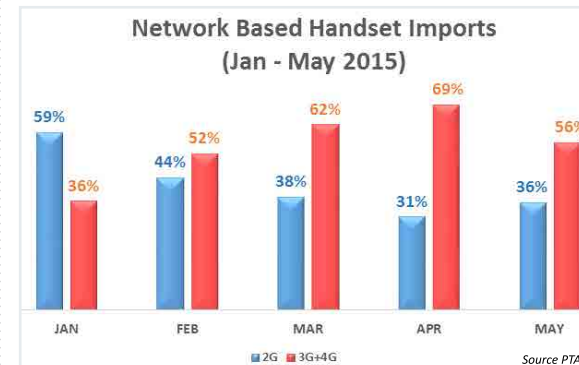
Smartphone penetration is on the rise in Pakistan and every month massive upsurge is seen in smartphone imports. According to IDC's latest report, the first quarter of 2015 saw a tremendous growth of 125% in smartphone shipment year on year with shipments up to 21% in comparison with the previous three-month period.

3G/4G, video streaming has become smoother and faster but the most important effect that up-gradation of technology has exerted on the society is start of development services based on mobile in Pakistan including m-Health, m-education, m-government

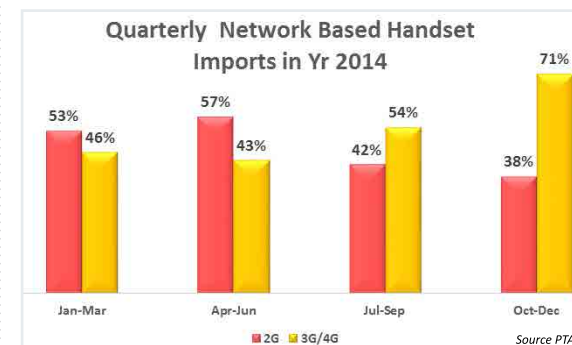
According to PTA, in 2014 46% smartphones and from Jan-May 2015 around 42% smartphones were imported in Pakistan. Tablet market also saw a considerable growth and reached 12% in first five months of 2015. The fluctuation in imports in every quarter may be result of the fact that many new brands Avia, Chilly, Asia Telco, Bandlux, Kwick and Tazpad entered the 3G/4G device market with only couple of smartphones whereas big brands like Rivo, QMobile and Samsung regularly launched 4 to 8 devices in every month. 3G/4G enabled smartphones are comparatively expensive so smaller and newer brands do not launch many devices in order to capture greater market and avoid risks. But once they get a hold in the market they hopefully will also launch more devices.



More than 50 mobile manufacturers including national and international makers have launched their devices in the country. In the year 2014 considerable increase in 3G/4G enabled handsets imports were witnessed whereas in first quarter of 2015 3G/4G enabled handsets imports surpassed 2G handsets.



According to PTA, currently only 10% subscribers have shifted to 3G/4G networks but now that more and more people are turning towards smartphones, it is expected that the percentage of 3G/4G networks subscribers will increase as well. Because after all, smartphones have surely become everyone's most favorite gadget in this tech world.



According to IDC's latest report, the first quarter of 2015 saw a tremendous growth of 125% in smartphone shipment year on year with shipments up to 21% in comparison with the previous three-month period

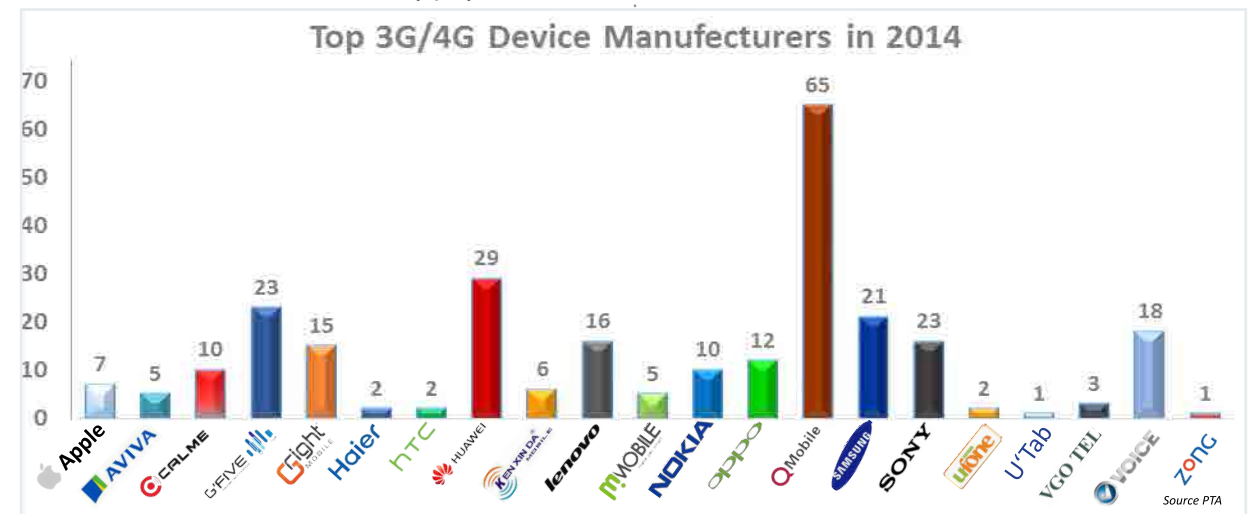
Leading 3G/4G smartphone manufacturers in Pakistan

The competition in device market has become very strong over the last couple of years. Many national and international brands have entered Pakistan device market and currently there are 52 mobile phone brands that have launched their devices in the market.

Right price mix, product offer and user experience are the key factors in driving the market, and

vendors who keep these factors in mind will clearly lead the market. According to IDC's 2015 first quarter report QMobile, the local mobile manufacturing company is leading the market with 58% market share both in the smartphone and feature phone category. Nokia, Voice and Huawei are also key players in local

In year 2014 QMobile launched 65 3G/4G smartphone models whereas during Jan-May 2015 it has launched 22 3G/4G smartphone models. Huawei, RIVO and Samsung are also making their mark in the 3G/4G technology. At the beginning the prices of 3G/4G smartphones were little high but now

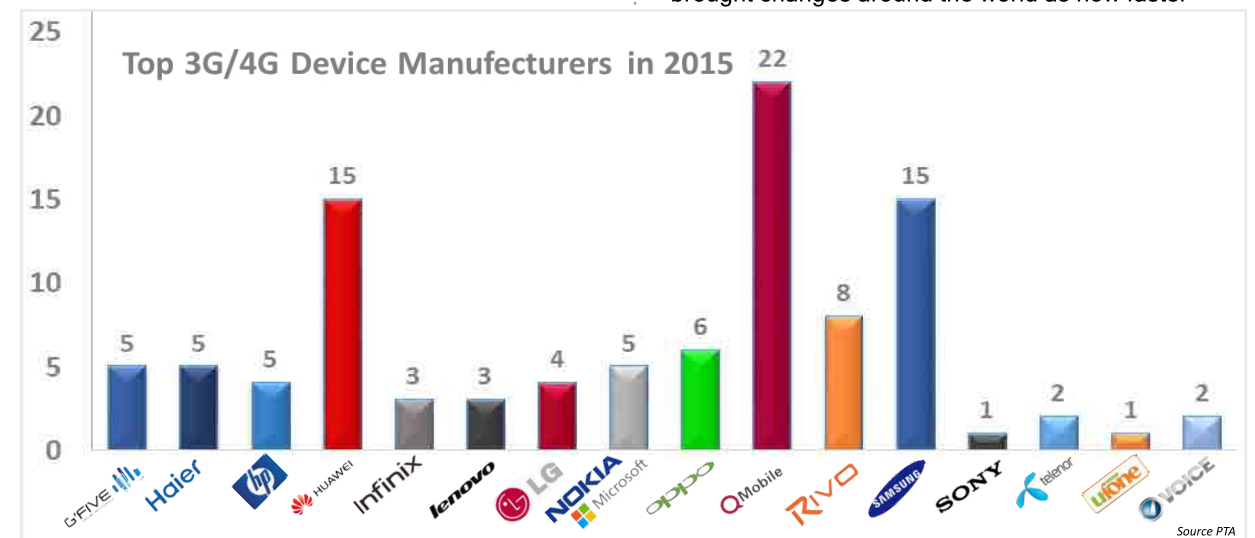


mobile market. The competition is expected to further intensify as other players like OPPO, Huawei, and Lenovo are making inroads into the market.

Qmobile has not only the the largest market share in mobile phone market but it is also the vendor that launches maximum number of 3G/4G enabled handsets at very competitive prices. They offer a wide portfolio of products that are specifically designed to cater each market segment.

due to strict competition prices have significantly decreased and an average 3G/4G handsets available around 3000 to 12000 Rupees.

Smartphones are dominating the mobile market at a much faster pace, consumers have also become more and more aware of the full potential of smartphones and now with incredible 3G/4G technology in place, the country will see a quick adoption rate. The availability of fast internet has brought changes around the world as now faster



Installation of 3G/4G network is only one side of the picture, the other equally important aspect is the availability of 3G/4G enabled handsets in order to make use of technology

mobile internet access has grown exponentially in the past years. The worldwide smartphone penetration has reached 38% in 2015 whereas, 39% global mobile connections are now classified as 'broadband' (i.e. 3G or 4G). The same trend can also be witnessed here in Pakistan and it appears that soon the ICT scenario will completely be revolutionized.

By Saima Ibrahim

internet.org in Pakistan

A Global initiative of Facebook to connecting the unconnected

Internet.org is an exclusive initiative taken by Mark Zuckerberg, CEO Facebook, in order to provide free access to few websites and smartphone applications. Internet.org basically aims at bringing together technology leaders, nonprofits and local communities to connect the two thirds of the world that doesn't have internet access i-e to connect 4.5 billion unconnected people on the internet, who are residing across Asia, Africa and Latin America. By introducing people to the benefits of the internet through these services, Zuckerberg hopes to bring more people online and help to improve their lives.

Internet.org basically aims at bringing together technology leaders, nonprofits and local communities to connect the two thirds of the world that doesn't have internet access

Zuckerberg took this initiative because of these fundamental reasons:

- Devices are too expensive
- Service plans are too expensive

- Networks are unable to support large amounts of data

Zuckerberg invented internet.org to fill the gap of unconnectedness and provide easy access to internet in the countries where cellular operators are unable to do the same job. He said at Mobile World Congress, 2015:

To connect two third of the unconnected population, the company spotted least connected regions of the world including Tanzania, Indonesia, Kenya, Colombia, Ghana, India and Pakistan

"Together we can remove these barriers and give the unconnected majority of the world the power to connect."

Connecting the World from Sky

To connect two third of the unconnected population, the company spotted least connected regions of the world including Tanzania, Indonesia, Kenya, Colombia, Ghana, India and Pakistan. In all these countries internet.org has successfully connected 9 billion

people with help of one operator in each country.

In Pakistan, internet.org has been successfully launched on 28th May, 2015 with collaboration of the leading 3G subscriber base operator Telenor Pakistan.



Telenor launched the internet.org with 17 websites, which are available for free unlimited browsing and Pakistan became the 7th country of the world that got connected through Internet.org. While Facebook has also planned to connect 100 more countries of the world and let people realize the potential of internet in coming years. With this collaboration, now Telenor (both 3G and 2G) users can access websites for free which include: Facebook, Telenor Mobile Portal, AccuWeather, Babycenter & MAMA, BBC News, Bing, ESPN Cricinfo, Facts for Life, Girl Effect, IlmkiDunya, Malaria No More, Mustakbil, OLX, Telenor News, UrduPoint Cooking, Wikipedia, BBC Urdu.

The fundamental criticism faced by the Facebook's internet.org project is that it is providing free access through its application which means that other organizations (the App industry) will have to suffer from this initiative

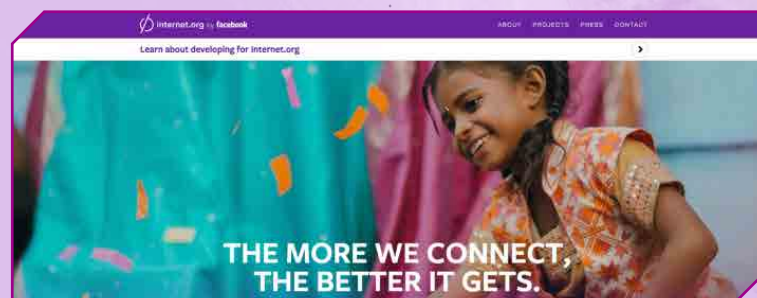
Despite its huge success, Facebook's Internet.org project has also been under severe criticism across several countries. It has gained a lot of negative publicity in the neighboring country and the fundamental criticism faced by the Facebook's

cost prohibitive, particularly in countries like India and Pakistan where internet penetration is quite low. A consumer in India working a minimum-wage job would have to work 17 hours to afford a standard data plan. Whereas in the US, it takes just 6 hours, despite the much higher cost of data plans in the US market.

Telenor launched the internet.org with 17 websites, which are available for free unlimited browsing

According to Facebook CEO Mark Zuckerberg, internet.org plans to continuously expand its zero-rating services to every market that could benefit from it, including European markets. Assuming net neutrality issues are addressed, Internet.org could greatly expedite the rate at which the next billion people come online.

The success ratio of internet.org can be witnessed by the Business Intelligence report, according to which 20% of Internet.org users currently on the platform did not previously accessed mobile data. The world is on its way to get connected as gone are the days



Zuckerberg made the whole project simple, so that operators can offer Internet.org for free in a more sustainable and innovative way. Also the developers are not required to be paid, and operators do not charge developers for the data that people use for their services.

- Mobile networks are few and with less coverage area due to expensive infrastructures
- There are language gaps for online content
- People are not aware about the benefits of internet



Regardless of whether Internet.org and net neutrality are mutually exclusive, the platform is serving a very real need and the fact that it's succeeding is a great sign for the next billion to come online. The need for cheaper data plans in emerging markets is very real. Data plans are often

when people used to wait in order to meet their loved ones residing in other continents.

We, as Pakistanis must thank Zuckerberg, who launched internet.org in Pakistan; where devices and broadband internet is getting expensive day by day by imposing new taxes every year.

Smartphone Review



By Ikram Ullah Khan

QMobile

NOIR X950

Hand Shutter, Self-timer, Shutter Sound, Touch Focus, face and smile detection, Picture Struck, Panorama and HDR.

The device captures video in high definition 720P.

Front Camera

The Front camera is 5 MP with a new patent like introducing a Selfie Flash at the front. It takes shots up to (2560*1020) pixels and 1 MB depending upon the colors and light of the area.

