

Social Media has Changed the Landscape of Advertising

Shayan Mahmud EIKON
Managing Partner SEVEN



DIRBS

A step towards healthy and robust device eco-system



Veon App

a missed opportunity or is the best yet to come?



Device Review

honor 10

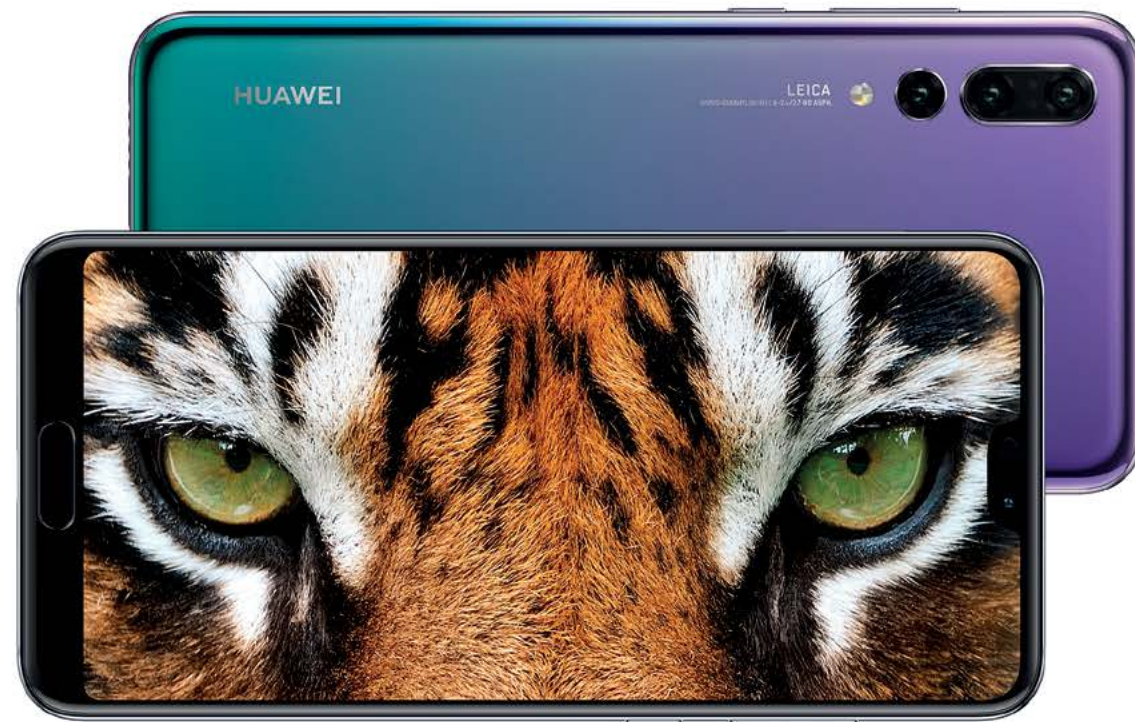


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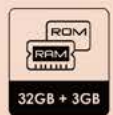
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Letters to the Editor

Hi Editor,

Kudos for your continued efforts in bringing high quality content for Pakistani tech-savvy readers. I really like the content and design of your magazine, it is quite refreshing.

Keep up the good work.

Safeer, Karachi

Dear Editor,

I am regular reader of PhoneWorld Magazine. Your last print was wonderful and covered all the current topics in the world of technology. The very first article "How Social Media will Impact the upcoming elections in Pakistan" was totally to the point and no doubt, as the elections are near we can easily see the role of social media in creating hype. Social media act as a pivotal role and will be game changer.

Regards,

Musa Rafeh, Rawalpindi

Hi Editor,

Judiciary has done an excellent job by suspending tax on prepaid mobile bills. Government has been relying on indirect taxes and withholding taxes for years. Now they will have to do the hard work of collecting taxes from high income earners.

Looking forward to an article on this topic as well.

