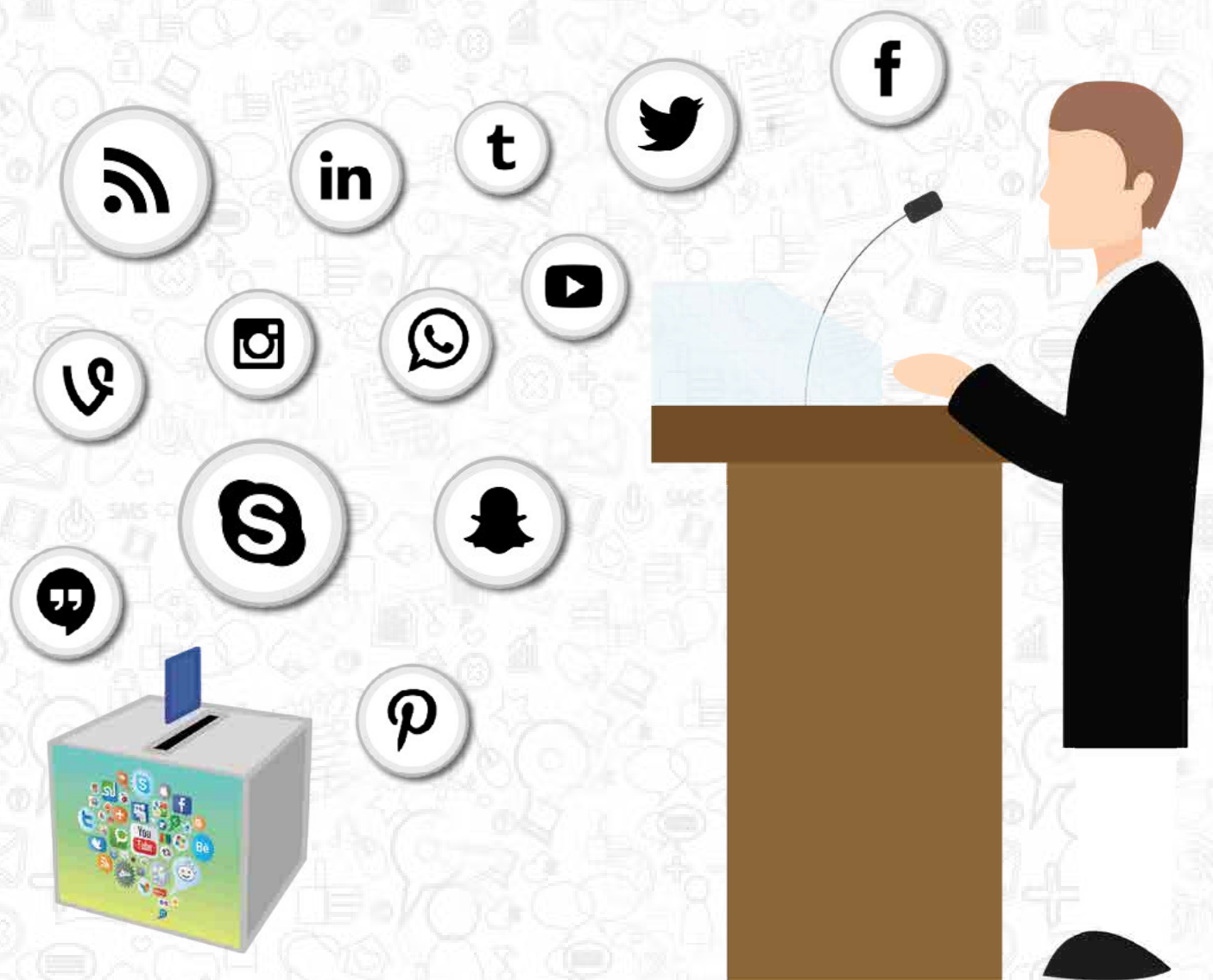


How social media will impact upcoming elections



Infocus Interview
Eric Kong
CEO Vivo Pakistan



Local Mobile Manufacturing
The Next Potential Industry of Pakistan



Device Review

Q Mobile **Q Infinity**





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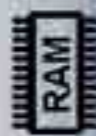


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Letters to the Editor

Dear Editor,

Being an ICT student, I am very interested in latest tech news; phoneworld magazine keeps me updated with all the latest trends. In your last magazine I read an article which was about the impact of Grey Mobile Market on the telecom industry, it provided a detailed insight to the harms of illegal mobile imports in our country. I was doing a presentation on the same topic and this article helped me a lot; I got an A.

Thank you, and keep up the good work....!!!

Zahra, Karachi.

Dear Editor,

I am an old reader of your magazine and I really like the topics that are featured in your magazines. It was most enjoyable to read your fine articles in the January 2018 issue of Phoneworld Magazine. The amount of research that you guys put in your articles is quite commendable. Your article, "The role of Taxation in reshaping ICT Industry" especially caught my interest. Taxation is certainly a bone of contention between industries and the government and telecom industry is no different. I strongly believe that we are quite weak in policy and regulation development that causes the major damage to our economy. For socio-economic growth we have to come up with policies that are beneficial for both sides.

Anyways, love your magazine, keep up the good work.

Faraz, Lahore.

Dear Editor,

Phoneworld is doing a wonderful job, there are very few local technology magazines available in Pakistan and Phoneworld definitely tops them. I am a teacher by profession and I am very interested in finding out how technology is reforming education. It would be great if you cover that topic in your magazine as well.

I wish you all the best for future, anxiously waiting for your next magazine.

Rafey, Islamabad.

Write us @

Email: info@phoneworld.com.pk
Block 13-R, 2nd Floor Western Side,
F7 Markaz, Islamabad
+92 51 265 3273-75



Adnan Khan
Managing Editor

Dear Readers,

No doubt with the launch of 3G and 4G services in Pakistan, many opportunities are welcomed and with each passing day we are witnessing a rise in 3G/4G subscribers. According to the recent report issued by PTA, one more milestone is achieved as telecom sector witnesses 51 million 3G/4G subscribers in Pakistan with penetration of 25.32%.

Digital Mobile revolution in Pakistan started off late but the developments taking place in small span of time is quite impressive. The growth in tech startups, m-services, IT exports, and cloud services is another example of how rigorously this industry is growing and becoming the fundamental contributor to the socioeconomic development of the country. Keeping in view this, our feature article covers Local mobile manufacturing as the next potential industry of Pakistan.

Our second feature article showcases the growth of ecommerce in Pakistan which is due to the rapid growth in the internet and cellular technology. As the elections are near, social media will have an important tool in upcoming election propaganda so we have analyzed the impact of social media in upcoming elections.

In our interview section we have discussed the experience of Vivo in the competitive device market of Pakistan with the CEO of Vivo Pakistan. Our regular sections include phone reviews, Smart moves, TVC reviews, top applications, tech twist, and personality corner and smartphone wish list. We always try to bring something new and interesting for our readers, we hope you guys will appreciate our efforts and give us your feedbacks so that we can improve further.

Thank you,
Adnan Khan
Managing Editor

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Contents

Feature

16 Local Mobile Manufacturing the Next Potential Industry of Pakistan

National / International

12 How Social Media will Impact Upcoming Elections
25 Smart Moves for Smarter Nation
46 All You Need to Know About Smartphone Chipset

Infocus Interview

30 Eric Kong - CEO Vivo Pakistan

Phone Review

20 QMobile E3 Dual
28 Samsung Galaxy S9 Plus
38 Oppo F7
44 Vivo V9

Telecom Campaign

48 A Critical Review of the Latest Ad Campaigns

Wishlist

50 Phone Express - New Arrivals

App World

52 Applications and Games for Your Smartphones

Tech Twists

19 Fun Tech Facts



Muhammad Naveed
Appointed as New
Chairman PTA

15



**Blockchain
Technology**
Hope or Hype?

22



**Is Mobile
Technology**
Taking over TV?

26



**Geared up for
Growth:**
Pakistan
E-commerce Market

34



Android P
Are You Ready for the
Next Flavor?

40



ICT Personality
Andy Jessy
Taking cloud Philosophy
to a Whole New Level

42

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Issue 31

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How social media will impact upcoming elections



Social media has swiftly become one of the most powerful platforms in the world used for marketing, networking and social interaction. With billions of users across the planet and several social media websites, it is nearly impossible to mitigate the huge impact that these internet services are creating on our lives. Like other well established modes of information broadcasting like TV, radio and newspaper, social media has also become an important tool for molding public opinion. Now that next general elections are approaching, social media will be used as an important tool in election propaganda by all political parties of the country.

Now that next general elections are approaching, social media will have an important tool in upcoming election propaganda

Gone are the days when only old age group was interested in politics and elections. Most of the voters in upcoming elections in Pakistan are between 18-45 age brackets. In the last elections the voter turnout was more than 60% which is highest in the history of Pakistan. As maximum numbers of social media users are young people, they have built interest in politics and which clearly shows the influence of social media on elections.

Each party has its own official account and page that it uses to interact with public and create its political propaganda

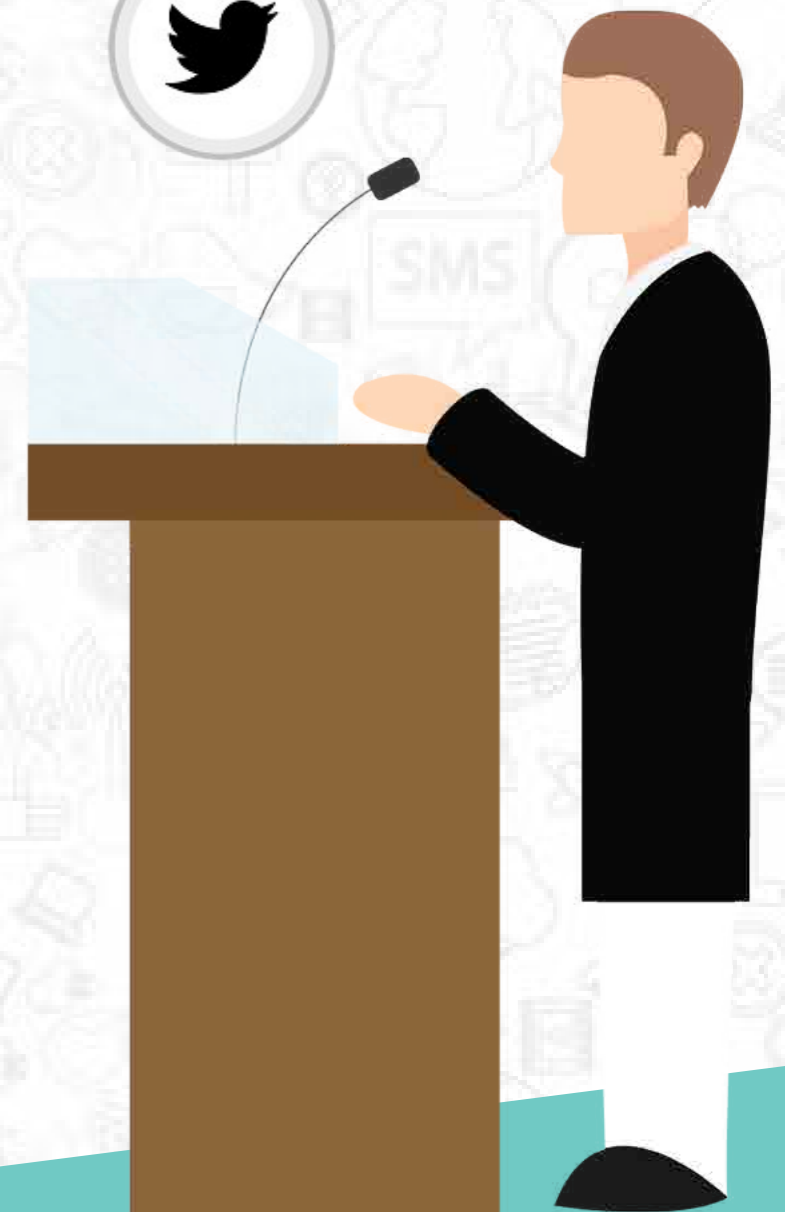
More and more people are informed via the Internet, specifically through social media. As the elections are coming near, we can see a huge hype built up on all social platforms. The

By Fizza Atique

political candidates and their supporters are constantly posting their views on Facebook, Twitter and even on Instagram and Snapchat via images and hashtags. Each party has its own official account that it uses to interact with public and promote its political propaganda. Even the main stream media is quite active in publishing selective news on their social media to generate more traffic and keep the people interested. The overall growth in technology has also transformed the elections, the news, rumors and poll results now reach the public in a split second through mobile technology and the internet. Now you can access news on many websites at any hour; most people spend more time on sites such as Facebook and Twitter than they do on official news or political websites. This means that you get all of the latest trending news stories and opinions shared by your friends whenever you log in to the internet.