Box and accessories

The box is nicely packed with the required accessories. A 1-amp charger along with a USB cable, good quality ear phones with two pairs of ear pieces. QMobile Noir X950 box also contains a flip-cover that consists of a plastic base. The warranty is offered by DIGICOM.

Network

Having a 64-bit Octa-core processor and 2GB RAM and other best features, the QMobile Noir X950 is capable to handle any data traffic including 2G, 3G and 4G.

Battery & Storage

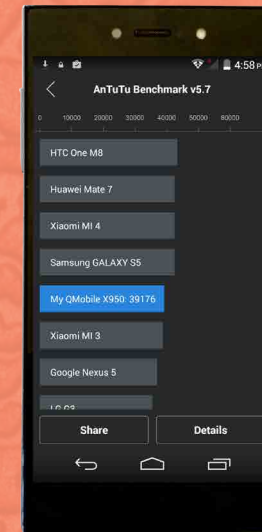
Although QMobile Noir X950 is a light weight device but it still the battery used is Li-Ion 2500 mAh battery which gives good talk-time.

Performance and Benchmarking

Benchmarking is the key to evaluate smartphone performance and here are the results of QMobile Noir X950 benchmarking standings.

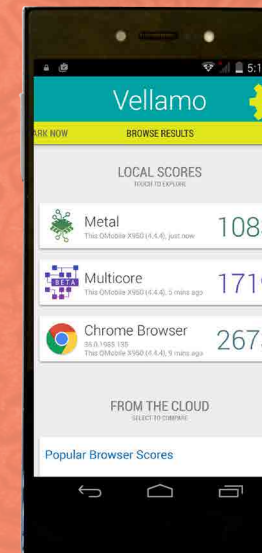
AnTuTu

With nearly 40 thousand score, our QMobile Noir X950 is just behind Samsung Galaxy S5, which comes with a high-end chipset. Such high points haven't been scored by any of the QMobile smartphones before.



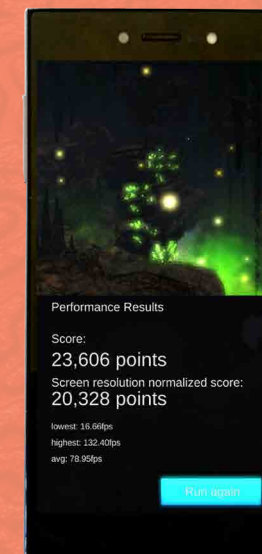
Vellamo

The un-biased application Vellamo shows the status of Single core, multi-core and browser's performance in a single go. After it gives each module its obtained score, the score is then uploaded to the server for benchmarking with some standard smartphone worldwide and shows you the results graphically. You can expect better results from a smartphone with better specs. The results are shown in the snapshots.



GPU Benchmarking

GPU Benchmarking application checks the performance of Graphical Processing Unit and shows both the overall score along with the screen resolution normalized score. The performance of our QMobile Noir X950 came out beyond our expectations. Also the GPU to screen normalization score also came out to be the best.



Gaming Zone

Gaming is not an issue for Qmobile NOIR X950 users. You won't face a single pause or break in the middle of any game. Here are some of the games that I played and the experiences was smooth and flawless.

- Contract Killer Sniper
- Fast Racing
- Wings on fire
- Subway surfers, Nin-jump & Sonic Dash

Final Verdict

QMobile Noir X950 is one of the best High-end smartphone available in Pakistan. With 5" Color IPS TFT Display with (720*1280) pixel resolutions with 320 DPI, 2-GB RAM and 16-GB ROM, the device is surely worth buying.

Rating



QMobile has launched its latest smartphone QMobile Noir X950 that gives a good competition to international high-end phones like Samsung Galaxy S5 and Xiaomi MI 4.

Processor & Display

QMobile Noir X950 has a super-fast processor with 1.5GHz Octa Core(x8) speed. The processor is of 64-bit type that is built with the latest technology. The Chip-set is MTK MT6752 that runs brilliantly with the device and its hardware. The processor runs between (468.0 MHz as its low) and (1495.0 MHz as its high). The device has been tested with multiple apps and benchmarking tools and the results were the best throughout.

QMobile Noir X950 comes with 5" Super AMOLED HD display and 1280*720 dimensions. The CPU is of MediaTek with MT6752 chip set, whereas GPU

is Mali-T760 that gives Noir X950 the feel of QMobile Noir Z8 in both display and interface.

Memory

The trend for 1 GB RAM is decreasing especially in the high-end smartphones as it has become an essentiality to have more than 1 GB. QMobile Noir X950 has been launched with 2 GB RAM that is good enough to handle multiple apps and games with speed, efficiency and swiftness. The device can also use up to 512 MB memory in the secondary memory for swapping the garbage and un-necessary files in the secondary storage. Internal storage is 16 GB that can be extended with a micro-SD card in the second port for SIM-2.

Rear Camera

The rear camera is 13 MP Auto-Focus that captures 4160*3120 pixels snaps, the camera also has features like Geo-tagging,

MoITT 2 Years Performance Still No ICT Policy

Technology has incredible power to improve people's lives, foster economic growth, and create opportunities for individuals, companies, and nations around the globe. Over the last few years, the transformative potential of information and communication technologies has been well witnessed by the world. Apart from developed nations, the underdeveloped and developing nations have also realized the potential of ICT industry in bringing reforms that is why they are struggling hard to reap benefit from it. Pakistan's standing in this regard has also improved as compared to past years. A year back just after the 3G/4G auction, we highlighted the performance of the MoITT and it is time to check upon what our ICT Ministry has been doing for the past year or so and how have they done on the few areas we identified they need to focus a year back.

3G/4G Auction

The transparent spectrum auction of 3G/4G was indeed the major achievement of PTA but the Ministry of Information and Technology (MoITT) equally needs to be appreciated for finally making it happen. While, much time was taken for this spectrum auction to happen, the process completion and that too in a very transparent

manner is a great achievement of current government and deserves a pat on the back. For this Pakistan also won GSMA 2015 Spectrum for Mobile Broadband Award.

Abolition of ICH

International Clearing House regime (ICH), a consortium of Long Distance International (LDI) operators was formed to terminate all international traffic through a single gateway exchange. This eliminated competition from the market and was introduced by the previous government in August 2012 (ICH Directive) by active lobbying of some LDI operators.

The withdrawal of International Clearing House (ICH) has resulted into significant decrease in grey traffic in Pakistan; which is a worth-praising initiative taken by the Ministry

The present Ministry this year abolished ICH as it cost Rs. 400 billion of loss to the country. The withdrawal of International Clearing House (ICH) has resulted into significant decrease in grey traffic in Pakistan; which is a worth-praising initiative taken by the Ministry.

It is very sad that while the Global ICT industry has moved towards convergence of policies, our Ministry of IT & Telecom is doing just the opposite i.e. re-drafting stone-age policies

Nation ICT Policy

When it comes to the smooth running of an organization or ministry, the concept of "Policy" is fundamental to it. Policy is defined as "A plan or course of action, as of a government, political party, or business, intended to influence and determine decisions, actions, and other matters" and without which good governance cannot be ensured. The national ICT Policy document, should have been delivered on priority bases as one would have expected from the present Government that claims to be business friendly. Unfortunately, we still don't have any National ICT Policy after 2 years of the present Government.

While, the MoITT claims that integration of telecom sector policies are being done with the

assistance of World Bank funded consultants. It is reported that the policy does not have an IT component, which makes the entire policy update and integration exercise futile- as the IT Sector



By Saima Ibrahim

is the only sector in the entire ICT Industry having maximum local component and is important for the growth of the ICT Industry. It is also significant to note that the last ICT policy was made for 5 years in 2003 and was due to be reviewed in 2008. Strangely completion of policy document is still on the Ministry's "2014's milestones to achieve" list-almost out by a year.

An international consultant was hired for reviewing and integrating the previous policies; an initiative that was taken in collaboration with the World Bank which also provided a grant of USD 0.5 million for the said purpose. The draft made by the World Bank consultants was circulated and is still available on the MoITT website. However, since last year it still remains there and is only a Telecom Policy Draft. It is very sad that while the Global ICT industry has moved towards convergence of

policies, our Ministry of IT & Telecom is doing just the opposite i.e. re-drafting stone-age policies. Strangely, even the World Bank that claims to be one of the finest development institutions or their overpriced

consultants hired for the job failed to highlight this to the Government and must share the burden of this.

Recommendation

Although, Pakistan ICT Industry is facing some serious challenges some of which were inherited from the previous Government but the opportunities were and are even greater. MoITT should accelerate its

efforts if any being made in coming up with a comprehensive ICT Policy than a half cooked Telecom Policy document.

The National Assembly Standing Committee on Information Technology approved the Bill in April 2015 despite criticism on the basis that the bill was prepared behind closed doors and it violates the rights of freedom of expression of common man

It also has to act fast to cash upon these opportunities as this sector cannot afford to have a snail pace motion as we have seen in the previous two years by maintaining status quo on important issues. ICT progress certainly will be a catalyst in turning the economic wheel and making this a very vibrant economy improving the overall socio-economic condition of the country.

e-Government

The tech industry is always in flux. Frequent new products and category innovations are defining and redefining the sector's constantly shifting landscape, to cope with these changing trends one must have to work hard and grab the opportunities available to it. Additionally, E-Government and more recently M-Government has been employed by developed as well as developing countries to be an enabler toward accelerating processes,

delivering a higher level of service to the citizens and businesses, increasing transparency and accountability while lowering costs. Additionally, in developing countries it has been recognized as an enabler toward projecting

governments in to the 21st century while throttling multiple generations of technology. But unfortunately our Ministry is wasting so much time in designing and re-structuring same things; which indicates its ineffective approach towards the most important sector of Pakistan. One such example includes the establishment of National Information Technology Board (NITB).

The Musharraf Government in 2002 with the same vision established the E-Government Directorate (EDG) and also invigorated Pakistan Computer Bureau (PCB) to help with the objective under the Ministry of IT & Telecom. The "Electronic Government Directorate" and "Pakistan Computer Bureau" started to promote the e-Governance in the public sector departments.

While, they not only started working themselves but also engaged private companies as an outsourced partner to expedite the herculean task of automating government. These organizations started working and achieve some good results initially but as time passed by and especially during the previous Government regime when a notorious Secretary IT & Telecom took over the reins of the Ministry, the organization was filled with good for nothing Government bureaucrats replacing technocrats and experts. Moreover, the organization remained indifferent to the information technology requirements in terms of customer's capacity building, project management, O&M Functions as well as effective monitoring of third party deliverables. The present Government and their IT Managers, took a 360 degree shift when the Ministry decided to

dissolve both of these organizations. Professionals leaving the organization was last nail in the coffin and Bureaucrats who took over as a stop gap solution showed indifference towards the projects that were already started or were about to start. The MoITT also referred their cases to Federal Investigation Agency (FIA) sighting excessive corruption.

Against, the conventional logic of improving and refining the system, the Ministry in 2013 decided to abolish both EDG and PCB and proposed that the Ministry will establish a new setup. Two years have passed since then but we didn't see any organization groomed to bring technology into the government departments nor the EDG and PCB probing case results were finalized. If the Ministry is unable to bring reciprocal reforms to the system it should not have in the first place wasted time by dissolving the existing institution but it would have rather done good if they corrected them, which was a much easier and rational approach.

The Ministry is also reportedly working on establishing a new organizational setup to be called "National Information Technology Board (NITB)". Unfortunately, it has nothing new to offer besides a name change. The supposedly new set-up will have the same functions, same set of rules and even the same set of employee structure that EGD had

The Ministry is also reportedly working on establishing a new organizational setup to be called "National Information Technology Board (NITB)". Unfortunately, it has nothing new to offer besides a name change. The supposedly new set-up will have the same functions,

same set of rules and even the same set of employee structure that EGD had. It is also to be governed by the government yard stick for promotion and reporting. One just feels at a loss on the rational for going through the drill at tax payer's expense, if we only have to see some face changes and creating same structure of incompetence that would end up being corrupted. It takes more than a merger to improve the efficiency of the department and without addressing the fundamental and bureaucratic issues of hiring/firing, merit based system and check and balance, nothing great could be achieved. We will keep our fingers crossed on the outcome and efficiency of the National Information Technology Board.

Unfortunately, the Government of Pakistan is oblivious of its strength and it is not applying its energies in the right direction to take advantage of the opportunities that exist. Modernizing Government through intervention of technology is the need of hour for Pakistan. Offices of Government sector are alien to this idea and worth of eGovernment which is a huge disappointment. Along with this, there must be some trainings organized for officials working in Government departments to meet the present day demands and also perform their duties more effectively.

Recommendations

The Ministry should concentrate more on getting rid of the lethargic bureaucracy, incompetent and corrupt people and bring in new processes that deliver like the one used in private sector organizations rather than break and create same set of organizations just to have new set of people who eventually will not be able to deliver.

Electronic Crime Bill

Another failure appeared in the case of "Electronic Crime Bill". On the cybercrime front, MoITT has submitted a draft Prevention of Electronic Crime Bill to the Prime

Minister for cabinet approval after consultation with stakeholders. The National Assembly Standing Committee on Information Technology approved the Bill in April 2015 despite criticism against it on the basis that the bill was prepared behind closed doors and it violates the rights of freedom of expression of common man.

The recently imposed taxes have further infuriated the overall situation and now connected Pakistan seems to be more or less a dream difficult to achieve in near future despite idealizing "Pakistan Vision 2025"

In order to counter that, National Assembly invited suggestions from civil society and other relevant stakeholders. A public hearing at National Assembly was also held on proposed Cyber Crime Bill but unfortunately of no use. At last the Cybercrime Bill was postponed by NA Standing Committee for further improvements in May 2015 and these improvements have not yet seen the light of the day.

Recommendations

It seems that the Ministry postpones an ongoing process and jumps into another matter and expects to complete it while the previous remains lingering. The Ministry should carefully design Cybercrime law like many other developed countries; which will protect citizens from cybercrimes. It must invite and discuss with concerned stakeholders and come up with the final updates on the bill.

ITU Membership

In October 2015, Pakistan was elected for the administrative council of the International Telecommunication Union (ITU). The victory was attributed to the collective efforts of telecom industry of Pakistan. While, this is a good development and will go a long way in improving

Pakistan's image as a country but ITU itself has become a toothless organization with GSMA taking center stage due to growing influence over the mobile operators association in policy, regulatory, development and most of all technical issues.

Weak Virtual Presence

The MoITT Ministry should be a show case for others to emulate in the cyber world starting from its web site. The dilemma is that while its own official website is not even updated regularly what to expect from others. Some of the news like "Draft of Prevention of Electronic Crimes Bill 2015" is shown as a new item although it has been there for weeks if not months. The Ministry should just outsource there web site to a professional company not only for a better design but more importantly for keeping the content updated, as we do not expect a lot of creativity coming from the existing IT lot that Ministry has gathered on its pay roll.