Fayaz, Peshawar

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Adnan Khan
Managing Editor

The technology is changing at a fast pace, creating number of opportunities for the businesses and people. But there are also numbers of deterrents that are slowing down the digital revolution in Pakistan. Grey mobile market is once such obstacle. The sets sold in the grey market are smuggled into Pakistan, without paying customs duties/taxes and could be of inferior quality. To counter this problem, PTA has introduced a comprehensive system of device identification and blocking commonly known as DIRBS. The system is designed to detect and block sub-standard, fake, stolen and illegally imported mobile phones operating in the country. To further understand what DIRBS is and how it works read our article, "DIRBS: A step towards healthy and robust device eco-system".

Every now and then, companies announce that their systems were breached, followed by the extent of the damage, and what they're doing about it. Compromised data is a subject that needs the public's full attention. Therefore, we have added a special article on data breaches and importance of internet security. Hopefully it will help our readers to increase their digital identity.

The VEON application platform launched by Jazz made a lot of buzz in Pakistan. It was sort of a big deal with 2.7 million downloads in less than 90 days. The hype that was created at the time of the Veon application's launch was phenomenal, experts and analyst called it a transformative move that will change the telecom business once and for all. How well Veon performed so far and did it really manage to achieve what it aimed for is the topic of our feature article, "Veon App: A Missed Opportunity or is the Best yet to Come...?"

We all watched the advertising industry rapidly shift to the digital platform in recent years, and the idea of creativity almost became a meaningless buzzword in the process. Despite the challenges, some agencies succeeded in the new era by continuing to serve the basic purpose of advertising: crafting meaningful narratives. We got a chance to interview the founders of Eikon 7-A multinational digital marketing agency to find out how it is doing things differently.

Like always, our regular sections including phone reviews, Smart moves, TVC reviews, top applications and smartphone wish list are also part of our current issue. 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.
Enjoy Reading...!!!

Thank you,
Adnan Khan
Managing Editor

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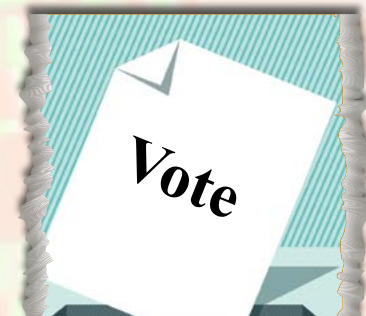
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DIRBS: A step towards healthy and robust device eco-system

The launch of 3G/4G services in Pakistan has immensely increased the influx of smart devices. Millions of illegal smuggled and stolen mobile handsets, tablets and replica devices are being sold and used in the country. In order to deal with the inflow of illegal mobile phones in the country, PTA has taken a monumental step and launched a comprehensive initiative to curb smuggling and theft of mobile-devices by blocking illegal and counterfeit handsets operating in the country. The new system is called 'Device Identification, Registration and Blocking System (DIRBS)'. The system is designed to detect sub-standard, fake, stolen and illegally imported mobile phones operating in the country. Once detected through

this system, such devices will be blocked and no longer be functional on any network.

What is DIRBS?

The system of DIRBS is based on IMEI number which is an International Mobile Equipment Identity, a unique number issued by GSMA to every mobile phone in use today. It is a distinctive number that is issued to each device at the time of manufacturing.

No two phones have similar IMEI numbers even dual SIM phones have two separate IMEIs. The criterion for noncompliant devices is set on the bases of this IMEI number. Based on the IMEI numbers, devices are divided in to following categories:



By Rizwana Khan

Invalid IMEIs

As said earlier, IMEI number is a unique identification number issued to each device. Devices that have an invalid or fake IMEI due to any reason are considered illegal devices. These devices include stolen, smuggled and counterfeit devices.



Compliant IMEIs

All phones that are imported through legal channels have PTA approved IMEI numbers. Distributors of mobile brands share the list of IMEIs of all devices they import in the country. These registered IMEIs with PTA are compliant IMEIs.

Valid IMEIs

Besides the compliant and non-compliant phones, there are also phones that have GSMA approved IMEI numbers but that are not registered with PTA. These are the devices that are not imported in the country by the distributors but entered the country through some other channel i-e phone brought as a gift, ordered online etc. The phones that are imported/ shipped legally and in accordance with the PTA criteria will be eligible for registration.