Most people spend more time on sites such as Facebook and Twitter than they do on official news or political websites

Due to the important role social media now has in our lives, political parties can now be seen quite active on social media. They are using social media to get their ideas out to a larger audience in an incredibly short period of time. Social media has given a lot of freedom to its users which is quite often misused by the people as well. American President Donald Trump is the most appropriate example of this. He is an active Twitterati who is often under the fire for his condescending opinions about other people. Similarly, Pakistani Political leaders also voice their opinions about their rivals on their social media in an attempt to convince the public



t

that they are better than others. As Twitter is the most active medium for spreading information and connecting with larger audience, many Pakistani politicians are using it their chief social media platform. Here are some of the latest stats or most popular politicians on Twitter:

Political Party	Followings	Followers
Imran Khan	19	7 621 687
Asad Umer	26	4 709 520
Maryam Nawaz Sharif	6 287	4 573 438
Shebaz Sharif	59	3 753 354
Sheikh Rasheed	893	3 697 788
PTI Official	1 795	3 409 991
Bilawal Bhutto Zardari	1 732	2 556 202
Jahangir Khan	76	2 289 421
Bakhtawar-B-Zardari	626	1 935 463
Asifa-B-Zardari	763	1 901 635

Besides Twitter, Live videos have also become a popular tool used by politicians and workers alike.

Due to the important role social media now has in our lives, political parties can now be seen quite active on social media

Whenever a political gathering is in proceeding, people who cannot attend it can watch everything via live videos posted by parties and workers on their social media. Social media platforms have played an active role in building political awareness among people which was not possible in the past. Apart from that, we can now see lot of memes and funny videos of various happenings in politics as well that keep the people updated in lighter way; although, sometimes they do cross the line in their point scoring efforts. To keep up with the growing social media trends, political parties have set up separate social media cells that focus solely on promoting their political parties on all social media platforms.

S



Although unauthentic and fake news have become a serious social media menace that is turning people away from it. Yet, social media is the only medium through which voters can directly interact with their leaders; this adds a personal touch in the whole process, making it the most popular tool among leaders and voters. However, there are many critics of modern-day social media usage who argue that this increased role of social media has somehow cheapened the political leadership as they are now more involved in political point scoring rather than actually doing something for the community. Also, focus has shifted from the political manifesto of the political parties to private lives of the leaders.

Besides Twitter, Live videos have also become a popular tool for politicians which is used by politicians and workers alike

For instance we can take an example of three marriages of Imran Khan which was solely his private issue but became part of the political debate somehow.

Technology has transformed all aspects of human life; politics is one of them. Technology has changed our lives by increasing the speed of time. It has become the most important medium to connect with the masses and bring change in the society.

How it will impact the coming elections is yet to be seen, but one thing is for sure, it will be a game-changer

Arab Spring of 2011 is the greatest example of power of social media till date. How it will impact the coming elections is yet to be seen, but one thing is for sure, it will be a game-changer....!!!



Onsa Mustafa

Muhammad Naveed

Appointed as New Chairman **PTA**



Muhammad Naveed Appointed as New Chairman PTA. After the period of 6 months when the former Member Finance PTA, completed his four years term, Government of Pakistan has appointed the new chairman PTA. The federal cabinet approved the appointment of Muhammad Naveed as Member (Finance) Pakistan Telecommunication Authority.

P rime Minister Shahid Khaqan Abbasi chaired a meeting of the Federal Cabinet today and approved the appointment of Member Finance PTA. In the meeting, the PM has also decided that the newly appointed Member (Finance) will also work as Acting Chairman PTA for three months. During this time, Govt will find out the new regular Chairman of PTA.

Muhammad Naveed is a chartered accountant by profession. He has been associated with Alcatel Lucent for over 18 years. He has retained CFO position for various Alcatel Lucent markets for over 10 years.

PTA consist of three members, namely the Member Finance, Member Technical and Member Compliance. Member Technical is usually the Chairman of the Authority. Govt. has appointed new Member Finance and appointed him as acting chairman PTA for three months. Moreover, Cabinet Division has also Re advertised the Vacant Position of Member (Technical) in PTA.



LOCAL MOBILE MANUFACTURING

THE NEXT POTENTIAL INDUSTRY OF PAKISTAN

The inception of 3G/4G services in Pakistan has opened new venues of growth and innovation in the country. With 146 million cellular subscribers, teledensity has reached 72% whereas, 3G/4G penetration stands at 24%. According to Pakistan Bureau of Statistics, overall telecom imports grew 12.06 percent during the first half of FY 2017-18 compared to same period last year, up from \$659.991 million last year to \$739,618 million this year. Talking specifically about mobile phones, Pakistan's mobile phone imports during the first half of the financial year 2017-18 increased 14.38 percent, touching \$376.498 million against \$329.177 million in the corresponding period of FY 2016-17. The growth in tech startups, m-services, IT exports, and cloud services is another example of how rigorously this industry is growing and becoming the fundamental contributor to the socio-economic development of the country.

ANYONE WITH SERIOUS STAKES IN THE HANDSET INDUSTRY CAN ENJOY ABUNDANT BENEFITS BY SETTING UP A MOBILE MANUFACTURING FACILITY HERE

With 200 million population and these ever-increasing sustainable demand graphs, Pakistan has become a very promising market for IT and Telecom industry. Therefore, local mobile manufacturing has the potential to become the next big industry of Pakistan. Anyone with serious stakes in the



By Rizwana Khan

handset industry can enjoy abundant benefits by setting up a mobile manufacturing facility here. Also, it will strengthen the socio-economic fabric of the country as well.

THE GROWTH IN TECH STARTUPS, M-SERVICES, IT EXPORTS, AND CLOUD SERVICES IS ANOTHER EXAMPLE OF HOW RIGOROUSLY THIS INDUSTRY IS GROWING AND BECOMING THE FUNDAMENTAL CONTRIBUTOR TO THE SOCIO-ECONOMIC DEVELOPMENT OF THE COUNTRY

India started its mobile manufacturing in late 2004 and today it has become one of the largest telecom markets threatening its strong neighboring countries like China. Today there are more than 300 mobile manufacturing companies in India. According to a report titled 'Indian Mobile Phone market: Emerging Opportunities for fulfilling India's Digital Economy Dream', in 2016, two out of every three mobile phones sold in India were domestically produced. By 2020, almost 96 percent of mobile phones sold in India will be locally manufactured. In the recent budget of 2018 Indian government hiked the customs duty on mobile phones to 20 percent from 15 percent- a move taken to help boost local manufacturing of mobile phones and the related components.

Pakistan, on the other hand, is a completely different story. Although our industry also witnesses the hike in taxation every year, its purpose is to decrease budget deficit rather than controlling exports and promoting local manufacturing. But despite the tax policies and unsuitable policies, the mobile market has increased as cellular operators are offering variety of services to encourage the use of mobile phones. According to Pakistan Bureau of Statistics, mobile imports observed a remarkable growth of 14.38% in the first half of 2017-18 (July to December) with an increase of \$376.498 million, as compared to \$329.177 million in 2016-17 (July to December). With local manufacturing, import expenses can be easily brought down. There are also a number of other benefits that local manufacturing can bring to our industry and country as a whole.

Local manufacturing will result in lesser reliance on foreign countries to fulfill local needs. It will also help in saving foreign exchange and increase in Foreign Direct Investment.

Availability of locally manufactured devices will ensure a decrease in grey channel mobile imports.

Through local mobile manufacturing Pakistan will be able to change its status from consumer market to producer market. Its image in the international market will also improve that will help in attracting international companies to start doing business in Pakistan.

Establishment of local manufacturing companies will create a number of job opportunities for the socio-economic development of the country.

Once mobile manufacturing starts, it will take along other industries along with it such as component manufacturers, circuit designers, accessories, packaging, and software industry to cater mobile software requirements, R&D and so on.

ALTHOUGH OUR INDUSTRY ALSO WITNESSES THE HIKE IN TAXATION EVERY YEAR, ITS PURPOSE IS TO DECREASE BUDGET DEFICIT RATHER THAN CONTROLLING EXPORTS AND PROMOTING LOCAL MANUFACTURING

Our IT and Telecom industry is evolving at an impressive pace therefore, PTA and government should work together with the industry stakeholders and encourage them to



make an investment in local mobile manufacturing in Pakistan. Now that cellular companies are expanding their services to rural and far-flung areas, the demand for low-priced smartphones is increasing rapidly hence, creating a huge opportunity for mobile manufacturers. The prices of international smartphones are out of reach of many Pakistani consumers although some mobile manufacturers like QMobile have introduced low-end smartphones. Mobile operators like Telenor and Jazz have also launched their own low-end 4G phones but the demand is still there.

NOW THAT CELLULAR COMPANIES ARE EXPANDING THEIR SERVICES TO RURAL AND FAR-FLUNG AREAS, THE DEMAND FOR LOW-PRICED SMARTPHONES IS INCREASING RAPIDLY HENCE, CREATING A HUGE OPPORTUNITY FOR MOBILE MANUFACTURERS

There are a number of things that government can do in order to promote local manufacturing in Pakistan. For this purpose government should:

- Cut down import duties
- Build a strong modern infrastructure of highways, rail lines, and airports.
- Provide a secure business environment for investors through stable policy and incentive system.
- Ensure subsidized electricity and power facilities.
- Develop a clear and comprehensive policy regarding CKDs (completely knocked down) and SDKs (Semi-Knocked down)

Once mobile manufacturing business flourishes in Pakistan, it will not only allow us to cater the local needs but if things go right, we will also be able to offer our products to other smaller markets of the region as well. There is no shortage of opportunities and talent but due to non-availability of a supportive environment, we lag behind in this industry. We not only need friendly government policies to motivate business to invest in this industry but at the same time, we also need to build infrastructure and minimize the cost of finance especially of power and water that are key to electronic manufacturing.

China has been the biggest manufacturing market for the past many years but now the market dynamics are changing in China. In last few years, labor cost in China is increasing, eroding the advantage of Chinese manufacturers to some extent. Besides, the country is moving up the value chain, there are not enough people in China willing to do manual low-paying jobs. Since the standard of living has improved, feature phone manufacturing will soon be pushed out of Chinese market as locals are moving towards expensive phones.

ONCE MOBILE MANUFACTURING BUSINESS FLOURISHES IN PAKISTAN, IT WILL NOT ONLY ALLOW US TO CATER THE LOCAL NEEDS BUT IF THINGS GO RIGHT, WE WILL ALSO BE ABLE TO OFFER OUR PRODUCTS TO OTHER SMALLER MARKETS OF THE REGION AS WELL

So now, it has become difficult for manufacturers to maintain their margins in China, resulting in mobile phone manufacturers to shift production in other regions. India has been quite successful in taking advantage of this situation, international brands like Samsung, Xiaomi, Oppo and Apple have started their production plants in India whereas many smaller local brands have also emerged in the country after Indian Prime Minister's "Made in India" initiative. Pakistan is also one of the fastest growing mobile phone markets, we have the talent and the opportunity, all we need is sound and strategy, for which all stakeholders will have to come together and decide how we move forward? The sooner we do it, the better it will be...

By Rizwana Khan

TECH TWISTS



Nokia, a Paper Manufacturer?????

Nokia was founded in 1865 and its primary business was manufacturing paper and its first mobile phones were released in the 1980s.

Saudi Nationality Robot

Sophia is the first ever robot to get citizenship of Saudi Arabia. She was provided citizenship in October 2017.



Google's Street View in Desserts

Google hired a camel to create a street view in a desert.



Cadabra to Amazon

Amazon.com was previously known as cadabra.com, originally was a printed bookseller company, it sells more e-books than printed books. On the average workday, a keyboard typist's fingers travel about 12.6 miles.



Purpose of Captcha

Captcha is used to distinguish a computer from humans. CAPTCHA stands for Completely Automated Public Turing test to tell Computers and Humans Apart.



QMobile E3 Dual

Design & Display

The QMobile E3 Dual features a 5.2-inch HD OnCell capacitive touchscreen with 720p resolution. The pixel density of the E3 dual screen is 306ppi which is quite good. The screen has great brightness, in direct sunlight; the readability would not be bothered.

The QMobile E3 has IPS display panel with pretty decent color reproduction, the colors appear vivid and crunchy, and especially the black pixels look more dominant. The display saturation is perfect.

The QMobile E3 Dual has dimensions of 149.8 x 72.6 x 8 mm and weighs 142 grams. The back side looks like iPhone 7 plus, rest of body is full simple.

Camera

The back camera of QMobile E3 Dual consists of 13MP and 8MP dual lens with LED flashlight. The E3 camera is so far the best one among all QMobile smartphones. The camera is loaded with features such as video, beauty face, photo, and HDR. Some more modes are also available such as text recognition, professional, HDR, macro, time-lapse, night, GIF, smart scene, Panorama and many others.