Telecom Sector Taxation

The recently imposed taxes have further infuriated the overall situation and now connected Pakistan seems to be more or less a dream difficult to achieve in near future despite idealizing "Pakistan Vision 2025". Taxes in Pakistan are already three times higher than in neighboring countries like India and we boost amongst the top 10 when it comes to taxing the people for owning and use of mobile and fixed networks. Mobile phones and internet must be provided as affordable as possible to the public and this is only possible if MoITT realizes its core function to fight for this un-balanced and biased taxation regime.

Sinking WLL Industry

Unfortunately the Wireless Local Loop (WLL) industry is somehow disappearing from the scene because of the negligence of all relevant stakeholders but the larger burden is on the policy maker. TeleCard, WorldCall

Telecom Ltd., Wateen Telecom (Pvt.), Diallog and DVCom Data (Pvt.) Limited, are the almost doomed WLL operators in Pakistan. The only surviving PTCL WLL operator is also on the list but has only survived because they are one of the few first ones who offered the world first EVDO-Rev A, then Rev-B and now LTE. However, in the wireless broadband business in which they kind of had a monopoly (although limited device offering because of regulations) is now being seriously challenged by the MNOs. The declining revenues clearly indicates that it will be challenging for them to survive in the absence of any policy intervention.

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Recommendations

The government needs to provide some oxygen in the shape of policy and regulatory incentive for the remaining surviving operators or for that matter, to PTCL on priority basis so that WLL operators continue their journey and at the same time ensure that no more people get jobless because of such closure that we have seen in most cases. The MoITT should create a task force to ensure that some of these WLL operators are provided opportunity to either merge within or with mobile operators for a

smoother journey ahead.

Ministry Performance Review

MoITT Ministry is seen self-praising for the recent title given to it for successful 3G/4G auction, an accomplishment that was achieved two years ago. According to the latest performance audit conducted by Policy Research Institute of Market Economy (PRIME), a little known Islamabad based think tank, MoITT is quoted as the best performing Ministry in Federal Government. Interestingly, the link of PRIME on Ministry website is not working, one has to google it; which necessities that IT administration within needs to be overhauled in the Ministry. MoITT performance measured against Ministry of Water & Power or others Ministries certainly will make it a winner but it should not be measured against the known losers. MoITT should be measure against international counterparts and it can do well if it moves ahead with the many projects of IT that are still either pending or haven't been started yet.

Time is ripe for enhancing economic integration through MoITT which is backbone of country to ensure financial. Modern world, particularly developed countries, are taking full advantage of Information and Communication Technologies where they not only use it for reshaping their commercial industries but also for improving their socio-economic condition. Being a million dollars industry, thousands people are depending on ICT for earning their livelihood. We feel that Pakistan ICT Industry has lot of opportunities and if the MoITT can overcome its challenges, the ICT sector could become the turning point in making a very vibrant economy and improve the overall socio-economic condition of the country. The tech industry can be reshaped in numerous ways but only if there is a will to change it.

By Rana Junaid Naseer

ONLINE SHOPPING TRENDS IN PAKISTAN

With 23 million internet users, 134 million cellular subscribers and 17% smartphone penetration, E-commerce has become the most popular internet trend in Pakistan

Electronic Commerce (E-Commerce) refers to the trading, purchasing and selling of goods using electronic gadgets and internet. It is the most convenient way of shopping with 24-hour accessibility, worldwide reach and efficient consumer-retailer correspondence. Since the arrival of internet, business world has changed significantly, it has also enabled the consumers to interact for different businesses by one click.

During the last couple of years the concept of internet being undeniably a legitimate and profitable sales channel is gaining strength and subsequently it has given energy to the general perception about online shopping websites to be as real as any physically present brick & mortar shop out there in the market. As popularity for E-commerce nurtured in Pakistan and a number

of online shopping websites popped up, Pakistan started experimenting with other models of payments as well, which provided the convenience for job.

During the last couple of years, E-commerce has experienced its boom globally, with the ever-growing awareness and easy availability of internet access to a larger audience

The credit card model could obviously not work in Pakistan as most people do not have credit cards, therefore, online payment through bank account transfers as well as call-order shopping forums were taken as the logical solutions. Even now when the number of credit card owners has multiplied, most are inherently wary of giving their information

online. Furthermore, the younger generation, which constitutes the majority of the targeted market, still do not have access to credit cards. As per a recent research it has been found that in Pakistan tendency to trust others is very low as compared to countries like China, USA, and Japan etc. This is another major reason of slow growth rate in the online shopping industry but with the emergence of above mentioned online stores the trend is now changing.

Other reasons behind this low growth rate includes low internet penetration, less knowledge of computer usage and lack of trust on online portals. Despite everything, the trend of moving towards online shopping is increasing very quickly with the passage of time. A 12% growth has been observed since 2012 towards the online shopping in the Karachi city which indicates the vast potential of growth in this area.

With 23 million internet users, 134 million cellular subscribers and 17% smartphone penetration, E-commerce has become the most popular internet trend in Pakistan. The arrival of 3G/4G has also made internet more easily accessible in the country. E-commerce is slowly, but steadily, growing in Pakistan; experts have recently estimated its market size in Pakistan to be \$25-30 million a year. Interestingly, a large chunk of such online business is carried out on the cash-on-delivery (COD) model, which involves paying for goods when they are delivered at the buyer's doorstep.

As popularity for E-commerce nurtured in Pakistan and a number of online shopping websites popped up, Pakistan started experimenting with other models of payments as well, which provided the convenience for job

Among the most popular Pakistani retailers with an E-commerce based business model is tcsconnect.com - a project of a well-known courier company named TCS that enjoys a reputation for being the most reliable and efficient working courier service in Pakistan. With 700 centres throughout the country, it provides a resourceful online shopping experience for

famous brands for almost all kind of products ranging from clothing to electronic gadgets. Other equally famous online retailers include Daraz.pk, Laylo.pk, Kaymu.pk, ShopHive.com and Azmalo.pk which provide a never ending variety of products on a single platform.

The introduction of online stores such as Daraz.pk, Kaymu, Shophive, Olx and a few more have increased the credibility of online shopping in Pakistan. They have provided an ease of access to a wide range of products with free home delivery

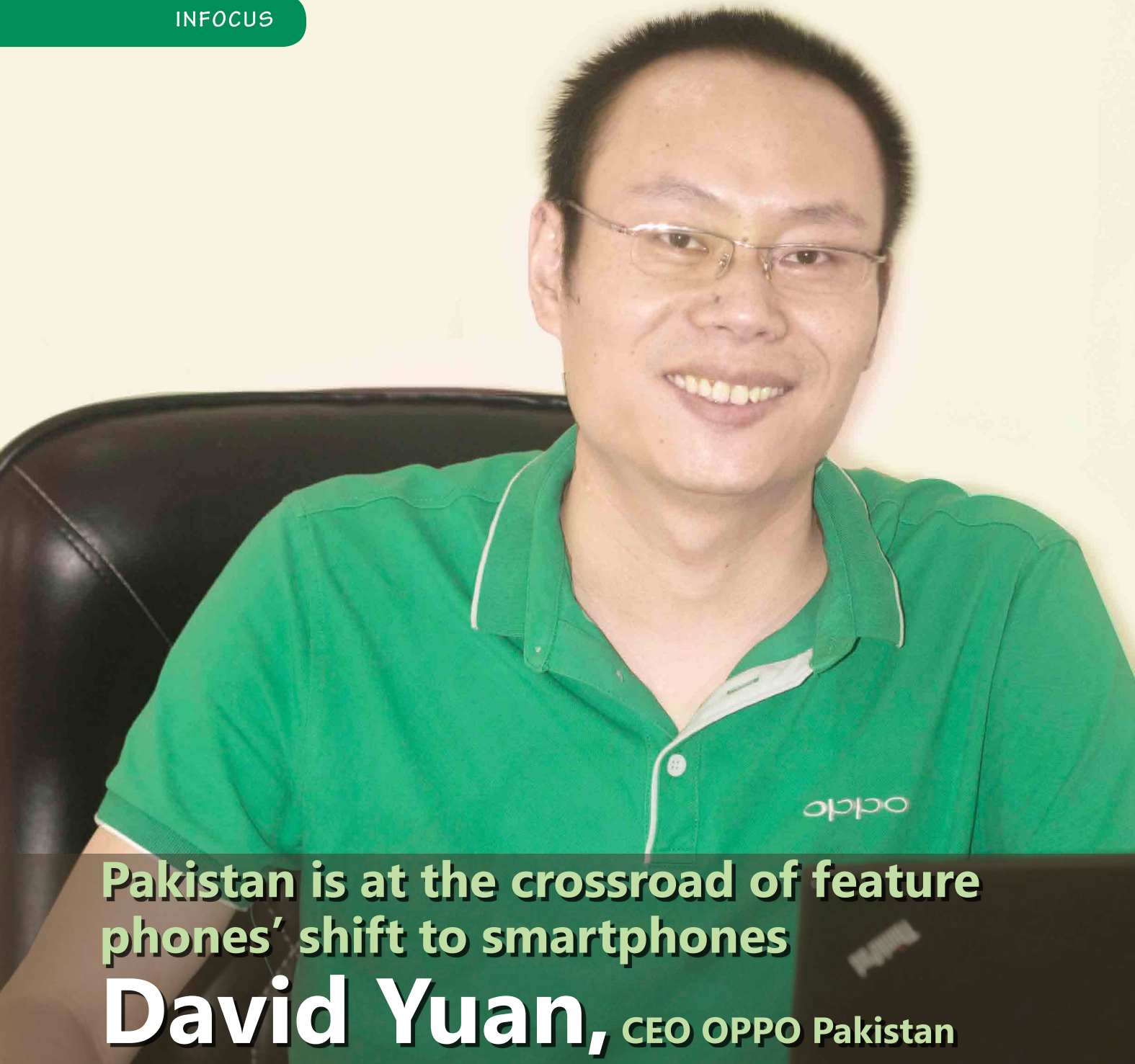
When it comes to the love for food, people of Pakistan are no less than any other food loving nations in the world. Recent online shopping advancement has provided convenience to this particular sort of market as well. One of the most popular food ordering websites include EatOye.pk that has an average of 200,000 visitors every day and it provides access to more or less a thousand local restaurants. One can conveniently, make reservations for lunch or dinner at any desired food place while sitting in the comfort of their home, office or car. FoodPanda.pk is another well-reputed online food portal which offers over 28 different cuisines from around 750 restaurants in Islamabad, Lahore, Rawalpindi, Karachi and other major cities of Pakistan and a

convenient home-delivery service, most of the time, it being free. Further, KhaoPiyo.pk, SuperMeal.pk and several other akin portals facilitates their consumers in a similar manner.

Online shopping websites such as olx.com.pk allows the users to buy or sell almost all sort of new or even used stuff including furniture, cars and electronic gadgets. PakWheels.pk offers one of the best deals for buying and selling of cars and motorbikes from all around the country.

Online shopping is new in Pakistan but its quick growth has made different businesses to think on getting an online portal to cater customers' needs. The major reasons behind its quick success are ease, convenience, comfort, time saving, cost saving and quick delivery as compared to the traditional shopping. It has been observed that online shopping has a quick growth rate in countries like China, Russia, Japan and Brazil. Whereas Pakistan being a developing country has a slower growth rate of e-commerce, still it has much more potential for e-commerce growth than the developed countries.

Online shopping is new in Pakistan but its quick growth has made different businesses to think on getting an online portal for catering its customers



Pakistan is at the crossroad of feature phones' shift to smartphones

David Yuan, CEO OPPO Pakistan

OPPO is a global electronics and technology service provider that delivers the latest and most exquisite mobile electronic devices in over 20 countries, including the United States, China, Australia and many countries throughout Europe, Southeast Asia, South Asia, the Middle East and Africa. OPPO is dedicated to delivering customers with the most extraordinary mobile experience through meticulous designs and smart technology. In 2014 it started its business in Pakistan and up till now many stunning and stylish smartphones with cutting edge technology have been released.

Phone World team (PW) has conducted an exclusive interview of David Yuan (DY), the OPPO CEO Pakistan in which he shared his prodigious insight with us regarding the device market of Pakistan. Here is what

he had to say.

PW: According to our investigation, some Chinese regional managers have left Pakistan, is that true?

DY: Yes, it is true. Right now we are having personnel shifting of Chinese regional managers in small cities; however we still have Chinese team working in Tier 1 cities.

The localization of OPPO team in different markets is one of the biggest parts of OPPO globalization strategy

The localization of OPPO team in different markets is one of the biggest parts of OPPO globalization strategy. Taking Pakistan as the example, we think only Pakistani



By Rizwana Khan | Omer Khan

understand best about local market and customers' requirements, and this is the only reason that OPPO Pakistan has hired many Pakistani employees. Besides, OPPO Pakistan has some senior positions for locals. For example, our Brand Executive Director and Assistant CEO are from Pakistan. In the future, we will create and provide more senior positions for local employees in order to encourage their dedications.

OPPO has launched different policies to ensure the security of dealers' benefits and help our co-operation to go further

Chinese employees aim to bring corporate culture and value to different markets, in order to ensure the OPPO brand consistency in the global scale. We have different goals and plans according to different stages of market development, so it is normal if we have to shift personnel to other countries accordingly to keep the talents flow. We apologize for any misunderstandings from dealers due to this case and we will improve our communications immediately.

PW: As a global brand, are there any different strategies from OPPO regarding on channel management?

DY: The growth of OPPO dealers is strongly connecting with OPPO's success. The steady interest of dealers is the priority to us, so we continuously minimize all the operating risks for dealers, and help them to establish the great and long-term business. In order to do so, OPPO has launched different policies to ensure the security of dealers' benefits and help our co-operation to go further.

OPPO has a global image for local markets, which includes exclusive Branding rights of Fast & Furious 7 Hollywood movie, and collaboration with FC Barcelona as their official partner for the mobile phone device category

Furthermore, OPPO has professional teams to support dealers nationwide, we have experienced training and sales team in order to help dealers to educate customers and sell the handsets.

PW: How does OPPO think about Pakistan mobile phone market?

DY: OPPO believes Pakistan is the key market in South Asia region, and this is because:

The population of Pakistan is almost 190 million and about 70% consists of youth. Youth is the majority consumers for technical devices, and they are our main target customers.

Pakistan is at the crossroad of feature phones' shift to smartphones and development of 4G network is growing fast which is beyond expectations.

According to 'One Belt and One Road' strategy, Chinese government will invest heavily in Pakistan, and there are a lot of potential opportunities in this emerging market. Therefore, more international brands like OPPO will also invest in Pakistan in order to provide better products and serve to satisfy increasing demands from local customers.