How DIRBS work?

DIRBS will use the unique IMEIs of all devices along with some other parameters that will help to identify, monitor and regulate all the devices that are used in the country. The IMEIs will be shared with MNOs on regular intervals that will consequently block or unblock mobile devices and intimate subscribers, wherever required.

Phase 1 of DIRBS has already started which is only a process of identification; the blocking will

not start in this phase unless the device falls in Black list. Phase II will start 31st August, 2018 in which complete blocking shall be implemented for all non-compliant devices that are not PTA type approved.

If implemented correctly, DIRBS can bring lot of benefits to the industry and end-users

In phase 2 gray list will be concluded and DIRBS will shift to black list and White list only. Phase 1 is only a process of identification; the blocking will not start in this phase unless the device falls in Black list. In the phase 2 of DIRBS grey list devices will be paired to their mobile number thereby creating a device identity and will later on added to white list.

How to check your device IMEI?

Always remember to check the IMEI number when buying a new phone. Here is how you can do that:

- ◆ Dial ***#06#** from your dial pad
- ◆ You will get the list of IMEI numbers in case of dual SIM phone



After checking the IMEI number you can check whether your device is Valid, Compliant or non-compliant. You can either visit DIRBS website dirbs.pta.gov.pk/ or send your IMEI number through SMS to 8484 to check the status of your

mobile phone. Furthermore, PTA has also launched DIRBS Android application as well. If your phone is compliant with valid IMEI you don't need to do anything but if it has invalid IMEI number you will be asked to pair it with SIMs you want to use on that phone.

PTA has taken a monumental step and launched a comprehensive initiative to curb smuggling and theft of mobile devices by blocking illegal and counterfeit handsets operating in the country

If your phone has valid IMEI but it is non-compliant, it will be automatically registered to your mobile number but if you didn't use that phone within the designated deadline by PTA (communicated by PTA through SMS), you will be given around 20 days to register the IMEI number with PTA, i.e. by going to PTA's website and getting an NOC from there.



Benefits of DIRBS

PTA and other industry players have gone to much extent in order to incorporate this system but if implemented corrected, DIRBS can bring lot of benefits to the industry and end-users. Some of which include:

- It will put an end to gray mobile market.
- OEM business will flourish as illegal and counterfeit devices directly impact their sales.
- Mobile nicking will decrease as phone snatchers will not be able to resell stolen phones.
- Consumers will get genuine and high quality products with better after sales services and warranties.
- Sale of refurbished and substandard devices will come to an end.

In the phase 2 of DIRBS grey list devices will be paired to their mobile number thereby creating a device identity and will later on added to white list

DIRBS is a system that will cater all kinds of stolen, substandard, and fake devices. So at the end, the product that will reach the consumer will be of best quality, meeting all the required standards. It will also play a crucial role in creating a strong device eco-system in the country, at the same time; the quality of mobile services will also improve with the use of high-quality products. All in all, it will be beneficial for all industry stakeholders.

Smart Moves for smarter Nation

● Measuring Student Learning Outcomes Cost Effectively!

Traditional methods of large-scale student assessment (such as PEC) are costly, complex and infrequent. In 2015, the School Education Department and the PITB implemented a low-cost, tablet-PC based student assessment app - used by School Monitoring Officers during their monthly visits to each school.

The assessment app is linked to an extensive questionbank and each question is tagged with the relevant student learning outcomes. Currently, MEAs randomly select students from Grade 3 and carry out on-spot testing for English, Mathematics and Urdu across all public schools in the Punjab. Almost 5 million assessment tests have been conducted by MEAs. The data is shared with education administrators via an online dashboard and SMS-alerts.



stakeholders can access the database of over 350,000 registered farmers. All processes involved in loan allocation have been automated.

As many as 110,000 farmers will be given mobile phones with 10 applications to enhance their capacity. Each farmer will have a mobile wallet through which the loan would be disbursed. The most interesting aspect of the initiative is that mobile phones given to farmers will have 10 agriculture-related applications.