The interface of the camera is divided into two sections. The upper section has a mode button, flash button, camera switch button and setting button while at below side we have click button with some other modes. You can reduce picture size up to 5 megapixels if you don't have enough memory to save more pictures. Anti-banding and Geo-tagging feature are also available for the back camera.

The 13MP sensor produces soft images with little bit noise but brightness is well-balanced in every environment. It captures images with high detail and rich color in daylight moreover; in low light it has very good results as well.

The front camera of QMobile E3 dual is featured with the 8MP lens. It gives very detailed and natural-looking shots although it has some noise effect but only in low lights.



Processor

The QMobile E3 Dual has 1.4 GHz Quad-core processor that is built on the architecture of ARM Cortex-A53. It has MediaTek chipset MT6737T which is better than any dual-core chipset. It enhances the battery power and performance of the device.

3GB RAM is the best option for any mid-range device and we haven't observed any kind of delays and lags while testing the device.

Battery

The powerhouse of QMobile E3 is packed with removable 2500 mAh Li-ion battery. It comes with a 2V charger to charge the device. The E3 Dual has a quad-core processor so it will provide a decent time in videos and applications category.

By Shaheer Riaz

Specs

OS: Android v7.0 (Nougat)



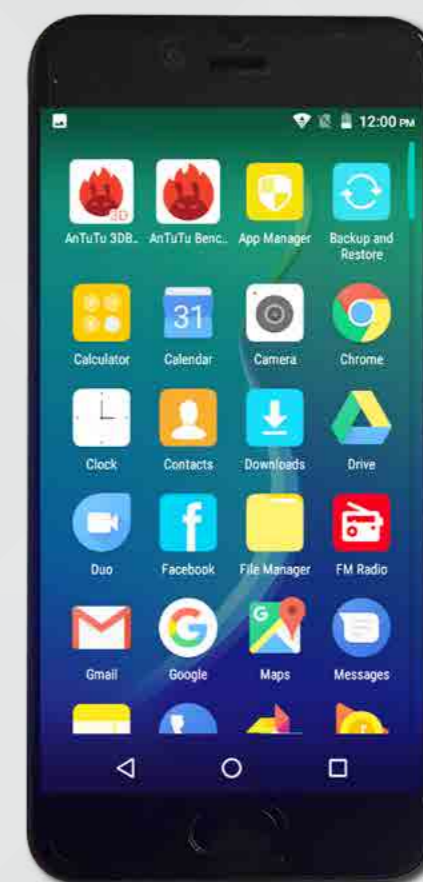
Display: 5.2 inches



Battery: Non-Removable Li-ion 2500 mAh



Weight: 142 g



Camera: Dual 13 + 8MP, LED Flash



Memory: 3 GB RAM + 16 GB ROM



Processor: 1.4 GHz Quad-core



Price: PKR.16500/-

Benchmarking



Antutu

Antutu comprehensively tests all aspects of a device, including UX, GPU, RAM, CPU, I/O and more. Each item is individually assessed and given a score. We ran the Antutu test on E3 Dual where it scored 38759 points whereas, in multi-touch test, the device scored 5 points.



Vellamo

In Vellamo Benchmarking three tests are carried out, the device scored 1613 points in the multi-core test, 1013 in metal test and 2430 in chrome browser test.

Key Features

- Dual camera lens
- 3GB RAM
- 4G supportive
- Affordable price

Final Verdict

QMobile E3 Dual device is rich in features and it can easily compete with giant devices of Samsung like J7, A7 etc.

Blockchain Technology

Hope or Hype?

Blockchain Technology is a rapidly developing technology that is surpassing the digital market trends with its rave. Experts have diverse views and understanding of this technology but what exactly it is and how it works? To understand the fundamentals, it is important to start with the basics. Let's dig down and see what this technology has to offer.

WHAT IS BLOCKCHAIN TECHNOLOGY?

To grasp an instant understanding of the concept, imagine having a spread sheet that gets duplicated over a

thousand times on numerous computers at a time.

The hype about Blockchain Technology isn't just hype; it has actually gained popularity because of its digital currency and higher rates

Furthermore, imagine this network as particularly designed to update this spreadsheet on a regular basis. Here you have the basic understanding of the

Blockchain Technology. It is also referred as a "Digital Ledger".

The authors of "Blockchain Revolution", Don & Alex Tapscott says,

"The blockchain is an incorruptible digital ledger of economic transactions that can be programmed to record not just financial transactions but virtually everything of value."

There are thousands of people across the world who are investing in this technology as it's considered to be the top trending business of 2018 and future.

The hype about Blockchain Technology isn't just hype; it has actually gained popularity because of its digital currency and higher rates. Also, the puff behind the Blockchain

By Rabia Mehfooz

Technology is driven with the potential of achieving cost effective business models in the future that are reliable in terms of time management and distribution as well. Such aims for future have undoubtedly brought along hope. Investors are sure about the success of this technology due to its rapidly increasing investment and result structure.

HOW DOES IT WORK?

Every time a new transaction is made or an edit is done to an existing transaction or like we said spreadsheet enters into a blockchain, a bulk of the knobs within a blockchain application move algorithms to successfully evaluate and verify the history of an individual blockchain block that is projected. After evaluation, if a majority of the knobs come to a mutual consensus that the history showed and the signature presented is valid, the new block of transaction is accepted into the digital ledger and then this new block is further added to the chain of other transactions.

Distributed consensus model is what permits blockchain to run as a distributed ledger without the need for any central, coalescing authority

Similarly, if the majority doesn't show a mutual consensus on the validity of the history and

signature, no new block is accepted and further doesn't included in to the chain of the transactions. This distributed consensus model is what permits blockchain to run as a distributed ledger without the need for any central, coalescing authority - saying which transactions are valid and most important and which ones are not.

BLOCKCHAIN TECHNOLOGY AND IT:

Blockchain Technology is composed to bring a change in IT industry similarly how the open source software did years ago.

To hack the whole system, a person would have to hack each and every computer connected to that network and this isn't easy

The same way WordPress came and served as a turning point for web development, almost a decade ago. However, it is a long way for Blockchain Technology to become a low cost platform with a more reliable and efficient way of sharing information between both private and public networks. Basically, blockchain aims to build and present a

whole new paradigm for the way data is shared and tech sellers and organizations are hurrying to make sense of how they can utilize the disrupted ledger technology that are cost effective and less time consuming.

Blockchain Technology is surely going to hit the market like a cyclone in the near future as it's already loosening its ropes to the tied

Blockchain Technology is surely going to hit the market like a cyclone in the near future as it's already loosening its ropes to the tied. There are many users, developers and enthusiasts who believe that Blockchain Technology is the new future, disagreeing with the other half of experts, who think that Blockchain Technology has many security flaws that may allow serious security breaches in the future. Let's see what this technology holds for the future and if it is really going to stay or flush away like many other emerging technologies.

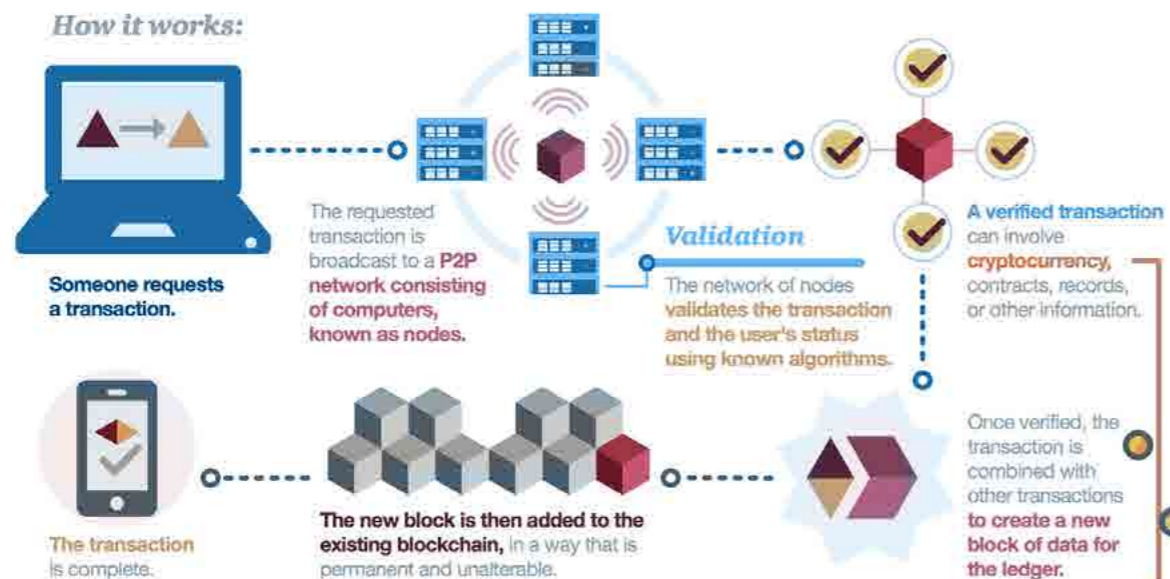


A look at blockchain technology

What is it?

The **blockchain** is a decentralized ledger of all transactions across a peer-to-peer network. Using this technology, participants can confirm transactions without the need for a central certifying authority. Potential applications include fund transfers, settling trades, voting, and many other uses.

How it works:



Benefits

- Increased transparency
- Accurate tracking
- Permanent ledger
- Cost reduction

Unknowns

- Complex technology
- Regulatory implications
- Implementation challenges
- Competing platforms

Cryptocurrency

Cryptocurrency is a medium of exchange, created and stored electronically in the blockchain, using encryption techniques to control the creation of monetary units and to verify the transfer of funds. Bitcoin is the best known example.

Has no intrinsic value in that it is not redeemable for another commodity, such as gold.

Has no physical form and exists only in the network.

Its supply is not determined by a central bank and the network is completely decentralized.

Potential applications



Automotive

Consumers could use the **blockchain** to manage fractional ownership in autonomous cars.



Financial services

Faster, cheaper settlements could shave billions of dollars from transaction costs while improving transparency.



Voting

Using a blockchain code, constituents could cast votes via smartphone, tablet or computer, **resulting in immediately verifiable results.**



Healthcare

Patients' encrypted health information could be shared with multiple providers without the risk of privacy breaches.



By Rizwana Khan

Smart Moves for smarter Nation

• NECTA 'Surfsafe' Application to Combat Cyber Extremism

NECTA has launched 'Surfsafe' Application to Combat Cyber Extremism. This App allows users to report websites that is promoting fake news and extremism that spreads hatred in society. Surfsafe is developed by National Counter Terrorism Authority- NACTA. This app is launched for both Android and iOS device.



Surfsafe app is a part of implementation of National Action Plan which was adopted in 2015 to combat terrorism and extremism.

• KPITB Flagship Community Engagement Project in Mardan District

Khyber Pakhtunkhwa Information Technology Board (KPITB) launched one of its flagship community engagement projects Durshal by formally inaugurating its first Community innovation lab in Mardan, KP. Durshal is envisaged to anchor Khyber Pakhtunkhwa's digital transformation by establishing a network of community spaces across the province with the goal to advance successful development of emerging businesses, digital governance and civic engagement in ICT sector and to contribute to the overall growth of the economy.

The aim of this project is to focus on two of the main pillars of Khyber Pakhtunkhwa Information Technology

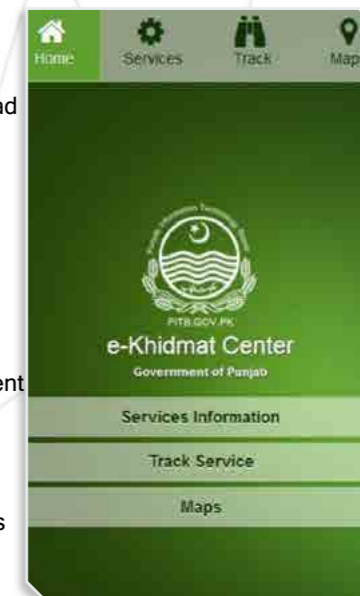
Board's digital strategy; i.e. Digital Governance and Digital Economy. Durshal Mardan will be serving to nurture the emerging startup culture in Khyber Pakhtunkhwa, particularly in the vicinity of Mardan district.



• PITB e-Khidmat mobile app

Punjab Information Technology Board (PITB) has said that Punjab IT Board in collaboration with the Punjab government has launched e-Khidmat mobile app.

The users of smart phones and internet could easily download the app for all the different platforms such as android, windows and iOS to register themselves and to select the required service and fix time of appointment while sitting at home to avoid the ques or wait without involving any agent's malpractices to get the services within stipulated time.



Is Mobile technology taking over TV?