So we believe the opportunities in Pakistan are enormous, and we are planning to seize them. OPPO will not only keep its premium flagship handsets availability in Pakistan, but it will also launch more models of smartphone with low and middle price range, like new products Neo 5s, Neo 5 and Joy 3 prices are no more than 20,000Rs, in order to meet the requirements from local market.

PW: What is the response so far since the launch of OPPO in Pakistan?

DY: OPPO launched its operations almost a year ago in Pakistan, and the most responses from local market are quite positive. Local customers are attracted by our quality products and meticulous design. OPPO is also a brand with innovative technologies, for example: VOOC Flash Charge is the leading technology in smartphone industry, which is 4 times faster charging speed than conventional chargers, a 5 minute charge can

make 2 hours call, and OPPO R5 is still the thinnest smartphone in Pakistan. Furthermore, OPPO has a global image for local markets, which includes exclusive Branding rights of Fast & Furious 7 Hollywood movie, and collaboration with FC Barcelona as their official partner for the mobile phone device category in order to maximize our brand voice at global scale.

PW: What are the big challenges that you are facing as a new entrant in Pakistan?

DY: We believe the biggest challenge for OPPO operating in Pakistan is the cultural differences. How people work here, what people believe in, what life style and value people have in this country are quite different from any other country. We are trying to overcome the cultural barriers, understand and respect local culture,



and then bring OPPO corporate value to the local market in a proper way.

PW: What is the major target of OPPO in Pakistan? Does each new smartphone targets a specific group of people?

DY: Our major target customers belong to 18 to 40 years of age, people who love cutting edge technology, fashionable design and premium quality stuff. Especially, OPPO has three different product lines targeting on different groups.

Find Series is OPPO flagship line, which has the

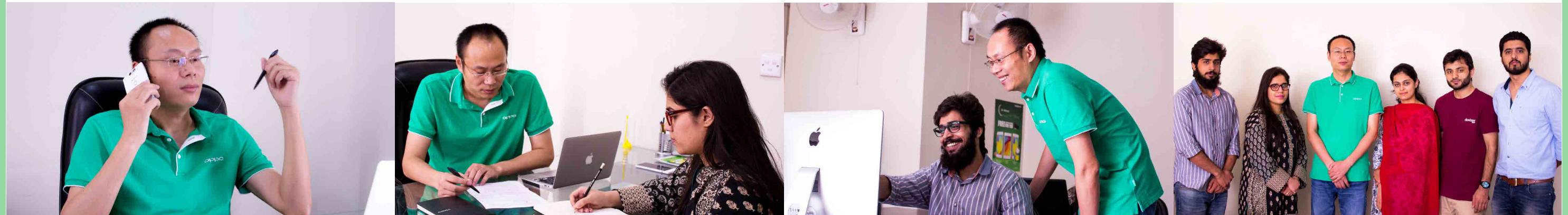
Pakistan; OPPO Pakistan was the presenting sponsor of CLT 20 champion's league 2014, Pakistan VS Australia, Pakistan VS New Zealand cricket Series. OPPO was also the exclusive branding partner of Fast & Furious 7 Hollywood movie in mobile phone category in Pakistan.

Social media is very important for our company, because it is one of the major platforms for OPPO to communicate with fans and customers, and it is also an extension for OPPO to provide effective and excellent service. For instance, in a week time we helped to service more than 200 customers who wanted to buy Find 7a with discounted price via Facebook page. And it is an encouragement for

Finally, OPPO's strategy is "Localization + Globalization" which is also very different from our competitors.

OPPO is planning to do more activities like campus activities in the following semester in major universities. And OPPO will launch forum in order to complete 360 degree services interact with the local market

people who like exquisitely designed smartphone. We will reveal the specifications of R7 series shortly in Pakistan, please keep updated from our Facebook page which is Facebook.com/PakistanOPPO.



top specifications and is powered by innovative and cutting edge technology. So Find Series is especially for people who pursue the excellent experience of smartphone and for technical geeks who want to experience the art of technology. Such as, Find 7a was the first smartphone with VOOC Flash Charge, the leading technology in the last year.

OPPO is operating in over 20 countries and they are located in Southeast Asia, South Asia, Middle East, Australia, Africa and Middle America

N Series has rotating camera, especially for people who like unexpected camera experience to liberate the creativity of photography. Such as, N3 has motorized rotating camera which can take automatic panoramic pictures.

R Series has stylish, exquisite and distinctive design; it is ready for people who like extremely beautiful and fashionable design of smartphone. Such as, R5 is still the thinnest smartphone in Pakistan.

PW: What impacts does advertisement have on brand promotion in Pakistan? Where do you place social media in your business in Pakistan?

DY: TV Commercials play a significant role in Pakistan. According to the media research; about 95% target customers get different information from TV channels. We have been sponsoring some major events in

us to establish a special team to manage and operate social media in Pakistan. In the future, we will create more local content and activities to interact with customers on digital platforms.

PW: What is it that set apart OPPO from its competitors?

DY: OPPO invests heavily in R&D, because innovation is one of our core competences. Each year we have thousands of patents applications and we apply the latest technology on our handsets in order to make technology practical and into reality: such as we have the thinnest smartphone R5 which is about 4.85mm thin, we have motorized rotating camera on N3, and we also have VOOC Flash Charge in which 5 minutes charging time provides 2 hours phone call.

OPPO is also the global partner to Qualcomm so we work closely to embed Qualcomm processor in our most products to provide our users with unlimited experience of 4G downloading speed and battery charging speed.

OPPO has its own factory and plants, we also emphasis on TQM (Total Quality Management), so we have very strict policies for product quality control.

Our services are not only limited to our customers but also for our partners and dealers, because we believe that dealers and partners play a crucial part in the value chain. So we have our corporate value called 'Benfen' which means we have ethical obligation to bring benefits to the entire value chain.

PW: What information does OPPO wish our readers to see?

DY: OPPO has a lot of actions recently regarding on brand globalization. Like we already mention that OPPO is the official partner of FC Barcelona. In this second half year, OPPO will co-operate with more premium global entertainment & sport resources in order to stabilize our premium and global brand positioning. So please keep paying attention to us and see the amazing campaigns of OPPO.



PW: What products will OPPO launch in Pakistan in near future?

DY: OPPO Pakistan is introducing more affordable smartphones with delightful user experience: such as OPPO launched Neo 5 for Rs. 17,990 and Joy 3 for Rs. 15,990 in Pakistan during Ramadan, which have great photography performance and smooth operating experience, for Ramadan & Eid campaign. OPPO is going to launch R7 Lite and R7 Plus, which will target

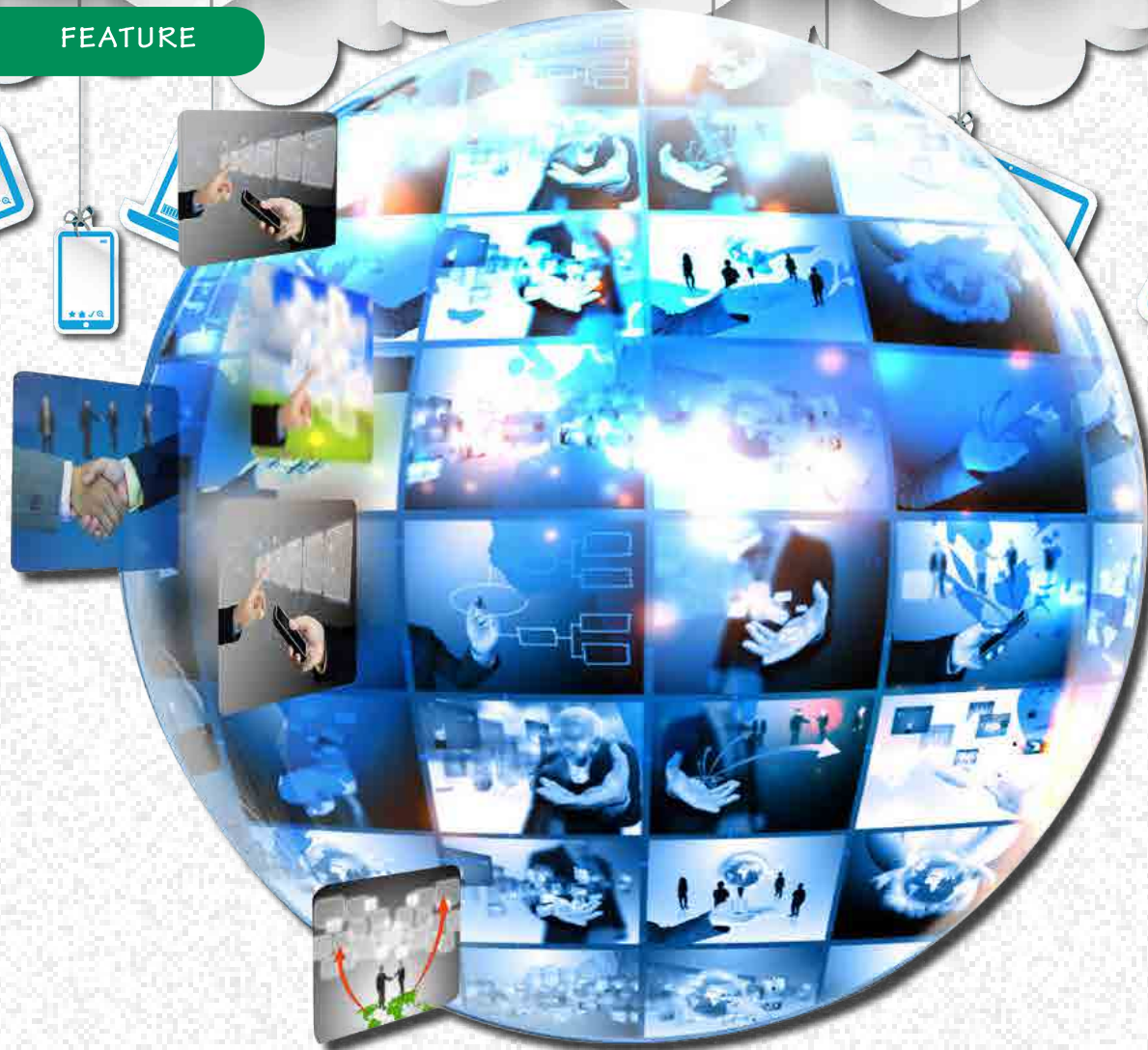
PW: How many countries does OPPO operate so far in the world?

DY: About smartphone business, OPPO is operating in over 20 countries and they are located in Southeast Asia, South Asia, Middle East, Australia, Africa and Middle America. In a very short period development, we have achieved great performance. For example, OPPO is the top 3 ranked smartphone brand in Indonesia and Vietnam, OPPO is the top 4 brand in Malaysia. Furthermore, OPPO is also one of the top manufacturers of blu-ray player business, and ranked No. 1 brand in premium Blu-ray DVD market priced over 300 USD in North America and Europe.

PW: Does OPPO have any plans to attract young customers?

DY: We have been doing a lot to attract young customers in many ways. For example our products always position young with very good designs and practical features, like our Neo 5s with mirrored form and metallic structure, which makes it quite popular among youth.

And our marketing campaigns are also targeting on young customers, like we partnered with Fast & Furious 7 Hollywood movie, we sponsored cricket matches in Pakistan. In the short future, OPPO is planning to do more activities like campus activities in the following semester in major universities. And OPPO will launch forum in order to complete 360 degree services interact with the local market.



Making the **WORLD** a **Global Village**

Almost half the population of the world will be online by the end of 2015

The Industrial revolution driven by combining steam engine and ingenious machinery made humongous impact on economy and society at large. In the similar way Digital Revolution is driven by two great innovations, personal computer and internet. The innovations in Information and Communication Technologies represent a revolution that has totally changed the way people

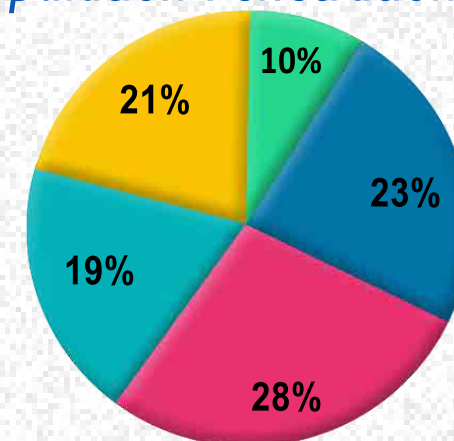
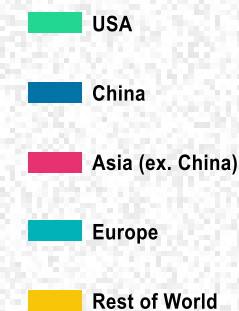
think, behave and communicate in today's world. This digital revolution has created new ways to disseminate information, share knowledge and educate people.

Marshall McLuhan was the first one to envision the idea of "global Village" back in 1960s. His insights changed how everyone thought about media, technology and communications ever since.

ITU predicted that Internet adoption will hit 3.2 billion by the end of 2015 which represents 44.44% of global population

By Rizwana Khan

2014 2.8B Internet Users 39% Population Penetration



McLuhan's predicted Global Village is getting stronger and stronger and becoming a reality like never before. International Telecommunication Union (ITU), a specialized United Nation's agency focusing on information and communications technology predicted that Internet adoption will hit 3.2 billion by the end of 2015 which represents 44.44% of global population.

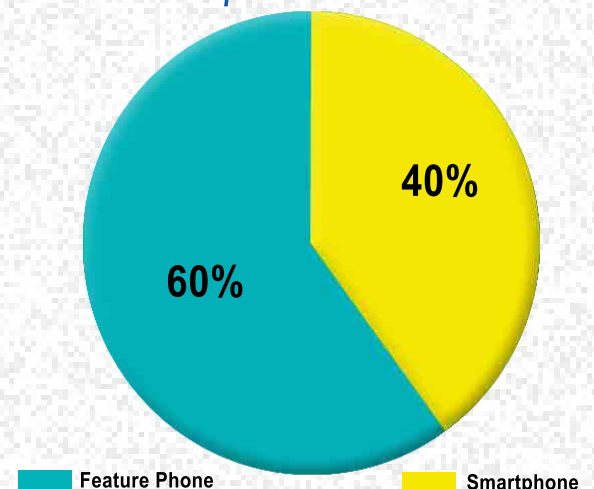
Emerging markets like Pakistan, India Sri Lanka and Africa are playing a major role in ICT adoption

The report stresses that emerging markets like Pakistan, India Sri Lanka and Africa are playing a major role in ICT adoption. Over the last decade social and media

The global scenario of communication has advanced rapidly since the new millennium as the broadband penetration, particularly mobile broadband penetration increased and enabled global awareness and expansion of connectivity.