The era of sitting in front of TV to watch shows and programs is nearly over; smartphones are beating the traditional television in the race of entertainment. Especially young people are watching a third less television as they have increasingly turned to online streaming services and social media. Attention of masses has been shifted away from traditional forms of media to new platforms, such as YouTube, Facebook, Snapchat and others. Now-a-days people are more interested to watch their favorite programs one-the-go and they even can't bear the commercial of 30 seconds during programs and shows. This has played a huge role in changing viewers' behavior as now people prefer to watch their shows online, without any break.

The launch of 3G/4G has further improved online streaming broadcast on mobiles which have also resulted in people moving

towards online content. Mobile operators are also offering cheap internet bundles for video streaming which has further facilitated online video streaming.

Smartphones are beating the traditional television in the race of entertainment

Also, on normal TV there are limited channels available and people are bound to watch those specific channels. However, the

completely perish. Same is the case with technology; it keeps on evolving. Broadcasting is also going through a major evolution as people have started browsing via the internet to watch their favorite programs online. More recently, smartphones have further changed the game in transforming the face of broadcasting.

internet allows you to watch unlimited channels of your choice online, on web or through applications. The trend of YouTube channels is also on rise, you can find hundreds of YouTube channels on various topics that you can easily subscribe. Many businesses are also moving towards social media for promotion of their products and



By Zainab Saeed

services where visual content has taken essential position.

With the introduction of the web model of broadcasting the readership of newspaper through traditional way has also shifted to online reading. Other than that, there are number of Newspaper Apps available, which are also facilitating people to watch news on their phones instead of TV. People can also share their views and comments online which makes it very interactive and engaging.

People can also share their views and comments online which makes it very interactive and engaging

As said earlier, mobile TV is getting more popular among newer generation, because content is more adaptive, transferable, and accessible through this platform. With the adoption of mobile TV the consumption of mobile data is also increasing, which is also flourishing the business of mobile network operators. Mobile network operators are currently operating as gatekeepers for access to Internet content outside their own system there is also a possibility that they will try to extend their control over mobile TV services as well by starting their own mobile TV. Digital businesses experts have said that original equipment

manufacturer of television sets across the world are cutting down on the number of TV sets being produced annually. Specifically when we take the example of Pakistan, the mobile networks have gotten better over the last five years, allowing more traffic to be consumed. Devices have gotten more powerful, Screens have gotten larger and content has essentially become more available. According to financial services company IHS Markit, growth of mobile panels averaged 17 percent annually in the past seven years, effectively bridging the gap with TV screens that have traditionally led the market. The latest predictions revealed that the sales of mobile phone displays will hit \$46.56 billion compared to \$41.25 billion for TV screens. Emergence of smartphones is directly linked to the rise of mobile phones displays. This growth is allowing mobile phone displays to further get ahead of TV screens. Mobile displays is being fueled by cutting edge, premium OLEDs and flexible panels, that is also the main reason of getting attention of huge crowd.

Many mobile consumers admit that they can't live without their smartphone. With dependence on smartphones on the rise, the

market and scope of online video content also has potential to grow even further.

Older generations may be more reluctant to move away from cable television, their younger counterparts have no problem doing so

Millward Brown's study, "Ad Reaction: Video Creative in a Digital World," found that while older generations may be more reluctant to move away from cable television, their younger counterparts have no problem doing so. Traditional TV is still a viable channel right now, but it won't stay that way forever. Online video is a valuable commodity right now, but in future it will become even more valuable, not only for the general audience but for the content producers as well.



SAMSUNG GALAXY S9 PLUS

Simply Perfection

The Samsung Galaxy S9 Plus is an awesome device but with the similar design as Samsung Galaxy S8. Its major features are Slow motion camera, improved biometrics and amazing lowlight technology which is a new innovation. Although the price is very high still, it shines out with its amazing performance.

Design & Display

The Samsung Galaxy S9 Plus is a big device with 6.2 inch screen, same as the previous year's S8 Plus. It has only super AMOLED curved screen with stunning glass and metal design along with center-aligned fingerprint sensor. If you upgrade your device every year then it is the perfect device for you.

Samsung Galaxy S9 Plus huge 18:5:9 ratio has set the quality for all-screen smartphones. It has a Quad HD+ resolution however, the best appearance stands at the default Full HD 1080p. It's the mixture of the futuristic-looking curved edges, sharp colors, and high quantitative ratio. The front screen of Samsung Galaxy S9 Plus has covered the 90% of the front screen with a very little bezel and no notch which makes it an easy to carry the device.

Camera

The camera of Samsung Galaxy S9 Plus features a built-in mechanism that halts any movement or shaking in your hands while capturing photos. The camera will normally hold the shutter open a tiny bit longer. Both lenses on the S9+ take benefit from OIS. Samsung Galaxy S9 Plus features a 1/2.5 in Dual Pixel sensor and dual Aperture technology that works like the human eye.



The real advantage that you can get from the camera of Samsung Galaxy S9 Plus is that it boosts low-light photography. Its camera shines out in many ways. Its magnificent results are better than iPhone X and Google Pixel 2.

Pictures of the selfie camera of Samsung Galaxy S9 Plus are bright, however too high in saturation. It enhances too much beauty even at the scale of 2 that looks a bit fake.

AR Emoji

The AR Emoji in Samsung Galaxy S9 Plus uses the front camera lens of 8MP to make a 2D image of you and then creates 100 different facial features to 3D avatars. We can record them and easily share with friend and family on Whatsapp, Facebook etc.

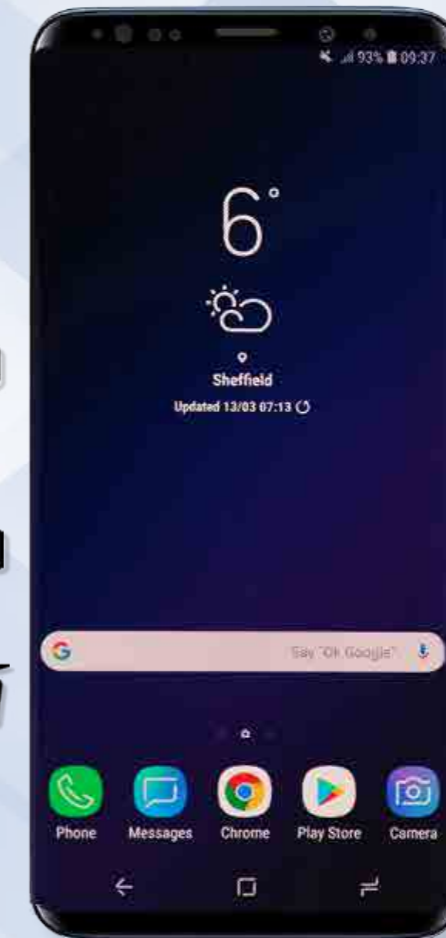
Specs

Dimensions: 157.9 x 73.8 x 8.5 mm

Display: 6.2"

Battery: Non-Removable Li-ion 3500 mAh

Weight: 189 g



Camera: Dual: 12 MP + 12MP, Phase detection autofocus, 2x optical zoom, LED flash

Memory: 6 GB RAM, 64/128/256 GB ROM

Processor: Octa-core (4x2.7 GHz & 4x1.8 GHz, Octa-core (4x2.7 GHz & 4x1.7 GHz)

Price: PKR.114,000/-

For

- Excellent Camera
- Brilliant low light Results

Against

- Same Design like S8
- Expensive

Final Verdict

The Samsung Galaxy S9 Plus is a perfect smartphone for the camera lovers as it has big 6.2 inch screen with mind-blowing camera results. Although the virtual reality is little overvalued because it is not as good as it should be also, the price is extremely high. Samsung Galaxy S9 Plus has a similar design like Samsung Galaxy S8 Plus but with improved biometric scores.

 By Rizwana Khan

Vivo is a global technology company that specializes in smartphones and internet services. It is the 3rd most popular brand in China and ranks among the top 5 global smartphone brands in terms of sales. It launched its products in Pakistan last year and has successfully managed to grab the attention of Pakistani consumers. Phoneworld team (PW) had a conversation with the Eric Kong (EK) CEO Vivo Pakistan in which we dig deeper in the philosophy behind Vivo and its plan for Pakistani market.

NOW, AFTER HAVING COMPLETED 10 MONTHS IN THE COUNTRY, VIVO IS AMONG TOP BRANDS IN THE HANDSET CATEGORY

PW: How did you approach the growth challenges when you became CEO of Vivo Pakistan?

??: I believe, growth is all about facing new challenges, otherwise one becomes complacent. We had studied Pakistan market before starting our operations. We knew exactly what sort of competition we would face. Now, after having completed 10 months in the country, Vivo is among top brands in the handset category. We are determined to maintain the momentum and to become the most favorite smartphone brand of Pakistan.

INVESTMENT IN CONSUMER INSIGHTS THAT ENABLES VIVO TO DELIVER EXPERIENCES THAT CONSUMERS LOVE

PW: What are core values behind Vivo? What do you think is the strength of Vivo that makes it different from others, especially Chinese brands?

EK: Vivo has dedicated great effort to understanding the needs of consumers through in-depth research with the aim of

bringing to market more innovative and stylish products that meet their lifestyle and needs.

Our performance to date is at par with the top players in the international smartphone market. The result of this great effort helps us to understand and tap into specific consumer behaviors. It is this investment in consumer insights that enables Vivo to deliver experiences that consumers love.

PW: How difficult it was to launch Vivo in the competitive device market of Pakistan?

EK: Entering a new market is always challenging, the art is to devise the business model that has to be in accordance with the market dimensions.

PAKISTAN IS UNDOUBTEDLY A VERY COMPETITIVE MARKET, BUT WE ARE CONFIDENT THAT WITH OUR STYLISH, INNOVATIVE AND TECHNOLOGICALLY SUPERIOR DEVICES, WE WILL SOON BECOME THE MOST PREFERRED SMARTPHONE BRAND OF PAKISTAN

Pakistan is undoubtedly a very competitive market, but we are confident that with our stylish, innovative and technologically superior devices, we will soon become the most preferred smartphone brand of Pakistan.

PW: How do you feel about the 3G/4G device ecosystem in the region? In your opinion, How prepared we are for 5G?

EK: Pakistan is already experiencing 4G revolution. Telecom sector in Pakistan is flourishing and so is the smartphone category. With each passing day, technological advancements are taking place. More consumers can now avail the 3G/4G services via cellular operators. It has increased the parallel demand for the 3G/4G smartphones.

OUR LATEST APEX FULLVIEW CONCEPT PHONE IS THE ULTIMATE ITERATION OF OUR VISION FOR FUTURE SMARTPHONE

Eric Kong, CEO Vivo Pakistan



For Vivo, 5G is both an opportunity and a challenge as technology changes emerge more rapidly so the pace of market change is faster than ever. Vivo plans to launch its 5G pre-commercial devices by 2019 and officially release a commercial 5G smartphone by 2020.

OUR CONSUMERS SHOULD ALWAYS EXPECT USER-FRIENDLY, INNOVATIVE, IMMACULATE, POWER-PACKED AND SUPERIOR TECHNOLOGY PRODUCTS FROM VIVO

PW: Vivo is famous for innovations like Hi-Fi music technology, Dual Cameras with Blur effects and the Moonlight selfie camera. What features should we expect from upcoming Vivo devices?

EK: Vivo has always been delivering the ultimate mobile experience. Our latest APEX™ FullView™ concept phone, launched in February 2018 is the ultimate iteration of our vision for future full-screen smartphone, and we will continue our innovation in this area to bring more extreme FullView™, AI camera, better &

optimized audio and gaming experience for our consumers.

PW: What is your take on the mobile market of Pakistan? What are the main changes that you witnessed in device ecosystem in recent few years?

EK: Vivo has been in this market for less than a year. In this short span, I feel that consumers are more abreast with product specs and latest innovations. They're more open to experience new products as long as those products are in line with their requirements. The market has become far competitive than ever. Brands have no other choice but to offer the best to the consumers.

THE MARKET HAS BECOME FAR COMPETITIVE THAN EVER. BRANDS HAVE NO OTHER CHOICE BUT TO OFFER THE BEST TO THE CONSUMERS

PW: What new projects are you working on, what should Pakistani consumers expect from Vivo in the coming years?

EK: Our consumers should always expect user-friendly, innovative, immaculate, power-packed and superior technology products from Vivo.

vivo Unveils the all-new 'V9' AI-Powered FullView™ Display Smartphone in Pakistan

- Vivo celebrated the launch of its all-new V9 smartphone at Pearl Continental Hotel Lahore; featuring a FullView™ Display and 90% screen-to-body ratio that delivers AI-powered perfect shots.

More than a 1000 people from different walks of life, including Vivo's valuable partners, esteemed media, social media influencers and key people from fashion industry attended this event.

The star of the night, V9 is designed to be an ultimate sleek and stylish smartphone that can always take the "perfect shot" and provide the "perfect view" through the power of AI.

Creating the Perfect Shot with AI Photography

Vivo's V9 uses advanced machine learning to provide a unique AI-powered mobile experience that enhances multiple features such as AI Face Beauty, AI Smart Engine and AI Selfie Lighting. The AI Face Beauty uses a comprehensive database of almost one million facial images, allowing it to detect the age, gender, skin texture and skin tone of the subject as well as the lighting environment.

AI-Optimized Mobile Experience

Beyond photography, the V9's AI also ensures the best performance by optimizing and supporting the phone's operations with the AI Smart Engine which prioritizes system resources according to user habits.

Vivo has improved on the previous generation's facial unlocking technology with AI Face Access, which detects the reflection of natural skin and the subtle movements of the face to further reduce the possibility of unlocking when shown photos or videos instead of a person's real face.

Furthermore, V9's AI Attention Sensing also recognizes when you're looking at the phones to keep disruptions to a minimum by automatically reducing the volume of message alerts, incoming calls and alarms.

Pricing and Availability

The all-new Vivo V9 will be available in Pakistan starting 7th April. Customers can visit authorized Vivo shops in their area to pre-book the new smartphone which is available in two dazzling colors; Pearl Black and Gold at a price of Rs. 37,999.



GEARED UP FOR GROWTH:

*Pakistan
E-commerce Market*

In today's technologically advanced world, the concept of e-commerce is not new, but it has shown a rapid growth over the past few years. In the current fast age when the time is money, the logic behind e-commerce is to find quick and easy ways for financial transactions to get cash, pay bills or shop for goods and services anywhere, anytime just by touching buttons.

Pakistan's E-Commerce market size exceeded \$600 Million in 2017 whereas, by the year 2020, it is expected to touch \$1 billion

With the rapid growth in the internet and cellular technology, e-commerce has swiftly transformed into m-commerce where all the transactions are now done through mobile applications.

Online commerce refers to any form of a business transaction conducted online. These business transactions occur either as business-to-business, consumer-to-business, business-to-consumer, or consumer-to-consumer. The most common example of e-commerce is buying and selling of goods and services on the Internet. Pakistan is among those countries where a swift growth in e-commerce industry has been witnessed. According to State Bank of Pakistan, Pakistan's E-Commerce market size exceeded \$600 Million in 2017 whereas, by the year 2020, it is expected to touch \$1 billion. According to State Bank of Pakistan, Business to consumer E-Commerce (e-B2C) is on the rise in Pakistan as 571 local e-commerce merchants were already collecting payments through banking channels as of the end of June 2017, with cumulative annual domestic sales worth Rs 9.8 billion. Also, transactions worth Rs 20.7 billion were carried out

by consumers on international e-commerce websites. Many business-to-consumer businesses like daraz.pk, yayvo.com, shophive.com and olx.com etc, have achieved massive popularity over a very brief period of time. They have even developed their own mobile apps that have permitted them to promote their products more easily.

The logic behind e-commerce is to find quick and easy ways for financial transactions to get cash, pay bills or shop for goods and services anywhere, anytime just by touching buttons

In business to business transactions, Pakistan has demonstrated extraordinary

Onsa Mustafa

growth as well, especially in IT industry.

IT industry has various medium-sized IT firms earning about USD530 million, mainly in software development and service outsourcing. However, Pakistan's share in the global IT sales is just \$2.8 billion out of global \$3.2 trillion in the global market. According to the Pakistan Telecommunication Authority, the software industry will accomplish the goal of \$5 billion export mark by 2020.

According to the Pakistan Telecom Authority, the software industry will accomplish the goal of \$5 billion export mark by 2020

With countless new online ventures coming rapidly and existing businesses recording unprecedented growth rates, there is still a lot to be done to reach the real e-commerce potential and contest other big players of the region. Many aspects are responsible for significantly changing shopping trends over time and changing the growth of e-commerce in Pakistan.

Internet Accessibility in Pakistan

One of the most significant factors is the rate of internet accessibility in Pakistan. In Pakistan, there are more than 53 million internet subscribers. 3G/4G subscribers are increasing at an exponential rate that is adding up to the

digital inclusion of the country. Statistics from the Pakistan Telecommunication Authority (PTA) show that the total number of 3G/4G mobile subscriptions have risen up to 51 million in February, 2018. With increased access to the internet and social media sites such as Twitter and Facebook, marketing trends are also quickly altering and converting the way opinions are now being shaped. This will not only change shopping trends but also significantly impact several other e-commerce aspects such as online job hunts, banking, agriculture, lifestyle, and travel.

Smartphone Users

Along with increased internet penetration, 72.90% of the entire population uses cell phones. A recent surge in smartphone usage shows that there are almost 9 million smartphone users in Pakistan. Smartphones with internet service have intensely increased the ease of internet access and made online businesses much more accessible for everyone.

3G/4G subscribers are increasing at an exponential rate that is adding up to the digital inclusion of the country

The growth of internet penetration and the decreasing prices of smartphones both

have accounted for the rise in smartphone usage in Pakistan. Many Chinese brands have launched gadgets at the fraction of the costs linked with the world's leading mobile phone brands, which has improved mobile penetration across the lower income people of the country.

Smartphones with internet service have intensely increased the ease of internet access and made online businesses much more accessible for everyone

With such easy access to the internet through reasonable smartphones, e-commerce trends in the country are more likely to flourish in the near future.

Online Payment Methods

Even though Cash-on-Delivery (COD) payment methods continue to remain extensively popular in Pakistan, other promising steps such as branchless banking like easypaisa, mobicash and Inter Bank Fund Transfer (IBFT), are also getting popular.

Growing Entrepreneur Culture in Pakistan

Pakistan is the country where we witness a rapid growth of start-up businesses to enhance the country's economy. We

can some very impressive online startups that have emerged over the years and made a great impression in the market. Due to increasing trend of entrepreneur culture in Pakistan, many international companies have also started working in Pakistan like Uber, Careem, Jovago etc.

A substantial untapped part of the population outside of urban centers is gradually transitioning to online shopping due to the lack of options available for rural shoppers

All these companies have not only played a crucial role in boosting local economy but it also helped to promote e-commerce in Pakistan.

Delivery Infrastructure

Delivery giants such as TCS and Leopard, as well other couriers, are giving COD delivery services countrywide. A substantial untapped part of the population outside of urban centers is gradually transitioning to online shopping due to the lack of options available for rural shoppers. These inclinations offer sufficient growth opportunities for developing an

online business, as well as potential exploration and growth avenues for courier services by association.

Another effective step towards promotion of e-commerce is the development of regulations regarding Framework for Payment System Operators (PSO) and Payment Service Providers (PSP) that have already been devised and approved by the State Bank of Pakistan (SBP) while development of e-commerce policy framework is also under process to cater to all the elements of the user-merchant trust with dispute resolution and remedial mechanisms.

Pakistan is already one of the fastest growing economies in the world and has now become one of the hottest destinations for the mobile industry and global retail and e-tail giants

Since the essential element of e-commerce ecosystem is the payment gateway, such developments will improve the

overall business environment and enable entry of credible international players in e-commerce ecosystem of Pakistan and will resolve longstanding barrier to the growth of the country's e-commerce market.

Pakistan's millennials are rapidly growing who are much more technologically advanced and literate than the older generation

World's largest e-commerce giant, Alibaba is also planning to enter Pakistani market and has signed an agreement with Trade Development Authority of Pakistan (TDAP). Pakistan is already one of the fastest growing economies in the world and has now become one of the hottest destinations for the mobile industry and global retail and e-tail giants. Also, Pakistan's millennials are rapidly growing who are much more technologically advanced and literate than the older generation. So, in the coming years, we will definitely see further progress in e-commerce industry of Pakistan and witness an exciting mobile and technology evolution in Pakistan.



SAMSUNG

Reduces Prices of its Smartphones

Samsung is a global technology leader. Its revolutionary products, powerful devices and award-winning innovations enjoy tremendous popularity in Pakistan too, as its products and solutions fulfill the needs of many diverse consumer segments. The global leader in technology and electronics recently held media press event at Hafeez Center, Lahore and revealed a new reduced price structure for its lineup of smartphones.

Samsung invited the media along with its brand ambassador Fakhar Zaman a star cricketer of Pakistan, to reveal the new pricing strategy to the media and public at large while interacting with retailers at Packages Mall. Fakhar Zaman, Pakistan cricket teams left handed batsman who played a vital role in winning the final match of ICC Champions Trophy 2017 announced Samsung's new pricing approach while meeting with excited retailers and media people at the mall.

Mr. Umar Ghuman Head of Mobile Division Samsung Pakistan & Afghanistan speaking at the event:

'Samsung has taken a bold step even though the US dollar is rising in strength

and has an upward trajectory. Samsung has taken a strategic decision to not put the impact of this hike on the consumer and have reduced the prices of all its smartphones'.

This revolutionary pricing strategy promises to deliver on Samsung's legacy as the World's largest electronics brand and award-winning innovator in consumer electronics, telecommunications and home appliances which will enhance the level of satisfaction among its consumers. Thus, winning the complete confidence of customers and reassuring them that; Samsung truly cares for them.

The retailers in Pakistan are being given a deeper understanding of Samsung's vision, as the company is committed to expand the use of digital technology for connectivity and communications

Samsung's consistently aspires to exceed customers' expectations, to build trust on the brand. Extensive research on consumer preferences helps Samsung in anticipating their evolving needs. Hence, its innovations and high service-standards continue to win customers' hearts.

oppo F7

OPPO prides itself on smartphones as the Selfie Expert and Leader. The OPPO F7 is packed with A.I. Beauty Technology 2.0, which is similar to having your own personal beauty artist. It is a flagship device by Oppo available at PKR. 39,899/-.

Design & Display

The color clarity, vividness, and sharpness of the 19:9 aspect ratio, 2280*1080 resolution full screen is amazing as compared to models and other smartphone brands. While gaming, get a friend to give you a call and see the App-in-App in action, starting a split-screen where you can simultaneously play the game and take the call. You can also capture gameplay and send it as a video to friends and family, or upload it to your social media.

- The finishing details on the F7 sets new standards in precision engineering. Users have three different color choices to suit their personality - Solar Red, to Starry Blue and Moonlight Silver.

- The 128GB special edition will use a material that highlights OPPO's capabilities in materials engineering. The Sunrise Red model comes with a glass body that shines like gemstones, reflecting other colors with each different glance from the user.

The device has absolutely amazing looks although it looks a bit similar to iPhone X. It has same notch display like iPhone X with full view display while the back body has a very good metal body, which looks very attractive.

Camera

The HDR capability, matched with AI Beauty 2.0, has increased the ability of the F7 to produce real yet natural beautification effects to selfies, with more color range and contrasts. This compares even better to the previous F5 model.

Oppo F7 is loaded with so many different filters such as Panorama, Timer, Audio, Straighten, Manual, Beautify, Group Shot, Tilt-Shift, and Night (HHT) as well as the camera settings. Manual mode allows us to use ISO from 100-3200 whereas, exposure time works up to 1/4s, and White Balance and focus mode is also enabled in it. The result of Oppo F7 is surprisingly the best among all other smartphones because it delivers the best and detailed pictures.

The noise level is very low and with Oppo F7 you don't need a professional camera. The white balance is

great and colors have so much energy in it. Dynamic range works best even without using HDR mode and the blur effect for the background is totally going well with any picture. Overall, the Oppo F7 is a perfect flagship device with the perfect camera results.

Using AI image recognition, the AI Album automatically group photos by faces, places, and scenes, for example, for easy reference.

- Multiple search tags and editing tools help the user find photos easier than ever.

- A new Moments feature will help the user quickly recall precious moments a photo was taken, for example, birthdays.

- The AI Board feature is a split-screen feature where the user can place his favorite apps. It intelligently schedules out key meetings and schedules, travel or movie tickets and e-commerce order status by arranging emails and text messages.

- The 25MP Front Camera with real-time High Dynamic Range Technology, exclusively designed for this model.

- Selfies will have a higher range of luminance levels when taken in bright sunlight or the shade. More details, contrast and color range are captured, to reveal a brighter, clearer and more vibrant selfie.

Facial Recognition

The F7 recognizes your face, with the improved AI facial recognition technology. It will unlock the F7 the moment you turn on the screen. AI Facial Recognition unlocks the phone in 0.08 seconds - the F7 recognizes its user almost immediately when the screen is turned on. It has a Safe Box function allows the user the choice to hide apps and files to protect any private messages from other third-party apps. The Screen Capture records gameplay with a simple tap and allows the user to effortlessly share with others.

Performance

Oppo F7 is packed with octa-core 2.0GHz processor with 64-bit while it has Media Tek chipset mt6671. It has Dual 4G VoLTE Card Slots that allows the user to use two 4G SIM cards at the same time. While having a 4G phone call, the user can use the other 4G connection for gaming, etc. Oppo F7 has fixed Li-ion battery of 3400 mAh that is a reasonable choice and it will give us 15-16 consecutive hour usage.