The rate of global cellphone adoption is closer to 5.2 billion, 73% of the global population and 40% of those cellular phones in use are smartphones which is about 2.08 billion Smartphones worldwide

2014 5.2B Mobile Phone Users 73% Population Penetration



By the end of 2014, there were 2.8 internet users worldwide out of which two billion Internet users were from developing countries such as China or Pakistan, but only 89 million people lived in what the U.N. refers to as Least Developed Countries (LDC.) But the more interesting fact that has been mentioned in the ITU report is that there are more than 7 billion cellular phone subscriptions, theoretically representing a global penetration rate of 97%.

With expansion in mobile related services like m-education, m-health and m-government the mobile market of Pakistan is expected to reach over USD17 billion by year 2025

According to latest report of Merry Meeker, a partner at Kleiner Perkins Caufield Byers (KPCB), the rate of global cellphone adoption is closer to 5.2 billion, 73% of the global population and 40% of those cellular phones in use are smartphones which is about 2.08 billion worldwide

The role of smartphone and

mobile broadband has been the key to modernize the indication of connectedness. It has enabled people to build business, engage in online commerce and interact with government at an entirely new level.

Online engagement has taken such an important element in ICT sector of a country that now it is considered a prime factor in assessing how a country can develop its digital infrastructure. It has restructured the way public and private sectors practices their activities. New avenues for educational, healthcare and entertainment have been created with speedy and prompt delivery of services.

The scenario of Internet of Things have gained momentum around the world. Although Pakistan is lagging behind other nations but with growing and wide-spread rollout of wired and broadband technologies, affordable mobile devices and introduction of ICT based applications, we can expect that in near future Pakistan will also become a part of digitalized world.

Pakistan's 3G/4G subscriber base touched 13 million in April 2015 whereas according to GfK, smartphone penetration reached 31% by January 2015, up from 23% in January 2014. Pakistan's population is expected to reach 226 million in 2025 which means that consumers' appetite for ICT services will grow even further. With expansion in mobile related

services like m-education, m-health and m-government the mobile market is expected to reach over USD17 billion by year 2025.

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The rapid success of mobile technology in ICT sector is due to the fact that it is far easier to connect people through mobile phone as mobile technology facilitates Internet and accessing to information from anywhere at any time with speed and precision. Mobile is a general purpose technology that has the potential to bring great economic benefits to the economy and overall infrastructure of the country. Pakistan has budding talent, prospects and growth opportunities all that is required now is making the right decisions at the right times, let's see what future hold for us.

HUAWEI P8 Event Write-up

Huawei recently held an extravagant launch ceremony of its latest P8 mobile phone. The event was honored by several notable celebrities and fashion icons who were eagerly anticipating the demonstration of the new innovative phone. The event was hosted by famous musician and comedian Ahmed Ali Butt, who kept the audience entertained and responsive. He later invited the Country C.E.O Aragon Ming and Director Marketing Faraz on stage. They gave the audience an introduction about Huawei as a progressive organization and briefed the audience about the P8 phone. Later, Abdullah Ejaz was called on stage who demonstrated the key P8 features i.e. Light painting, Director's mode, Low-Light Photography. The wonderful star-studded evening finally came to an end with a breath-taking performance by Ali Zafar.



Rivo Rhythm RX55

Packed With Features, Loaded with Fun!

Rivo Rhythm RX55 is one of Rivo mobile's compact smartphones yet with solid specifications and features. The device is one of the most cost-effective smartphones with its affordable price of just Rs. 7,900/-. A handy device with a good grip, the RX55 is powered with a quad core processor with frequency modulation between 598 and 1300 MHz. The CPU is 32-bit and the technology is of Media Tek with chip-set MTK MT6582.



DESIGN OF RIVO RHYTHM RX55:

Rivo Rhythm RX55 has a slender, lean and handy shape that goes perfectly with its compacted design. It's got a 4" display which offers easy thumb access. The logo and brand is shown on the back of Rivo devices. Additionally, a silver ribbon further enhances the look of Rivo Rhythm RX55. The power and volume buttons are beautifully patterned ensuring better touch and avoiding finger slips. The charger and the 3.5mm jack for hands-free are some of the other value added components of this smartphone.

DISPLAY:

Rivo Rhythm RX55 has a 4" IPS High Resolution display that has already been protected with a perfect fitted plastic cover that protects it from both scratches and cracks. The display driver is Mali-400 MP and the vendor is ARM. Its GPU version is OpenGL ES2.0 and the screen resolutions are 480 x 800. The number of pixels in a square inch for RIVO Rhythm RX55 are 240 DPI which give the screen a fairly bright look. The screen of Rivo Rhythm RX55 is also supported by a light sensor that adjusts the light density with bright light and shade.

CAMERA:

Supported with an LED flash light, the 5 MP auto focus rear camera will back up your memories in the form of images and videos in 2560 x 1920 pixel dimensions. The camera is also supported with features like color effects, scene mode, white balance, anti-flicker, beauty mode and panorama etc. The front camera is a simple digital camera with up to 0.3 MP strength that can take images with 640 x 480 pixel dimensions.



MEMORY:

The memory for Rivo Rhythm RX55 is 512 MB RAM which is enough to run apps and games with speed, efficiency and reliability. The internal ROM is 4 GB which can be enhanced by memory card and you can have memory of up to 32 GB within your Rivo Rhythm RX55.

PROCESSOR:

Powered with a fast and efficient processor which is clocked at 1300 MHz. The chip-set in the RX55 is MTK MT6582 and the technology is of Media Tek. The 4 core processor with 1.3 GHz frequency is fast and sufficient to execute many operations in real time.

NETWORK/CONNECTIVITY:

Rivo Rhythm RX55 is a dual SIM supported smartphone with 3G enabled feature. With 3G support, you can surf the internet with speed and can have multi-platform sessions while using Whatsapp, Facebook, Twitter, Skype etc.

BATTERY:

Rivo Rhythm RX55 is powered by a Li-ion battery which has 1500 mAh capacity. The result of the battery is completely satisfactory and works well with the RX55.

APPEARANCE AND LOOK:

The box contains a good quality hands-free, a charger, a USB cable and a white colored flip cover that is a perfect match for the RX55. The device has the dimensions of 126 x 64.2 x 8.7 mm that packs all the features in a compact pattern by just increasing the width to 8.7 mm and length to 126 mm.

INTERFACE:

Rivo have their own customized Android 4.4 KitKat. The icons have been nicely placed on the home screen with beautiful widgets and maps. Both the interfaces for keyboard and dial pad have been of set standards and layouts have been designed to keep the device user-friendly.

GAMING ZONE:

We tested and found that you can easily play the following games seamlessly:

- Daily Racing
- Subway surfers
- Racing 3D
- Sonic Dash



FINAL VERDICT:

Rivo Rhythm RX55 is available in the market at an extremely affordable price of just Rs. 7,900/-. The processor is super-fast and gives far better results over the majority of similar specification smartphones. The screen supports high resolution with its IPS display. The Rhythm RX55 is 3G enabled and comes with a worthy 5 megapixel camera. All in all it is a superb smartphone and offers unmatched value for money.



New emerging couple apps show the potential technology has in making relationships stronger than ever before

It's hard to believe that, only a decade ago, social media was little more than a budding trend.

No doubt, there were websites such as Hi5, orkut and MySpace that had a fair level of acceptance, but it wasn't embedded in our lives as it is now. I remember signing up for Facebook back in 2008, but didn't really see the point of using it until a few years later. Formulae remained same for Twitter; a lot of us saw it as a pointless tweeting toy. LinkedIn wasn't more than a digital resume for most of us and Google+ didn't even come on the sight until 2011, followed by Pinterest and other platforms. Now in 2015, social media has become not only a key part of the modern lifestyle, but a major platform for making or breaking relationships. It has become very casual that people put their whole dating history on Facebook and Twitter.

We keep different views and opinions on the role that technology plays in a person's daily life. Some of us believe that social networks have devalued our relations and friendships, while most of us find that social networks made us stay closer with our loved ones than ever before. This never ending debate has spread amongst couples and romantic relationships, as we see Facebook feeds full of mushy relationship photos and lovebird statuses.

Now in 2015, social media has become not only a key part of the modern lifestyle, but a major platform for making or breaking relationships

However this love story cycle is not limited to social media, the developers and entrepreneurs of today have started investing in the idea of building a social network or app made just for couples.

Some of us believe that social networks have devalued our relations and friendships, while most of us find that social networks made us stay closer with our loved ones than ever before

Bilal Alvi, a young app developer said, "This is 2015. Digital love is here, and that means couples are increasingly turning to technology for everything from communication

and romantic ideas to ordering flowers, creating personalized gifts and staying in touch 24/7".

The developers and entrepreneurs of today have started investing in the idea of building a social network or app made just for couples

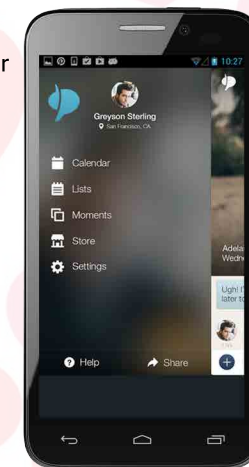
Unsurprisingly, there are never-ending lists of apps that are aimed at couples, and since they're designed for lovers, they're meant to be private and secure. So I've created a list of couple apps that will make you feel a lot closer with your loved one.

Couple

The idea behind Couple is that it lets two people to create their own private timeline of their relationship by sharing pictures, videos, dates, and audio clips. Not only is this, You can text each other as well as call from within the app, calendar is there too, to set reminders and important dates, also there is to do list which

you and your partner can share mutually.

My favorite part of this sweet little app is that when you touch your phone with your thumb, and when your sweetheart does the same, your phone will buzz a bit.



Avocado

With Avocado partners can text each other, share various media formats with them, and use its built-in calendar for reminders about birthdays, anniversaries, and

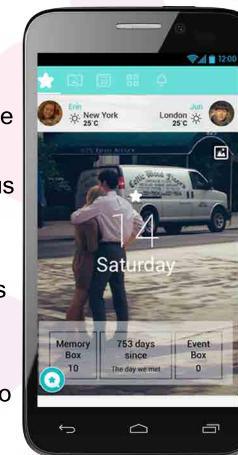
other important dates. 90% of the features of Avocado are same like the other apps, what makes it different is that it offers virtual hugs and kisses, giving you the feeling of being in closer proximity to your loved one.

Couples can also access all their messages, pictures, and other data through its web app.



Between

Between is a mobile service that provides a secret place for lovers to communicate and keep their precious moments. With this app, couples can share memos and they can also bookmark their favorite photos. This app has a memory box which includes chat history, photo albums and customized message board between partners.



Duet: Love Letters for the Digital Age

I have saved the best for the last; Duet, a charming messaging app that has something special up its sleeve. The app hopes to bring the romance back to one-on-one communication, serving as a starting point for doing things with the people you love.

Interesting thing about this app is the way it works, couples may simply propose a Duet by

filling in the blank on the phrase "Let's....". In case your invitee doesn't have the app installed yet, your proposals are automatically sent via SMS. Your proposal sparks a conversation, which leads to getting off your phone and spending time together.

This is 2015. Digital love is here, and that means couples are increasingly turning to technology for everything from communication and romantic ideas to ordering flowers, creating personalized gifts and staying in touch 24/7

These were my top picks from the lovey dovey couple apps, but of course, it's not all rainbows and butterflies. There are plenty of other apps and websites out there that might not be the best thing for couples. Let's just take an example of this, Sidetaker, which allows couples to get votes from people all around the world for the solution of their arguments. Now this is something which is as entertaining as it is damaging!

Not everyone felt positively about technology's role in their love life, however.

People may still argue on the impact of technology. But we'll have to accept the fact that technology has deepened out relationship by giving us a way to have meaningful interactions that are not face-to-face.



By Rana Junaid Naseer



M-HEALTH

Revolutionizing Healthcare through Technology

Mobile health (mHealth) is a term used for the practice of medicine and public health supported by mobile devices such as mobile phones, tablet computers and PDAs. Globally, the phenomenon of mHealth has already emerged gaining popularity but it is still in developing stages in many under developed and developing countries. There is no denying the fact that mobile technology has the potential to play a vital part in the transformation of healthcare and increase its quality and efficiency.

mHealth is a rapidly growing field providing the potential to enhance patient education, prevent disease, enhance diagnostics, improve treatment, lower health care costs and increase access to health care services

mHealth is a rapidly growing field providing the potential to enhance patient education, prevent disease, enhance diagnostics, improve treatment, lower health care costs and increase access to health care services. The developed regions like Europe, Australia USA etc are taking full advantage of mobile intervention into health care as it is an easier way to manage health issues. Also connectivity is no more a dream; we are living in a technologically advanced world where things are easily explored. mHealth can have a strong affect in developing countries since it allows remote locations to get access to medical care and create local

knowledge about health related issues. Developed countries are spending lot of resources towards the integration of ICT with health care systems. However, there are financial constraints in the developing countries that hamper their progress in mHealth. Apart from financial constraints, other important issues include the reforms in healthcare policy and realizing the significance of mHealth that can bring improvements into the medical system at large.

Pakistan is a developing country with more than half of its population located in rural areas.

Pakistan is a developing country with more than half of its population located in rural areas. These areas neither have sufficient health care professionals nor a strong infrastructure that can address the health needs of the people

These areas neither have sufficient health care professionals nor a strong infrastructure that can address the health needs of the people.

No government in the past has paid any attention to the health sector of the country and the policy makers badly neglected the need of educating the people and providing them with health care. But now the expansion of Information and Communication Technology (ICT) around the globe has set up an unprecedented opportunity for delivery of healthcare facilities in far flung areas and Pakistan can also benefit from it like other developing

Mobile as a Key to Solve Health Care Issues



countries. Mobile Health (mHealth)—the provision of health care services through mobile telephony—will revolutionize the way health care is delivered.

Health issues in developing countries like Pakistan have increased at an alarming pace as more and more fatal diseases are spreading around the world. mHealth is well-positioned to counter these issues whereby taking advantage of current ICT innovations

Analyzing the current situation of Pakistan, we can say that many stakeholders can benefit from the advances in mHealth. These include individuals, government, health organizations, NGOs, employers, and suppliers. It has the potential to reduce per capita cost of healthcare while increasing or at least maintaining care quality.

Mobile Messages can enhance disease and epidemic awareness as well as educate health-care service workers. In today's world, mHealth has a role to play in improving new "gross national happiness" indicators by producing a happier and, healthier population. It has the potential to improve health service availability.

The need for health sector reforms, emphasis on better health outcomes through poverty

reduction efforts, process of devolution and participation in achieving Millennium Development Goals set by the United Nations are a few important factors that have generated debate on contemporary health policies in Pakistan.