By Shaheer Riaz



For

- Excellent Camera
- Brilliant low light Results

Against

- Un-attractive interface

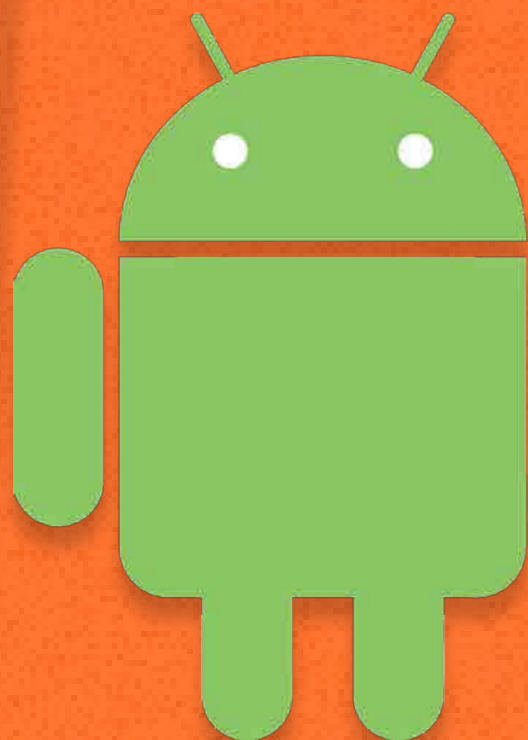
Final Verdict

Oppo F7 is a great device available at an amazing price with great specs like A.I beauty camera and 25MP front selfie camera. Everything is perfect except its interface which seems quite unattractive. The multi-touch test scored full points, proves that it is an awesome device, try it and you won't regret!



By Rizwana Khan

Android



Are you ready for the next flavor?

The biggest and most popular operating system of the world is ready to capture the world by storm once again. Google has officially announced the next version of its mobile operating system; named Android P. It has cracked the lid on the next version of Android so developers can peek inside and prepare their apps for all of the new features coming our way later this year. The major aim of Android P is on "improving the look of the software" to better

appeal to existing iPhone users in hope that they will make the switch over to platform of Google. A complete redesign could help Android phones stand out this year. Especially when Apple said it is putting its own major redesign until next year to focus on performance and reliability in iOS 12. The final release date of Android P is unconfirmed yet but there are rumors that it will launch in q3 of 2018 as Android 8.0 Oreo was also launched at the same period.

What's New in Android P

So what's new in the upcoming Android P? There are plenty of things worth getting excited about. Here are some of the top innovations that have been revealed for next Android Version.

Wi-Fi Round Trip Time

New technology, Wi-Fi Round Trip Time will make it easier for mapping apps to log your position

indoors by pinging nearby routers. This feature in 802.11mc will make it possible for apps to know how far you are from the WiFi access point you are connected to, and developers will be able to use that information to give you a more accurate location indoors.

Continued improvement in Notifications

Google has continued with its efforts to bring more improvements in Android OS. It has introduced new notification style that will give developers the option to add quick replies, similar to the system currently seen in Google Allo and the reply bot in Google's Reply app. Developers will be able to move even more of the conversation from your messenger of choice into a notification as well.

The major aim of Android P is on "improving the look of the software" to better appeal to existing iPhone users in hope that they will make the switch over to platform of Google

Image attachments and stickers appear in the notification now, replacing that dreaded "person has sent an attachment" message you get now. This dramatically improves at-a-glance messaging, but also means sometimes

a single message in your notification drop-down can occupy a lot of physical real estate.

Boosting up on privacy

With the latest developments in the IT world, privacy and security have become the gravest concern for the users. Google has tried to tone down privacy threats with its latest version of Android.

The final release date of Android P is unconfirmed yet but there are rumors that it will launch in q3 of 2018 as Android 8.0 Oreo was also launched at the same period

The biggest by far is a new restriction system for sensors, cameras, and microphones when an app is marked as idle. All of these systems will stop reporting to the app as soon as it is idle, and any app looking for information from those sources will achieve nothing in return.

Google is also enabling encryption for backups with a client-side secret and per-network randomization of MAC addresses, but these features will be available in later updates of Android P. Finally, improvements in fingerprint system and UI are also part of the new Android version.

Multi-Camera support


Most of the phones now a days come with multiple cameras at the front and back but not all of them work simultaneously. This time, Google has included an API for developers that will permit them to play around with various camera options where multiple cameras can work together.

Support for Notch

Native notch support means that developers will not be too much worried about their apps switching to the full-screen mode on devices with and without cutouts at the top of the display. Now everything will be managed automatically.

Google has included an API for developers that will permit them to play around with various camera options where multiple cameras can work together

Some other improvements also include battery optimizations, improved image compression, and quicker access to AI-specific features. All these improvements are quite low-level, as befits a developer preview release - any major changes that you're really going to notice will be announced in the near future.

 By Rizwana Khan

Andy Jassy

Taking cloud Philosophy to a Whole New Level

Most consumers think of Amazon as an online retailer, but many businesses think of the company as a supplier of computing power and storage, thanks to the efforts of Jassy, who heads up Amazon Web Services. Jassy had previously built Amazon's customer-relationship management team and wrote the business plan for Amazon's entry into music sales. He got the nod to run web services when CEO Jeff Bezos decided to leverage Amazon's expertise in operating scalable technology infrastructure and data centers.

With 82,727 shares as of November 2017, Andrew R. Jassy is Amazon's second-largest individual shareholder. Jassy is the CEO of Amazon Web Services, a subsidiary of Amazon that offers various cloud computing services across the globe. Before Jassy became the CEO of Amazon Web Services on April 13, 2016, he served as senior vice president of the group. With a team of 57 people, Jassy founded Amazon Web Services in 2003 and helped it grow into a \$6 billion company with 1 million users in 190 different countries. He attended Harvard University, earning a bachelor's degree and masters of business administration (MBA). Prior to joining Amazon, he worked at Coupa Software Inc. and founded a marketing consulting company, serving as its manager.

As CEO of Amazon Web Services, Andrew Jassy runs one of the most aggressive and dominating forces in the enterprise tech industry today. AWS is setting the tone in the enterprise IT world and forcing the big established giants to jump to its tune. Companies like Cisco, Oracle, IBM and Microsoft must change their products and business models, or they'll face demise just like the one-time mighty EMC that got swallowed by Dell last year.

Since being promoted from his role as senior vice president in spring 2016, Jassy has overseen an AWS that had a 43% bump in Q1

profits year-over-year. And because AWS has been seeing so much growth since its carnation that 43% bump was actually a slowdown. No matter. AWS is Amazon's most profitable business unit. And with Jassy is at the helm, by all accounts, he is steering the ship in the right direction. Amazon's foray into cloud computing has been a boon to tech innovation, enabling companies to launch web-based and other computing-heavy businesses without having to run their own data centers.




HUAWEI Y Series 2018 Launched in Pakistan

It's time for everyone to upgrade their lifestyles to the next level as Huawei has unveiled its spectacular line-up of HUAWEI Y Series 2018 in Pakistan. Calling it the ultimate upgrade, the HUAWEI Y Series features HUAWEI Y7 Prime 2018, HUAWEI Y6 Prime 2018 and HUAWEI Y9 2018 on exciting price points. With the launch of HUAWEI Y Series 2018, the company aims to go full circle by bringing its flagship features to more people.

The HUAWEI Y Series 2018 is created for Generation Z - that is born and raised in the digital age. Gen-Z is youthful, energetic and highly tech-savvy. Technology is central to their lifestyles, but most of today's flagship devices on the market are beyond their reach due to their high prices. The desire of Gen-Z consumers for affordably-priced quality smartphones created an unmet demand in the market, a demand Huawei is addressing with the new HUAWEI Y Series 2018.

The stellar range of HUAWEI Y Series 2018 was presented to the media at a gathering where Blueking Wang, Manager, Huawei Consumer Business Group remarked:

"Huawei prides itself in connecting the world through remarkable technological interventions. Our products are marvels of technology that offer unique, personalized innovations to consumers. With this aim in mind, we are introducing the HUAWEI Y Series 2018 - a revolution in entry-level smartphones. It offers our flagship smartphone features on some amazing prices enabling everyone to enjoy the ultimate Huawei experience!"

Offering something for everyone, the series features HUAWEI Y6 Prime 2018, Huawei Y7 Prime 2018 and HUAWEI Y9 2018. These devices are packed with flagship attributes that will let youngsters have a great time. While HUAWEI Y6 Prime 2018 is designed with loud entertainment at its center, the HUAWEI Y9 2018 is a selfie lover's dream-come-true. Both those smartphones will be available in Pakistan at the end of April for attractive price tags.



vivo V9: Perfect Shot Perfect View

Vivo is already ruling the hearts of Pakistani customers with its reasonable price range and brilliant specifications. It has recently launched Vivo V9, priced at PKR.37,999/- Here is its detailed review:

Design and Display

- The stunning design
- Full View display
- Similar shape like iPhone X

The Vivo V9 is a big device with 6.3 inches' screen, most of the devices are coming with this screen size these days. If you upgrade your device every year then it is the perfect device for you.

- Front of the Phone has full screen
- No in display fingerprint sensor

Vivo V9 is a big device in Vivo Family with the supportive resolutions of 1080 pixels and Adreno 506 graphics card. The multi-touch has scored full points in it while the fingerprint sensor is marked on its back body. The front screen of Vivo V9 Plus has covered the 90% of the front screen with a very little bezel and no notch which makes it very easy to carry the device.

Camera

The camera in Vivo V9 has dual 16MP and 5MP back camera lens whereas, the front one has the 24MP lens, both can record video in 1080 pixels while back one is supportive up to 2160 pixels. It has better results than iPhone X and camera does a wonderful job. It has screen flashlight with the great effects of portrait bokeh and flashlights, all professional modes are available in it.

Professional mode, beauty mode, art sticker and portrait mode are available in it. Its camera out



shines iPhone X and Google Pixel 2 XL with its extraordinary results.

Battery

Vivo V9 shows brilliant job in every section, it has octa-core 2.2GHz with Qualcomm MSM8953-Pro Snapdragon 626 chipset. It gives impressive multi-tasking, networking, and gaming sessions. It has fixed battery of 3260 mAh which gives 8-9 continuous hours of usage while with its 2V charger; it will completely charge the smartphone in one hour and 15 minutes.

For

- Excellent Camera
- Brilliant low light Results
- Full points of Multi-touch

Against

- Same Design like iPhone X

By Shaheer Riaz



Final Verdict

Vivo V9 is a brilliant smartphone with extraordinary camera results; the design looks much like iPhone X. Its camera is its best part also; the Qualcomm chipset brings out amazing performance. If you want a practical smartphone with good features, you must try Vivo V9, you won't regret!

All You Need to Know About Smartphone Chipset

By Rizwana Khan

With the advent of modern smartphone technology, smartphones are no more judged on the bases of design rather, the performance has become the number one parameter. Smartphones have come in a competition of computers that's why people now care more about the speed of the interface, battery timing or the number of pixels in the display. With increased usability and functions, smartphones have gone from single-core to dual-core and now ota-core and it's only going to keep increasing. Every other day we see companies throwing around terms like Snapdragon, Tegra 3, Mali-400, Cortex A9 etc, making it difficult for consumers to keep up. What all of this means?

What is a Processor?

Nowadays smartphones are much more than just a mobile, it is more like a hand-help computer machine and the processor is like its brain that does all the basic calculations and executes codes. Just like computers, smartphones have somewhat same components such as your central processor unit (CPU), graphics processing unit (GPU), memory, and peripheral buses but they're integrated onto a single chipset, referred to as

System-on-a-Chip (SoC).

A chipset is a coordinated circuit that basically consolidates all fundamental parts in a single chip. The SoC also determines specific features that a device can support, such as the resolution of images the camera can capture, or whether 4K video can be recorded or played.

What to Look for in a Chipset

There are three main things that consumers need to look at when you're searching for the ideal smartphone.

1. Number of Cores

The higher the number of cores, the better the processor's performance will be. Initially, single core processors were used in smartphones but with the passage of time more advanced processors were introduced like dual-core and octa-core.

2. Processing Speed

In specification chart of a smartphone, you might have noticed XX GHz. This is the standard speed of the processor. The higher the processor speed is the better the performance will be.

3. Chipset model

Chipset model plays the monumental role in smartphone performance. There are basically two types of processors, 32 bits, and

64 bits. Typically, a 64-bit processor is much more efficient and quicker than 32 bit. 64-bit is frequently described as "desktop class", and this is the key. It has blurred the boundaries between smartphones, desktop, and tablets.