The debate centers on whether the policies are relevant and have a responsiveness which will work towards achieving better health for the population. Some of the recent mHealth initiatives take by our Government includes:

- Punjab: Dengue Monitoring System
- Punjab: HealthWatch
- KPK: Independent Monitoring Unit for Health Sector (IMU)

Whereas, Sindh and Baluchistan, the most backward provinces of Pakistan are still living in more or less stone ages where health issues lead to death as public are unable to find proper medical facilities.

In such situation, the Government can take advantage of technology while designing reliable mHealth systems through wide collaboration between engineers and doctors to create and evaluate effective mechanisms that can ensure good health facilities. Private sector can also play a major role in introducing m-Health initiatives in Pakistan. In fact there are many startup projects that are being undertaken in the country. Pakistani app developers are also developing basic health apps that are making a wave in the industry.

mHealth has the potential to reduce per capita cost of healthcare while increasing or at least maintaining care quality

The field of mHealth has proven to be beneficial through dozens of successfully implemented projects across the globe. Moreover, technological innovations will also bring about enhanced benefits in the coming years. Health issues in developing countries like Pakistan have increased at an alarming pace as more and more fatal diseases are spreading at a disturbing. mHealth is well-positioned to counter these issues whereby taking advantage of current ICT innovations. Emerging technologies will also be proved an asset in handling health needs of present situation of Pakistan. The Government must devise such health policies in which the interests of all stakeholders must be kept in mind for the development of mHealth.



World's Most Relentless and Ambitious CEO Larry Page

Larry Page opened a new window into the Information Age when he and Sergey Brin formed Google, revolutionizing the way practically every human being accesses information. Of course, Google has grown far beyond search. It is one of the most powerful corporations on the planet—and Page is the principal architect of that success.

My goal is for Google to lead, not follow that

After he entered the PhD program, he had to decide on a dissertation theme. This was when he came up with the idea that would link together web pages, like a citation links to a reference. He was joined with college friend and fellow PhD student Sergey Brin, who found this topic to be very appealing. The project was initially named 'Backrub'. Both started working on this huge task of building a crawler that would convert backlink data into a degree of how important a web page was. Consequently, PageRank algorithm was created that made the duo realize that they could make a search engine far greater to the ones that were currently in use. The first version of Google came out in 1996 and it is still available on the Stanford University's website.

We want to build technology that everybody loves using, and that affects everyone

Google Inc. was founded in 1998 with Larry Page and Sergey Brin as co-presidents. Its initial domain name was 'Googol' which was derived from a number that is one followed by hundred zeros. This represented the vast amount of data that the search engine was intended to explore.

In 2011, Page officially became the CEO of Google. He has already killed several products, re-ordered the management teams, and attempted to unify and streamline others. He has also promoted mobile as an important part of the firm's strategy, not only with Android, but by expanding its core businesses such as maps, search, YouTube, and ads.

An intense, driven personality, Page wants to provide big products and services that have global impact. He continues to broaden Google's horizons, developing self-driving cars, drones (Project Wing) and super-fast connectivity (Google Fiber). It seems that there's nothing Google isn't involved in.



Page wants the company he co-founded with Brin as Stanford students to make an impact on the world in ways that most of us can hardly imagine. Page insists that he has a different goal for Google: "We'd like to have a bigger impact on the world by doing more things", as evident in the sometimes off-the-wall projects at Google X, as well as the non-profit organization Google.org. That's one of the main reasons, combined with Google's sound financials that helped him to become Fortune's Businessperson of the Year in 2014.

Yes, there have been glitches. The Google+ social network never clicked, Google Glass' future seems foggy, and the company has come under increased pressure in Europe over privacy concerns. Even so, the transcendent power of the company is indisputable. It has, in short, become an essential thread in the fabric of modern life.

The ultimate search engine would basically understand everything in the world, and it would always give you the right thing. And we're a long, long ways from that

Smartphone Review



Haier Group is a Chinese multinational consumer electronics and home appliances company which has recently launched its mobile phone brand in Pakistan and has introduced both smartphones and featured phones a couple of months ago.

Design and Look

Haier Esteem L50 is a classy device with stable hardware and sleek looks, that resembles Huawei Honor 3C in shape and weights just 165g. It comes with some of the best features like a Qualcomm processor, 1 GB RAM and 8 GB ROM and much more. Perfectly fitted with a smooth and well-polished dark black front plastic case and a perfect smooth pure white back cover that enhances the look of Haier Esteem L50 with its colors.

Display

Haier Esteem L50 has a user-friendly IPS + LED backlit display with size of 5.0 inches and shows most accurate color replication, all thanks to the 16 m colors on HaierEsteem L50 and a resolution of 1280 x 720 pixels along with pixel density, which reaches about 320 pixels per inch. The display of Haier L50 is quite thin and has a high strength so that it can survive major accidents and, of course, it also supports multi-touch gestures.

Processor

Excellent performance of Haier Esteem is made possible by the Qualcomm Snapdragon™ 410 Quad-core processor clocked at 1.2GHz.

The CPU type is 64bit and there are total 4 cores that tackle the processing with its divide and conquer strategy. The frequency ranges between 200 ~ 1209.0 MHz depending upon the nature and type of assigned task.

By Ikram Ullah Khan

An Affordable Smartphone with Qualcomm Processor

Haier Esteem L50

Camera

The rear camera is 13MP with 4128 x 3096 pixel resolutions, well supported by a flash LED light. The rear camera has sophisticated lens group including 5 layers, the specialized blue glass can filter infrared ray effectively which make colors of the images more natural and realistic. The front camera is 5MP with 2592 x 1944 pixel dimensions that provides a better chance for selfies and social media video chats.

Memory

High performance is ensured not only by a powerful processor but it also has 1GB of RAM. Haier Esteem L50 is also equipped with 8GB of internal memory and an optional microSD memory card that lets you expand its memory to another 64GB.

OS and battery

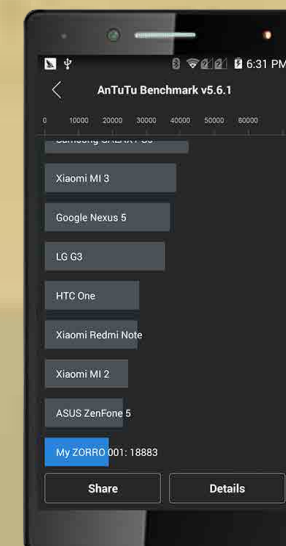
Better specs and better hardware ensure enhanced support for OS and Haier Esteem L50 is equipped with one of the latest API of 19 and Android with OS Version of 4.4.2 that is featured with all the up to date interfaces, specs and features. Esteem L50 is equipped with a lithium-ion battery with a capacity of 2200mAh to maximize the long-term operation of the smartphone.

Performance and Benchmarking

The real fun for a device is in the benchmarking that provides the truth about features embedded inside the device. Haier Esteem L50 has been tested with some of the most well-known unbiased apps that check the overall performance.

AnTuTu

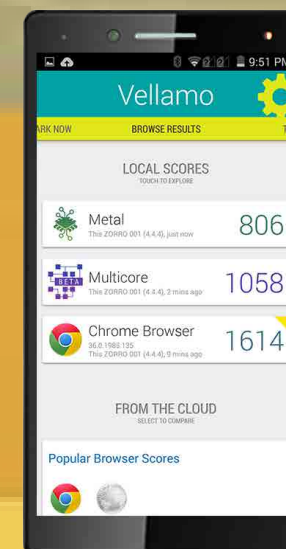
Antutu is a benchmarking application that checks the overall performance and features of a device. Haier Esteem L50 takes around 19,000 points with Antutu that places in decent mid-end smartphone's category. As it comes with a 1GB RAM, 8 GB ROM and a superfast 64bit Quad-core processor clocked with 1.2 GHz speed, Antutu showcases Haier Esteem L50 to be a durable, reliable and an efficient device.



Vellamo

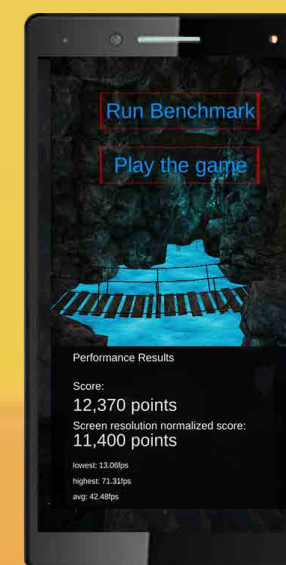
Vellamo is a benchmarking application that checks for the performance of the trios including:

- Single core performance and benchmarking the score with the international smartphones.
- Multi core performance and benchmarking the aggregated score with the international smartphones.
- Browser's performance for its java script, deep crossfader, 3d graphics, WebGL and much more like sun spider, scroller and pixel blender.



GPU Benchmarking

GPU benchmarking tool is an app used for checking the performance of Graphical Processing Unit. Due to its Qualcomm chip-set, the outcomes are better than many other smartphones with over 12 thousand score for its benchmarking and over 11 thousand score for its screen resolution which is a firm score that makes better frames per second. The lowest fps are 13.06, the highest is 71.31 fps and the average being 42.48 fps that keeps the display smooth without any distortion. The GPU driver for Haier Esteem L50 is Adreno (TM) 306.



Other Specs

Weight: 165g

Display Size: 5.0 Inches, 1080 x 1920 pixels (~441 ppi pixel density) Sensors: Accelerometer, gyro, proximity, compass

Display Color: Super AMOLED capacitive touchscreen, 16M colors, Multitouch, Corning Gorilla Glass 3 (front and back), Amigo OS 2.0

Networks: GSM / HSPA

Connectivity: Bluetooth v4.0, A2DP, EDR, USB (microUSB v2.0, USB On-the-go), WLAN (Wi-Fi 802.11 b/g/n, Wi-Fi Direct, Wi-Fi hotspot), GPRS (Class 12 (4+1/3+2/2+3/1+4 slots), 32 - 48 kbps), EDGE Class 12, 3G (HSDPA, 21 Mbps; HSUPA, 5.76 Mbps)

Color: Black

Entertainment: FM Radio, 3.5mm audio jack, MP4/H.263 /H.264/WMV player, MP3/eAAC+/WMA /WAV player, YouTube, Google Talk, Games (built-in + downloadable)

Browser: HTML5

Final Verdict

Haier Esteem L50 is a good choice for all customers as it comes with Qualcomm processor of 1.2 GHz, 1 GB RAM, 8 GB ROM (expandable up to 64 GB). Besides that, the device also has a 13MP rear camera that snaps better images. Last but not the least is the competitive price that has been kept quite low, you can get this superb LTE enabled device just for 17,900 PKR.

Rating

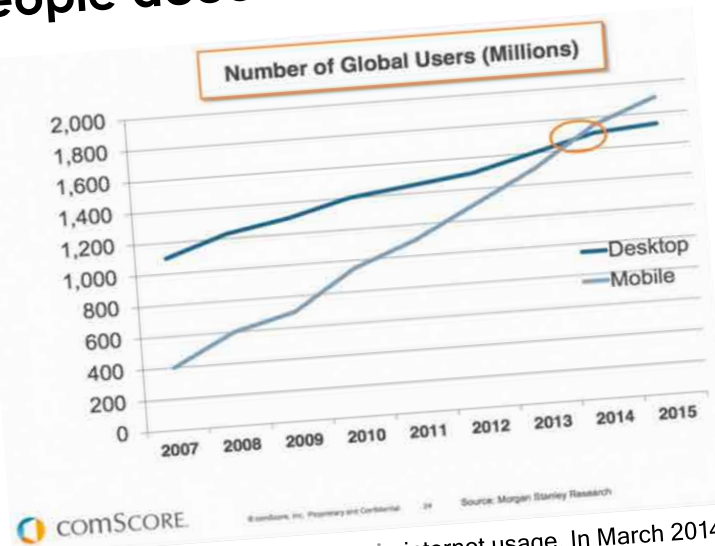


The Rise of MOBILE-ONLY Users



The post-PC era has now arrived where Mobile-first development has not only transformed the business world but has also entirely changed the way people accessed internet

Mobile phone is undoubtedly the most powerful device of the century. It has revolutionized the world of communication and changed the way how use to do their day to day activities. But the benefits of mobile phones are only a few with the mobile internet. Mobile Internet usage has grown over the past few years and continues to achieve major milestones illustrating its enormous popularity. For example, In USA for the first time in March, the number of mobile-only adult internet users exceeded the number of desktop-only internet users. Same scenario can be witnessed in other countries as well where mobile internet usage is gaining momentum. This latest milestone achieved by mobile phone shows just how far this platform has come in overtaking desktop's longstanding dominance as the primary gateway to the internet.



This mobile-only milestone is quite meaningful because it signifies how smartphones and tablets are becoming or have become primary access point to the internet

It was just last year when desktop only internet usage was nearly twice of mobile

internet usage. In March 2014 desktop internet users in US were 19.1 percent while the mobile internet users were 10.8 percent but in March 2015 mobile internet users went up to 11.3 percent and desktop internet users dropped down to 10.6 percent. Of course these numbers also tell us that the vast majority of the digital population (78 percent) is multi-platform and goes online using both desktop and mobile



By M.Bilal Abbasi

platforms. According to one report, "By the end of 2015, the number of Internet users worldwide will soared up to 3 billion meaning 42.% of the world population will be connected, a massive increase from 17.6% in 2006."

Even still, this mobile-only milestone is quite meaningful because it signifies how smartphones and tablets are becoming or have become primary access point to the internet.

By the end of 2015, the number of Internet users worldwide will soared up to 3 billion meaning 42.% of the world population will be connected, a massive increase from 17.6% in 2006

For a long time desktop was the only devices that connected us to the digital world, but now the convenience of being able to communicate on-the-go, 24/7, and with all of the world's information in our pocket gave the smartphone certain technological advantages over the fixed web. These benefits coupled with advancements in 4G data speeds, smaller-but-more-powerful processor chips, and in effect, thinner and lighter phones, all enabled the smartphone to become the digital device of choice in recent years.

Different reports also confirm that in the emerging and

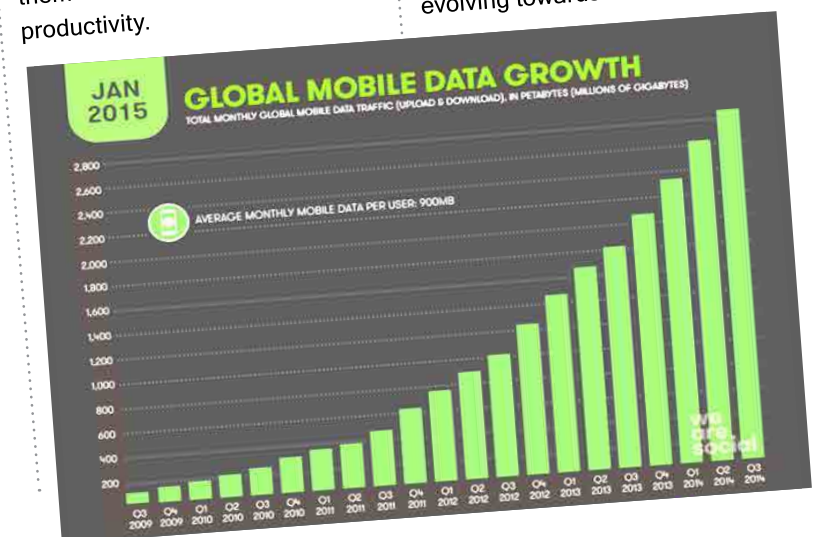
especially less affluent market mobile media time and data traffic exceed PC internet usage.