Top Chipset Makers

There are hundreds of smartphone brands around the world but chipset market has limited number of players who are quite well-positioned as well. Following are some of the top chipset maker in the world.

1. Qualcomm Snapdragon

The Snapdragon chipsets by Qualcomm are considered the most proficient chipsets with best battery efficient technology. Qualcomm chipsets mostly come in high-end flagship devices but we have seen that now companies like Oppo, Xiaomi, and some others have also introduced Snapdragon chipsets in mid-range devices as well.

Features:

- Power efficient
- Rare heating issues
- Great performance
- Adreno GPU by Qualcomm

2. MediaTek

MediaTek chipsets are mainly used in low-range and mid-range devices. These chipsets have more cores including hexa-core, octa-core and deca-core

processors with Mali GPU.

- Great Processing power
- Occasional heating issues

Mali, third part GPU

3. Intel

Intel chipsets are used in a small number of smartphones and tablets. Since Intel Atom is based on x86 architecture, they are not 100% compatible with software build for ARM-based processors.

High Processing Power

Used in limited number of devices

Third party GPU such as Mali or PowerVRG

4. Exynos

Exynos is Samsung's chipset. Samsung often releases two variants of its flagship devices; one with Snapdragon and other with Exynos. The best part about Exynos is that it's an octa-core chip but after the explosion incidents of Samsung Note 7, Samsung is now using Snapdragon in its main regions like USA, UK.

Heating Issue

Samsung's own Chipset

Octa-core

It is never easy to figure out which smartphone to buy but understanding a little bit about the specification of the processor will certainly be helpful. We hope that this article will help our readers to unravel at least few of the chipset mysteries.



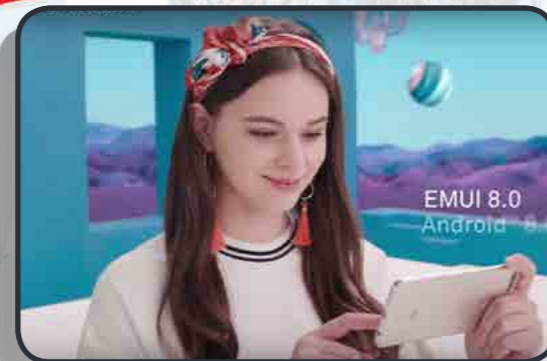
TELECOM CAMPAIGNS

By Fizza Atique | Zainab Saeed

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.

Huawei Y7
Huawei has launched a new commercial for Y7, BY highlighting 5.99 Full view display, dual camera with Bokeh effect, refocus and 8MP selfie toning flash along with Face unlock, split screen and 3D Card slot TVC is delivering the message in such a clear way that the device has amazing features. As far as effectiveness is concerned, the performers have performed so well in order to show the specs of the phone. When we look into the creativity, the background with 3D graphics are so amazing and extra ordinary. Music adds more fun to the advert.

Verdict: Such an outstanding TVC



Goto online Shopping

Goto.com.pk keep on launching funny adverts on and off but this one is not up to the mark. This time Goto has come up with India-Pakistan funny advert. When the advert starts, we see two Fauji from Pak Army and Indian Army. It seems that basic goal of this advert is to show Pak-India friendship but unfortunately the plot is more like stage drama. Plus the overall music of campaign doesn't show that add if funny. It's strange how Goto advertised that they have premium quality products from retailers by showcasing a small plier. The message is conveyed but no creative factor has been added that could make the advertisement more interesting.

Verdict: PhoneWorld ko yeh add bilkul pasand nae aya!



PTCL - Unlimited Internet

PTCL has launched TVC for unlimited internet bundle for the whole family. By highlighting the strong bond among the family member via good internet package. As far as effectiveness is concerned, all actors have performed very well to deliver the message of strong connection and also showed that how good it feels when you are continuously in contact with your beloved ones. The focus of this advert is to create strong connection with all the family members and friends. When it comes to the creativity, the advert is brilliant and overall background, music and performance of actors are brilliant.

Verdict: Great and marvelous TVC

Zong 4G

Zong 4G's new TVC is inspiring the masses to aim high for new dreams, live the life to the fullest and experience the true digital lifestyle through the four times faster 4G. This is a thematic advertisement that brings the brand promise of 'A New Dream' to life. The ad is a reflection of Zong's commitment to provide the best quality data user experience powered by Zong 4G and emphasizes the company's commitment to transform the digital lives of Pakistan's youth through its high speed data services.

Verdict: Zabardast Ad..!!



Jazz 4G

Jazz has never disappointed us as far as its advertisements are concerned and after the merger the operator released some very extraordinary TVCs. However, this time I am not impressed with the Jazz 4G TVC 2018 as it the overall concept is somewhat same as "Teri Mehrabani" of Ufone. Even the ambiance and violin music is also same as the advert of Ufone. Unexpectedly telco like Jazz, made fun of speaking disability, which shouldn't be done.

Verdict: copy and Paste TVC..!!



Telenor Easy Card

Telenor Pakistan has launched TVC for Easy Card of Rs. 600 featuring Osman Khalid Butt as the brand ambassador. The name of campaign is "Staying connected now made easy". As far as effectiveness is concerned, Osman Khalid Butt communicated well that easy card gives you long talk time in reasonable price. The focus of this advert is how to manage unlimited calls in limited budget. When it comes to the creativity, the advert is brilliant and the overall background, music and performance of brand ambassador has done justice to the theme of the commercial.

Verdict: Fun & creative TVC..!!



Samsung Galaxy S9 Plus



OS: Android v7.0 (Nougat)
Display: 6.2"
CPU: Octa-core 2.2GHz
Camera: 12MP dual, LED flash, Auto-focus
Memory: 64 GB ROM, 6 GB RAM

OPPO F5



OS: Android v7.1 (Nougat)
Display: 6.0"
CPU: Octa-Core 2.5GHz
Camera: 16 MP, LED Flash
Memory: 32 GB ROM, 3 GB RAM

QMobile Infinity C



OS: Android v7.0 (Nougat)
Display: 5.0"
CPU: Quad-core 1.2 GHz
Camera: 5 MP, LED flash
Memory: 16 GB ROM, 1 GB RAM

Sony Xperia
XA2 UltraQualcomm
snapdragon

OS: Android v7.0 (Nougat)
Display: 6.0"
CPU: Octa-Core 2.2GHz
Camera: 23MP, LED Flash
Memory: 32 GB ROM, 4 GB RAM

Xiaomi Redmi
5 PlusQualcomm
snapdragon

OS: Android v7.0 (Nougat)
Display: 6.0"
CPU: Octa-Core 2.0GHz
Camera: 12 MP, LED Flash,
Memory: 64 GB ROM, 4 GB RAM

QMobile E3 Dual



OS: Android v7.1 (Nougat)
Display: 5.2"
CPU: Quad-core 1.4GHz
Camera: 13 MP, LED flash
Memory: 16 GB ROM, 3 GB RAM

Infinix Hot S3

Qualcomm
snapdragon

OS: Android v8.0 (Oreo)
Display: 5.7"
CPU: Octa-Core 1.4GHz
Camera: 13MP, LED Flash
Memory: 32 GB ROM, 3 GB RAM

Huawei Honor 9



OS: Android v7.0 (Nougat)
Display: 5.2"
CPU: Octa-Core 2.2GHz
Camera: 20 MP, LED flash
Memory: 128 GB ROM, 6 GB RAM

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Avenue, Blue Area, Islamabad

Sony Xperia XA1 Plus



OS: Android v7.0 (Nougat)
Display: 5.5"
CPU: Octa-Core 1.7 GHz
Camera: 23MP dual, LED flash
Memory: 32 GB ROM, 4 GB RAM

QMobile Infinity E



OS: Android v7.0 (Nougat)
Display: 5.45"
CPU: Quad-core 1.3GHz
Camera: 5 MP, LED flash light
Memory: 16 GB ROM, 2 GB RAM

QMobile i8i pro



OS: Android v7.0 (Nougat)
Display: 5.0"
CPU: 1.2 GHz Quad-core
Camera: 5MP, LED flash
Memory: 16 GB ROM, 1 GB RAM

QMobile Infinity B



OS: Android v7.0 (Nougat)
Display: 4.95
CPU: Quad-core 1.2 GHz
Camera: 5 MP, LED flash
Memory: 8 GB ROM, 1 GB RAM

Samsung Galaxy S9



OS: Android v8.0 (Oreo)
Display: 5.8"
CPU: Octa-Core 2.4GHz
Camera: 12MP, LED flash
Memory: 64 GB ROM, 4 GB RAM

Huawei Mate 10 Pro



OS: Android v7.0 (Nougat)
Display: 5.5"
CPU: Octa-Core, 2.4GHz
Camera: 12MP + 20MP dual, LED flash
Memory: 128 GB ROM, 6 GB RAM

Honor 5C Pro



OS: Android v7.0 (Nougat)
Display: 5.0"
CPU: Octa-Core 1.8 GHz
Camera: 13 MP, LED flash
Memory: 32 GB ROM, 3 GB RAM

Lenovo C2 Power

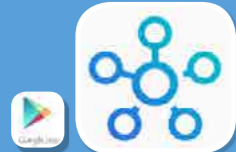


OS: Android v6.0 (Marshmallow)
Display: 5.0"
CPU: Dual-Core 1.0GHz
Camera: 8MP, LED flash,
Memory: 16 GB ROM, 2 GB RAM

TOP MUST HAVE APPLICATIONS & GAMES FOR YOUR SMARTPHONE

SmartThings (Samsung Connect)

Rating : 3.7 Price: Free



With SmartThings, you can connect and control multiple devices quicker and easier. No matter where you are, you can monitor and control smart devices, home appliances, TVs, and speakers registered on the server.

Adobe Spark Video: Movie Maker

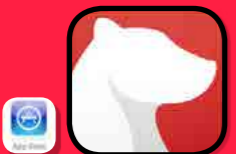
Rating : 4.4 Price: Free



Spark Video helps anyone create compelling video stories in minutes. Easily add and trim video clips to make your videos stand out on social. Pick from over 1 million beautiful iconic images or add your own photos to highlight what you have to say. Select the soundtrack that works best. Then Spark automatically adds striking cinematic motion to your story — no design experience needed. Share your video to make an impact: persuade, inform and inspire your audience.

Bear

Rating : 4+ Price: Free



Bear is a beautiful, flexible writing app for crafting notes, prose, code and now sketches. It is perfect for everything from quick notes, to code snippets, to in-depth essays. A focus mode helps you concentrate, and advanced Markdown and other markup options are an online writer's best friend. Full in-line image support brings your writing to life, and keep yourself on task by adding todos to individual notes.

Messenger Kids – Safer Video Calls and Texting

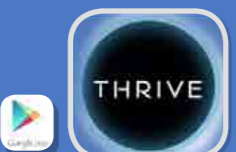
Rating : 4.1 Price: Free



With "Messenger Kids" Parents Have More Control, Kids Have More Fun, It's Easy to Use in a way like works on all Android tablets and smartphones on the go or just using a Wi-Fi connection. No phone number is needed.

THRIVE (Unreleased)

Rating : 2.6 Price: Free



THRIVE is an app from Thrive Global, founded by Arianna Huffington. THRIVE helps you take back control of your life by giving you the tools to set boundaries with technology so you can connect more deeply with yourself and others.

TPL Maps - Location & Navigation

Rating : 4.5 Price: Free



TPL Maps, a product of TPL Trakker is the first indigenously developed digital map of Pakistan. TPL Maps provide real-time intelligent routing, turn-by-turn navigation, smart location search, offline maps, street view, live location sharing and live traffic updates.

Pakistani Software Developer Application

By Rizwana Khan

Gudak Cam

Rating : 3.4 Price: Free



24 shots for one film roll, after you finish the last shot of the film, you have to wait an hour to reload the film. Once you finish the roll, you have to wait full 3 days for the development processing to see the photos.

The Room: Old Sins

Rating : 4.9 Price: Free



Old Sins and be transported to a place where tactile exploration meets challenging puzzles and a captivating story. The sudden disappearance of an ambitious engineer and his high-society wife provokes the hunt for a precious artefact. The trail leads to the attic of their home, and the discovery of an old, peculiar dollhouse... Explore unsettling locations, follow obscure clues and manipulate bizarre contraptions as you uncover the mysteries within Waldegrave Manor.

Netflix

Rating : 4.4 Price: Free



Netflix is the world's leading subscription service for watching TV episodes and movies on your phone. This Netflix mobile application delivers the best experience anywhere, anytime. Get the free app as a part of your Netflix membership and you can instantly watch thousands of TV episodes & movies on your phone. If you are not a Netflix member sign up for Netflix and start enjoying immediately on your phone with our one-month free trial.

Workout: Gym Tracker & Planner

Rating : 4.9 Price: Free



The workout app that gets you results at the gym: Build muscle, Lose Weight, & Get toned like Guided workouts designed by experts, Full Workout & Exercise Tracking, Most effective gym exercises for every body part.