As people are starting to use more compatible devices to access internet which raises a question that what are the main things that attract mobile/tablet users or how do consumers user mobile devices to access the web? Well according to Online Publishers Association/Frank N. Magid Associates about 99.5 percent access content/information, 63.1 access the internet, 62.1 percent check mails, 49.2 percent listen to music, 46 percent play games, 41.7 percent download and use apps, 15 percent make purchases and 15 percent read books.

With all that said, desktops still play a vital role in digital world and they don't seem to rule out of our life anytime soon. Desktops are highly practical and efficient for accomplishing complex and information-heavy tasks, which makes them crucial for workforce productivity.

Although the desktop computers are here to stay for the predictable future, but let's also not be surprised if, as a society, we become even more mobile over the years to come

Additionally, consumers still prefer desktops when making online retail purchases, with 87 percent of total digital commerce coming from the platform, despite mobile accounting for 60 percent of total time spent shopping online. All these signs indicate that the desktop computers are here to stay for the predictable future, but let's also not be surprised if, as a society, we become even more mobile over the years to come. And with more mobile-only internet users than desktop-only users, it is yet another sign that digital media is evolving towards "mobile first".



TELECOM CAMPAIGNS

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

5

Ufone

Ufone Hissab

Ufone is well known for its marketing and promotional skills as its ads always made us laugh. The recently released campaign "Hissab TVC 2015" is also another great effort made by the operator. The charming Sanam Saeed and of course handsome Mikal Hasan have made the ad even more attractive with their awesome expressions. Dialogues, creativity, settings and above all performance all together added more fun to the campaign.

Verdict: It's all about U, to make you smile and happy!



5

Haier

Haier Pursuit G20 and G30

Haier released the TVC of its new smartphones "Haier Pursuit G20 & G30". As Haier Pursuit G20 & G30 are low budget smartphones, the TVC targeted Pakistani Youth that widely uses Whatsapp, Twitter, Facebook, Instagram etc. The music of this TVC is especially quite cool and brings out a younger side in everyone.

Verdict: Haier rocked!

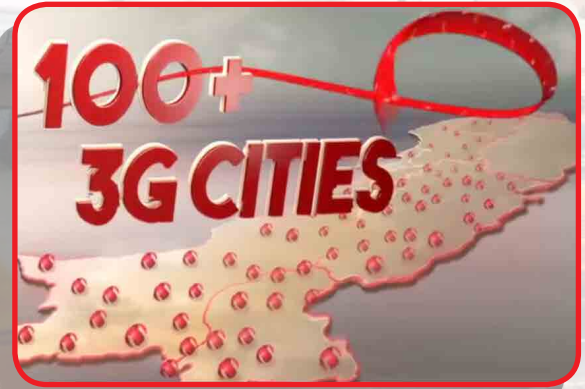
4

Mobilink

Mobilink 3G

Mobilink is excited about its increase in 3G subscribers; as it has expanded its 3G network to 100+ cities of Pakistan by adding new cities to its 3G network. The campaign "Mobilink 3G TVC 2015" is simple and concise and has wonderfully narrated the success story of Mobilink's role in connecting people.

Verdict: PhoneWorld khush huwa!



4

QMobile

QMobile W1

QMobile is the first local Brand of Pakistan that has made its mark in a very short span with its extensive marketing strategies and media campaigns. The recently launched attractive and sensational first Windows phone QMobile W1 is an outstanding milestone in the market. For W1's TVC campaign QMobile has followed a different strategy, the ad is simple yet concise. It beautifully highlights the features of W1 and informs the audience well about first local windows smartphone of Pakistan.

Verdict: Message Well Conveyed!



3.7

Zong

Zong Flutter

In the competitive Pakistani market when there is so much going on, the operators usually try to grab its customers' attention with something not bigger but attractive. Yes! If you are a woman, then Zong Flutter TVC gives you an opportunity to win two tickets of beautiful city of lights Paris. The graphics of the ad are so but the campaign has greatly conveyed its message through acting.

Verdict: Nice, but it could have been made better!

3.2

Warid

Warid 4G LTE Wingle

Telecom operators pump out so many ads that sometimes it becomes ignores to do justice to the quality, content and message of ad. Warid launched the campaign Warid 4G LTE Wingle TVC which attempted to convey user about the fast speed of Warid 4G LTE Wingle while ignoring the overall quality of ad. The setting, situation, acting and message could have been be picturized in better way by adding more creativity to the ad.

Verdict: Warid could have given it a better try!



SONY XPERIA Aqua M4

The waterproof camera phone for everyone

Qualcomm Snapdragon 615 of 64 bit and eight cores, it works with the speed of light and does super-fast processing. The frequency fluctuates between 200 and 1459.2 MHz that works fine with the device without letting it get heat up. The chip-set of SONY XPERIA Aqua is MSM8939.

Battery

SONY XPERIA Aqua M4 is powered by a lithium-ion technology battery with capacity of 2400 mAh that works for almost two days which is incredibly powerful.

Design and Looks

SONY XPERIA Aqua M4 have all the corners curved smoothly and in a proper angle that have no blind edges. All the four corners have been fitted with a hard and powerful material that keeps the device safe from shocks, cracks and breaks.

SONY XPERIA Aqua M4 is the first ever smartphone that features waterproof ability although the hands free pin jack and the charging base are open and are not supported with a rubber pad which is unique feature. The speaker has been introduced at the lower corner that has a pro that the sound won't get dumped like in certain smartphones that have speaker at the lower back.

Nearly all SONY devices are famous for their battery and SONY XPERIA Aqua M4 is also not an exception with its 2400 mAh battery with up to two days battery time with normal use.

Memory

SONY XPERIA AQUA M4 comes in two alternatives models with internal storage. The RAM in all XPERIA Aqua series is 2GB but ROM is available in 8 GB and 16GB.

Camera

SONY XPERIA Aqua M4 has a waterproof 13MP Rear Camera that is packed with the best Sony camera technology. The camera has the power to recognize 52 different scenarios and with auto selection, configures the optimum settings. So you don't have to do anything and the camera will automatically adjust the best it can. The power of its rear camera is 13 MP and it captures a total size of about 3 MB and the dimensions for its images are (3920 x 2204) pixels.

Xperia Aqua M4 features a 5-megapixel front cam with super wide-angle picking ability, making it a perfect choice for selfie lovers. The size of its 5MP front camera reaches to about 1MB and the dimensions are (2560 x 1440) pixels.

Processor

Being powered with one of the finest processors chipset,

SONY officially launched SONY XPERIA Aqua M4 in Pakistan Market. It's the same smartphone that was leaked before its release. It comes with with 4G-LTE support, a 5 inch (720 x 1280) IPS display (PPI of 294 and screen-to-phone ration of 65.24%). Powered by a superfast 64-bit Snapdragon 615 chipset with Octa core processor (1.5 GHz) and Adreno 405 graphics.

A water resistant smartphone (SONY XPERIA Aqua M4)

As the name implies, the phone gives the highest protection against dust and water that is possible in a smartphone. This is a great achievement because SONY XPERIA Aqua M4 is the first ever water resistant smartphone that features an exposed micro USB port (cap-less micro-USB charging) so now you don't have to worry about breaking the USB port flaps.

SONY XPERIA Aqua M4 has a 5 inches HD display that has the resolutions of (1280 x 720) pixels and is efficient enough to run high definition graphics and high resolution videos. The refreshing rate of the screen is 60.0 Hz. Every inch consists of about 280 density pixels both on x and y-axis.

Performance and Benchmarking

Bench marking is the key to check the performance of a smartphone. Our benchmarking analysis shows the position and reliability of SONY XPERIA Aqua M4.

AnTuTu

Powered with a Qualcomm Snapdragon-615 processor with 8-cores and 1.5 Mhz speed along with 2GB RAM, 16 GB ROM, powerful camera of 13 MP and so on, the results came out as expected. SONY XPERIA Aqua M4 scored 31884 with Antutu projecting a good total and sustaining a better position over the bench. SONY XPERIA Aqua M4 can take up to 9 instructions with multi point touch simultaneously.

Vellamo

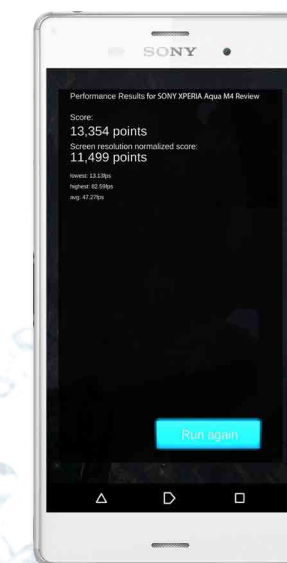
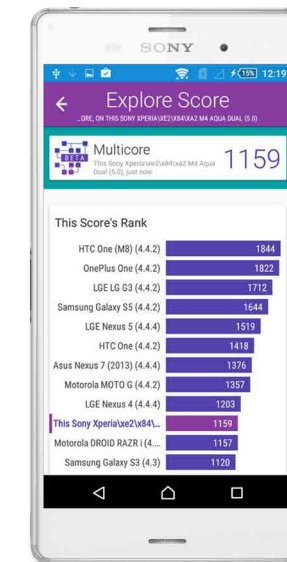
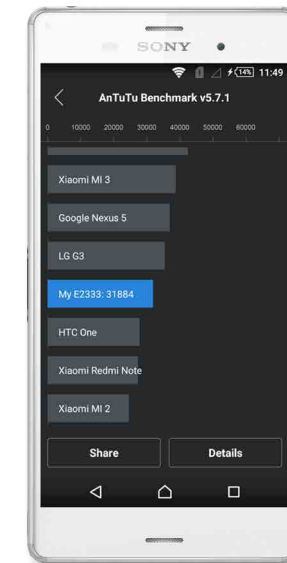
Vellamo is a benchmarking tool that checks the power of Single core, Multi-core and browser for its speed, efficiency, accuracy, intera-processor execution, 3D power of Chrome browser, and java script performance.

- In the single processor part, SONY XPERIA Aqua M4 scored a total of 1027 and made its position above HTC One and Asus Nexus 7 and just below LGE Nexus 5 and Samsung Galaxy S5.
- The Multi-core performance isn't that good and by scored 1159 in total positioned itself just above Samsung Galaxy S3, Motorola DROID RAZOR.

- The chrome browser score is 2120 which is a good total for SONY XPERIA Aqua M4, positioning it slightly below LGE LG G3 and Asus Nexus 7 which is appreciable.

GPU Benchmarking

Powered with one of the best processors along with 2GB RAM and with Adreno 405 Graphics, the results are much better although not up to the mark, yet a total of 13 thousand is satisfactory.



Specifications

SONY XPERIA Aqua M4 has a sharp and efficient 13MP Exmor RS rear camera with greater aperture and ISO 3200 sensitivity, 5MP front-facing camera with 88 degree field of view, Bluetooth 4.1, NFC and a 2400mAh battery that works for almost two days after a full charge. The dimensions of 145.5 x 72.6 x 7.3 mm that has been shaped in a perfect design with no cut edges and smoothly curved corners whereas, weight is just 140 grams. SONY XPERIA Aqua M4 has been launched in three different colors which are Black, White and a new Coral color. The device has been launched with the latest Android version 5.0 Lollipop.

Final Verdict

The battery, processor, touch, waterproof feature with powerful battery, all packed up in a perfect design is indeed a great achievement. A smartphone with open USB and 3.5 mm pin jack with water proofing capability is surly a first in the industry. The camera is 13 MP with AF and supported with a flash light which is great. The only bad thing about this device is its low GPU performance. But still SONY XPERIA Aqua M4 can be considered a good buy priced around Rs. 35,000.

Rating



TOP MUST HAVE APPLICATIONS & GAMES FOR YOUR SMARTPHONE

mEducation Pakistan

Rating : 4.9 Price: Free



PTA and CACF have created a marketplace to bridge the gap between education and the users. mEducation Pakistan is an android app portal, which will keep our mind active even after the study time and outside the classroom. It provides personalized educational apps that aim to integrate mobile learning in all age groups.

APPNEX

Mobistream

Rating : 4.0 Price: Free

Mobistream is an application to help you stream music, videos and movies without any DATA charges on Mobilink's network. This application works both on 2G and 3G. You can now stream the best music, videos and movies on daily and weekly subscriptions. And that's not all, you can also create your own playlists from a variety of genres available.



PAKISTANI SOFTWARE DEVELOPER APPLICATION

PTA Speed Test

Rating : 5.0 Price: Free



PTA speed test application helps users check their internet speed and experience (internet speed) they may have with their operators. It can also give users quick confirmation of the max speed they can achieve from their respective operators.

APPNEX

Ufone Media Station

Rating : 3.9 Price: Free

Now watch your favorite Live Channels, Dramas and favorite shows On Demand. Ufone Media Station provides you High definition live streaming with few taps only. Now enjoy and control your TV channels by adding to your favorite time slots in your channel list. Turn your handset into another smart TV screen. Media Station lets you connect through Ufone's 3G network or your wireless internet connection. An excellent way to watch Live Cricket and follow other sports with in fraction of seconds. Catch up today latest news from the breakfast table.



PAKISTANI SOFTWARE DEVELOPER APPLICATION

UBL Netbanking Mobile

Rating : 3.9 Price: Free



UBL Netbanking Mobile offers banking services through your mobile phone. Now you can transfer money, pay bills and buy mobile top-ups conveniently.

PAKISTANI SOFTWARE DEVELOPER APPLICATION

Women Eid Dress Design

Rating : 5.0 Price: Free

Now there is new app in the market which is for women Eid dress designs. by this application you can choose your new dress style for this coming eid in 2015. This app contain beautiful Kurta designs, and body fitted cloths.. With the help of this app, women can find this cloths as per their choice. Without wearing it on body you can see how it will look.

PUREPUSH ON THE GO



PAKISTANI SOFTWARE DEVELOPER APPLICATION

8 Ball Pool

Rating : 4.4 Price: Free



The World's #1 Pool game - Play with friends! Play with Legends. Play the hit Miniclip 8 Ball Pool game on your mobile and become the best!