Nwsty - Headlines & Daily Breaking News

Rating : 4 Price: Free



Every morning (Monday through Friday), read concise news summaries of the most important six to ten news items picked up by our AI technology's news digest. Share current news stories and interesting breaking news and global headlines instantly with your friends and family. Access full articles from major news outlets easily within the app for more information. It makes you smarter, more informed and more aware of your surroundings and the world news happenings around you.

Hulu: Stream TV, Movies & more

Rating : 4.0 Price: Free



Enjoy all your TV in one place with a new Hulu experience — more personalized and intuitive than ever before. The choice is yours - select a plan featuring Hulu's entire streaming library or one that includes the entire library plus 50+ top Live and On Demand channels.

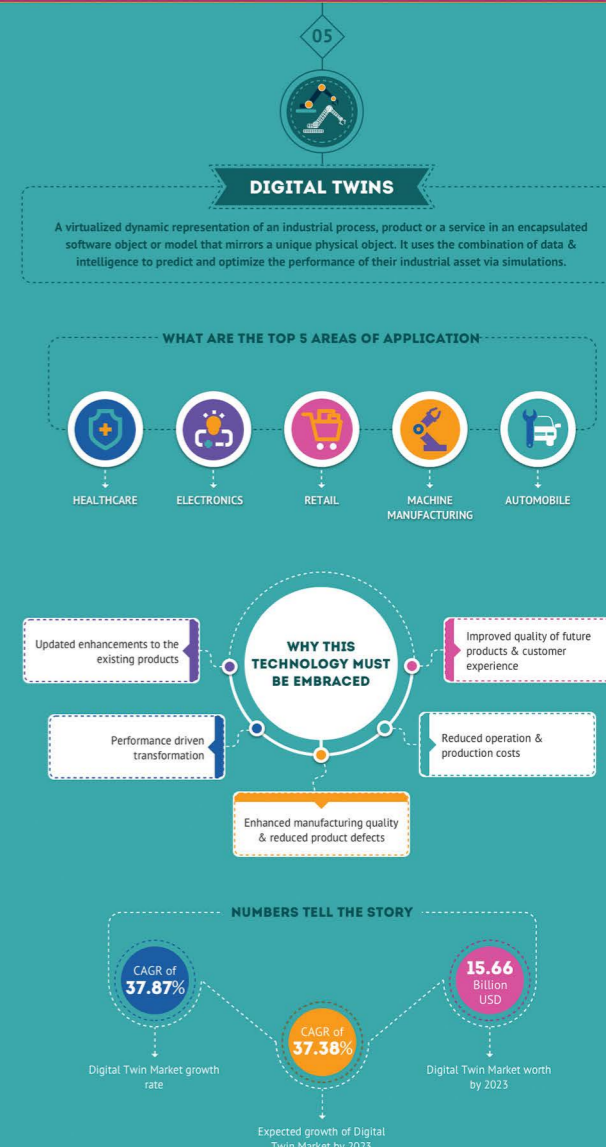
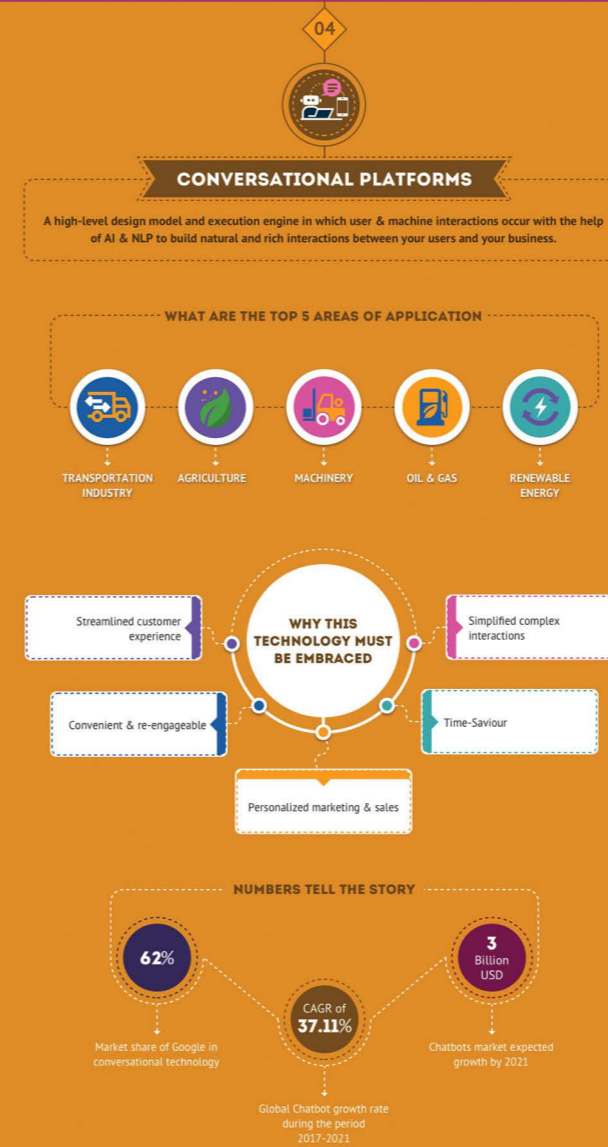
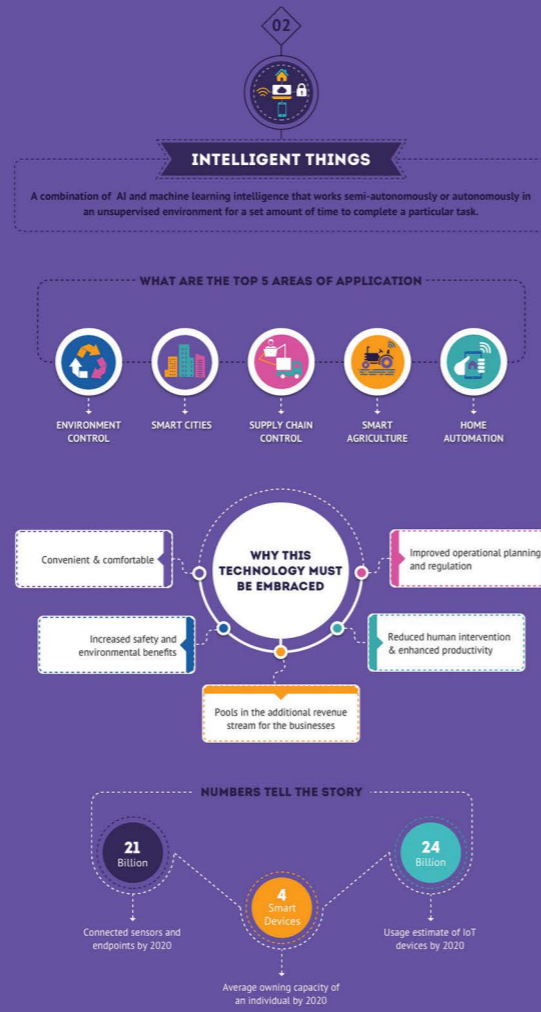
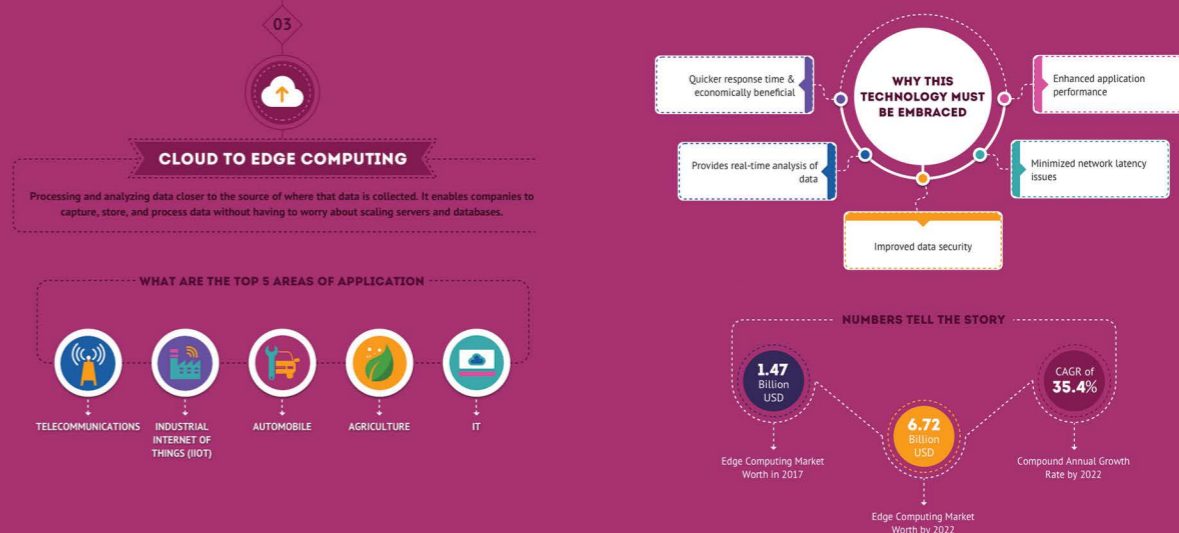
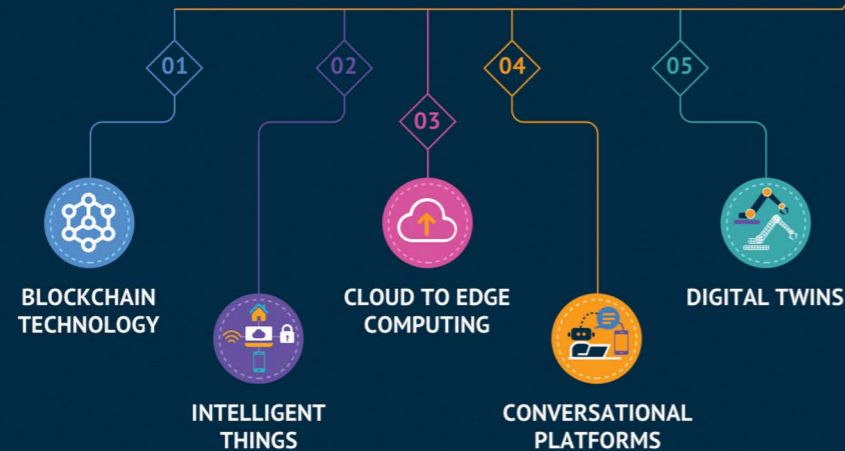
A Color Story

Rating : 4.9 Price: Free



Lend your eyes to a blind person in need through a live video connection or be assisted by the network of sighted users. Be My Eyes is all about contributing and benefiting from small acts of kindness, so hop on board and get involved!

TOP 5 EMERGING TECHNOLOGY TRENDS 2018



oppo

Unleashes F7, the Selfie Expert Phone

Built with the Best of AI Beauty 2.0 Technology

OPPO, the Selfie Expert and Leader, launched the F7. The latest Selfie Expert, powered by Artificial Intelligence (AI), takes smartphone technology to new heights. The F7 utilizes improved AI technology for selfie photography in addition to many more AI-powered operational features. Together with the Super Full Screen and upgraded multi-tasking software, the F7 offers consumers a better user experience. Priced at PKR 39,899 the OPPO F7 64GB with 4GB RAM is launched in Pakistan today and will be available from April 21st across country in three colors Solar Red, Moonlight Silver and Diamond Black. OPPO will also hit the market with F7 128GB and 6GB variant in Solar Red and Diamond Black color priced at PKR 49,899. OPPO also announced its global expansion plans at the launch event. The brand will be entering European markets later this year.

Pakistan's renowned celebrities graced the launch event held in Lahore with their presence where fans took memorable selfies and met with their favorite personalities including Imran Abbas, Muneeb Butt, Aiman Khan, Iqra Aziz, Hina Altaf, Ramsha Khan, Alyzeh Gabol and Pakistan's cricket team captain Sarfraz Ahmed.

Also showcased at the grand opening ceremony were spectacular photographs shot by Haseeb Siddiqui, a seasoned Pakistani photographer, using his OPPO F7.

Mr. George Long, CEO of OPPO Pakistan, said, "We are thrilled to be launching the OPPO F7 in Pakistan. The F7's extraordinary camera resolution and revolutionary AI technology will elevate the smartphone selfie entirely. This is a great phone for photography aficionados but that's not all that this phone offers. The phone is equipped with many other features that make it a powerful, efficient tool encased in a sleek, attractive design. Our research and design team keeps our customers' needs and desires at the top and centre when putting together a new phone and this is why we are certain the Pakistani youth will love OPPO F7."



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POWER 4000



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7.0 Nougat



FIFA WORLD CUP
RUSSIA
2018

OFFICIAL SMARTPHONE



V9 **AI Selfie**

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