DARAZ Online Shopping

Rating : 4.2 Price: Free

DARAZ is the only shopping destination you will need with the widest selection of electronics, fashion, home appliances, kids' items, and more at the best prices. Get help with your shopping by viewing detailed product descriptions, reviews and ratings as well as special offers & deal notifications.



PAKISTANI SOFTWARE DEVELOPER APPLICATION

Tasbeeh Counter

Rating : 5.0 Price: Free



Best Use for Ramzaan (Ramadan). Tasbeeh Counter is a simple and free app which allows you to count when you perform zikar and prayers and can be used for general counting as well, No need to count on finger.

PUREPUSH ON THE GO

Dubsmash

Rating : 4.1 Price: Free

Dubsmash is a mobile app to create short selfie videos dubbed with famous sounds. You just choose a famous sound, Record a video on it and send the dubbed video to your friends



ZONG Doosra Number

Rating : 4.1 Price: Free



Doosra Number is special ZONG Utility made for those users who are facing difficulty in managing different mobiles or Sims for maintaining Privacy. The service allows you to have two different number on the same SIM.

Running Pedometer Step Counter

Rating : 4.5 Price: Free

Pedometer Step Counter counts the number of steps you have walked or run and displays them in three different categories i.e soft steps, moderate steps and intense steps along with time traveled and calories burned. Calibration/ Frequency of these steps are different from one another that can be adjusted accordingly.

PUREPUSH ON THE GO



PAKISTANI SOFTWARE DEVELOPER APPLICATION

Warid Islamic App

Rating : 4.7 Price: Free



The WARID Islamic App is an information based Android app that will allow you to get Islamic info on a daily and regular basis. The design philosophy of the app was to create a distinct app that could very easily create a place in the everyday routine of the followers of Islam. You can turn to the app for general info, specific info about a singular concept or Islamic teachings.

New Arrivals

Samsung Galaxy A7



OS: Android OS, v4.4.4 (KitKat)
Chipset: Qualcomm MSM8939 Snapdragon 615
CPU: Quad-core 1.5 GHz
Camera: 13 MP, Autofocus, LED flash
Memory: 16 GB, 2 GB RAM

Huawei Ascend P8



OS: Android v5.2 (Lollipop)
Chipset: HiSilicon Kirin 930
CPU: Octa-core 2 GHz
Camera: 13 MP, Autofocus, LED flash
Memory: 16/64 GB, 3 GB RAM

QMobile Noir Z8 Plus



OS : Android v4.4, Kitkatt
Display: 5 inches
CPU: 1.2 GHz, Quad-Core
Camera: 13 MP
Memory: 16GB built-in, 2GB RAM

Rivo Phantom PZ8



OS : Android v4.4, Kitkat
Display: 4.5 inches
CPU: Quad-Core
Camera: 12 MP
Memory: 4GB built-in, 1GB RAM

Microsoft Lumia 640 XL



OS: Microsoft Windows 8.1
Chipset: Qualcomm MSM8226 Snapdragon 400
CPU: Quad-core 1.2 GHz
Camera: 13 MP, autofocus, Dual-LED flash
Memory: 8 GB, 1 GB RAM

Sony Xperia M4 Aqua



OS: Android OS, v5.0 (Lollipop)
Chipset: Qualcomm MSM8939 Snapdragon 615
CPU: Quad-core 1.5 GHz
Camera: 13 MP, Autofocus, LED flash
Memory: 8/16 GB, 2 GB RAM

GFive LTE1



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

Zong M811



OS : Android v4.3, Jelly Bean
Display: 5 inches
CPU: 1.2 GHz, Quad-Core
Camera: 8 MP
Memory: 4GB built-in, 1GB RAM

Infinix Hot Note



OS: Android v4.4, Kitkat
Chipset: Media Tek MT6592
CPU: Octa-Core 1.4 GHz
Camera: 8 MP
Memory: 16 GB, 1 GB RAM

Oppo Neo 5s



OS: Android v4.4 (KitKat)
Chipset: Qualcomm MSM8916 Snapdragon 410
CPU: Quad-Core 1.2 GHz
Camera: 8 MP, autofocus, LED flash
Memory: 8 GB, 1 GB RAM

Rivo Phantom PZ10



OS : Android v4.4, Kitkatt
Display: 4.7 inches
CPU: Quad-Core
Camera: 12 MP
Memory: 8GB built-in, 1GB RAM

QMobile Noir i12



OS : Android v4.2, Jelly Bean
Display: 5 inches
CPU: 1.3 GHz, Quad-Core
Camera: 13 MP
Memory: 16GB built-in, 2GB RAM

Microsoft Lumia 540 Dual SIM



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

Huawei Honor 4C



OS: Android v4.4 (KitKat)
Chipset: HiSilicon Kirin 620
CPU: Octa-core 1.2 GHz
Camera: 13 MP, autofocus, LED flash
Memory: 8 GB, 2 GB RAM

QMobile Noir i8



OS : Android v5, Lollipop
Display: 4.7 inches
CPU: 1.3 GHz, Quad-Core
Camera: 8 MP
Memory: 8GB built-in, 1GB RAM

Rivo RX55



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

Haier Pursuit G30



OS: Android v4.4 (KitKat)
Chipset: MediaTek
CPU: Dual-core 1.3 GHz
Camera: 5 MP, autofocus, LED flash
Memory: 4 GB, 512 MB RAM

Lenovo P70



OS: Android OS, v4.4.4 (KitKat)
Chipset: Mediatek MT6752
CPU: Octa-core 1.7 GHz
Camera: 13 MP, autofocus, LED flash
Memory: 16 GB, 2 GB RAM

GFive President G6 Plus



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

QMobile Noir X30



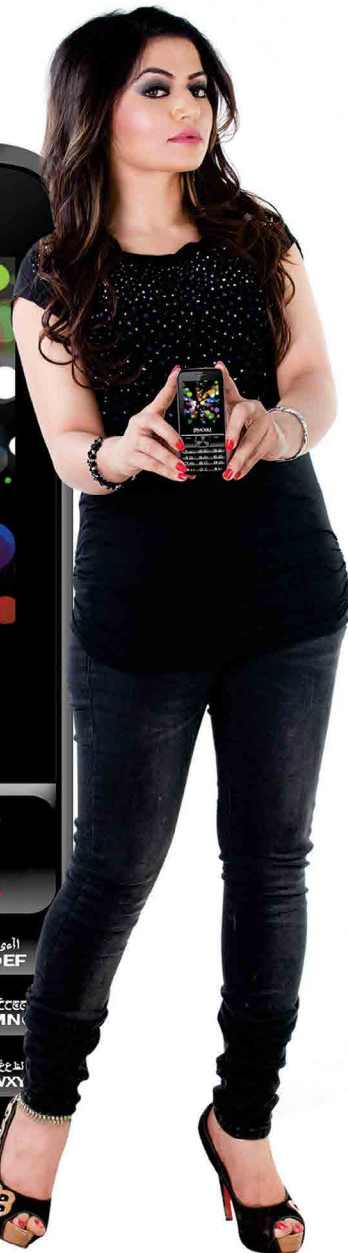
OS : Android v4.2, Jelly bean
Display: 4 inches
CPU: 1.3 GHz, Dual-Core
Camera: 2 MP
Memory: 512MB built-in, 256MB RAM

mMOBILE

makes you smart...

چھوٹی قیمت، بڑی بات

X500



60
DAYS
BATTERY
TIME STANDBY

- 36 Hrs Talk Time
- 3000 mAh Battery
- Dual Sim Dual Standby
- 2.4" QVGA Screen
- 1.3MP Camera
- Memory Support upto 8GB
- MMS/GPRS
- Mp3 Player
- Torch Light
- Video Recording
- Video Player
- FM Radio
- Facebook/Twitter
- Call Recorder
- Bluetooth
- 3.5mm Audio Jack



Pakistan's First
BUILT-IN WARRANTY
Mobile Phones

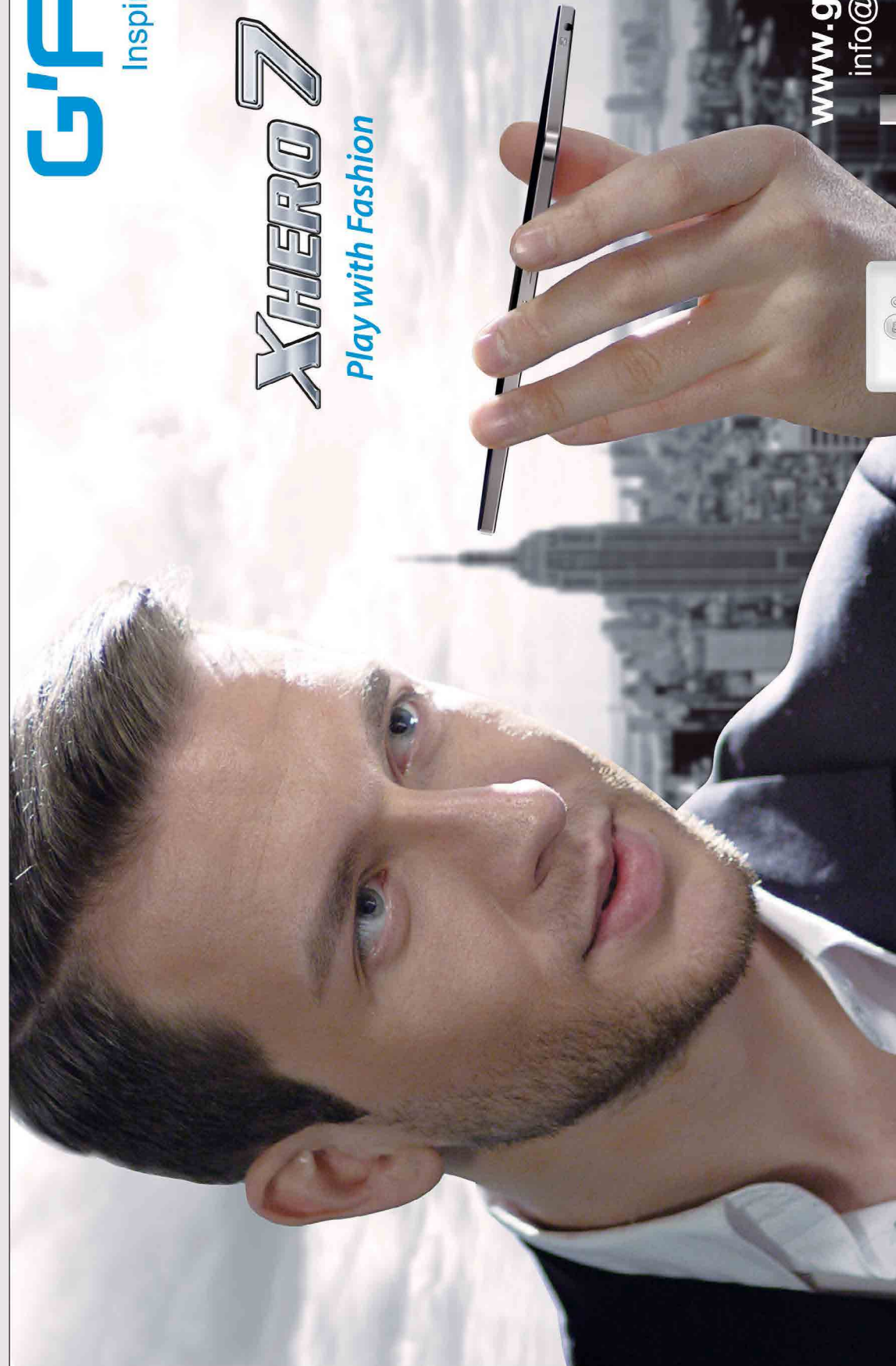


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*Talk & standby times of the battery are effected by network preferences type of sim cards contact accessories & individual usage patterns

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8GB built-in
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Free

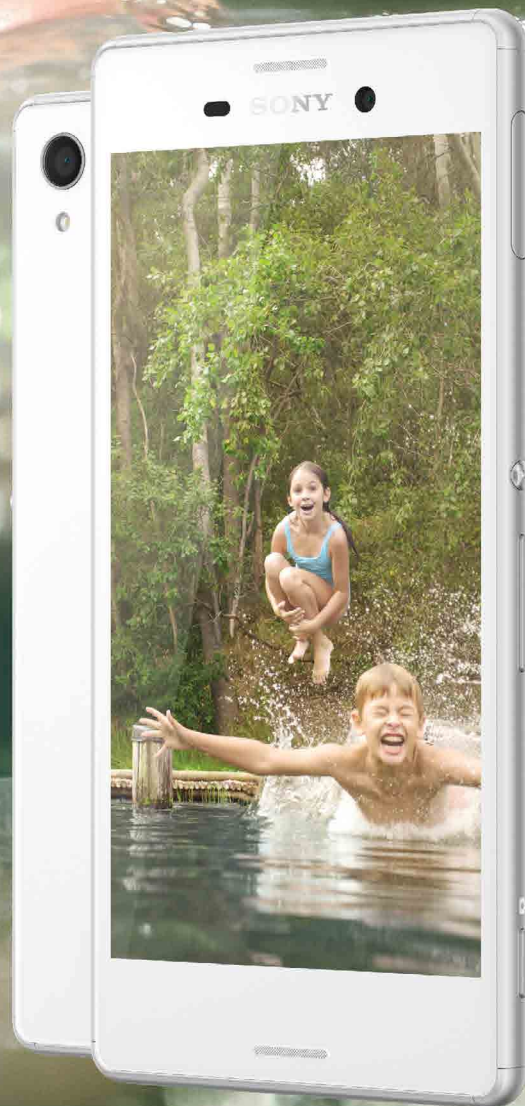
SONY



I can
capture
more
memories
anywhere

Finally, a sleek, waterproof*
smartphone with 2 excellent cameras
and 2 day battery** life for everyone

XPERIA M4
Aqua Dual



SAMSUNG

SAMSUNG
Galaxy S6 | S6 edge

NEXT IS NOW

FOR Rs. **12,500***



* DEVICE COST BASED ON PER MONTH INSTALLMENT ON S6 ONLY
**0% MARK UP FOR INITIAL 6 MONTHS ONLY



CALL YOUR BANK
NOW & RECEIVE DEVICE
AT YOUR DOORSTEP

RIVOTM
MOBILE
take control

Official Partner



RHYTHM RX55



1.3 GHz
Quad Core
Processor



Android OS
4.4 KitKat



4" IPS
High Resolution
Display



512 MB RAM



4 GB
Internal
Memory



Up to 32 GB
microSD
Card Support



5 MP Auto Focus
Rear Camera with
LED Flash Light



1500 mAh
Battery



IPS
DISPLAY



3G
ENABLED

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