● ABC Management Information System

Under The Rules of Business 1973 and under Cabinet Decision, circulations audit of any publication was declared mandatory for getting government sector advertisements. The Audit Bureau of Circulation, Ministry of Information, Broadcasting & National Heritage, Government of Pakistan is responsible to assess the circulations of the newspapers and periodicals on yearly basis, and issues certificates, enabling them to be placed on the Central Media List to get rates for the public sector advertisements on the basis of ABC figures.



The processes of the Bureau have been automated to purge dummy newspapers/periodicals, make ABC's certification a credible benchmark for both advertisers and advertising agencies, and to further help strengthen genuine press, leading to good governance and improve dissemination of information.

For the deployment of the system, training sessions were held for the members of Council of Pakistan Newspaper Editors (CPNE) and All Pakistan Newspapers Society (APNS) in Karachi and Lahore. Further, trainings are also being imparted to the ABC officials.

● Agriculture e-Credit Scheme

The Agriculture Department of Punjab has initiated an interest-free loan scheme for small farmers. The scheme provides loans to farmers possessing land less than 12.5 acres and has a flexible repayment option. The PITB has developed a centralized system for managing the database, helping raise efficiency and accountability of the scheme. All



honor 10 ^{AI}

The ultimate Performer

Design and Display

The Honor 10 features a compact body with an impressive 5.84-inch HD+ FullView Display. Honor 10 offers a wider view with a secure grip, giving an immersive gaming, viewing and reading experience. The Corning Gorilla glass panels gives the device a premium look. Combined with the 18:9 ratio, the device is comfortable to hold.

Honor 10 runs on latest Android EMUI 8.0 – based on Android 8.0 that provides in-depth software optimization. Convenient features like Split Screen and Three-Finger Screenshot add upto the smoother user experience.

The finishing details on the Honor 10 has set new standards in precision engineering. Users have three different color choices to suit their personality - Black, Blue and purple.

The 128GB special edition will use materials that highlight Honor's capabilities in materials engineering. It has a glass body that shimmers like gemstones, reflecting contrasting colors with each different glance from the user.

Camera

The Honor 10 is equipped with a dual 24MP+16MP Camera lens and a 24MP front Camera. The HiSilicon-developed ISP CPU enables users to take more colorful photos with lower noise, giving a best photography experience in a wide range of conditions. The front 24MP camera of Honor 10 is equipped with optical lenses which reduces noise in low-light environments. Its rear 24MP camera benefits from a group of five optical lenses, creating hyper-realistic photos. With the PDAF 0.3s fast-focusing technology, enables to capture the most thrilling and exquisite moments anytime, anywhere.



Fingerprint Lock

The Honor 10 features Fingerprint unlock technology, which allows users to unlock the device in less than 0.35 seconds. In addition, the fingerprint sensor also supports multiple functions, allowing users to take photo/video, stop the alarm, answer the call, browse photos and show notification panel, etc

Battery

The Honor 10 features a 3400mAh battery, which allows users to continuously watch videos for up to 13 hours or play music for up to 58 hours.

Combined with the power saving 6.0 that utilizes energy-saving technologies in both hardware and software, the Honor 10 enables longer-lasting battery with amazing battery time.

For

- 4GB RAM, 128GB ROM
- Dual 24MP Rear Camera

Against

- No Memory Card slot



By Shaheer Riaz



Final Verdict

Honor 10 is an awesome device packed with the high-end features at reasonable price. The device serves the best camera results and gaming experience.



By Zainab Saeed

The Troubling Menace of

Selfie Obsession

Everybody loves taking selfies. The craze of selfies has gotten so intense that everyone is trying to make a world record by taking the wildest selfie. Youngsters love the attention they get on social media platforms like Instagram, Facebook and Twitter where selfies act as key factor to increase

popularity. People now don't care where they are standing, what's going on around them; they are just busy clicking selfies. Although there is nothing wrong with taking selfie but excess of everything is bad.

The selfie-takers show narcissistic behaviour than the non selfie-takers. Narcissists have an excessive need to be admired by others; they are quite self-obsessed and post selfies in order to get compliments to satisfy their egos. Youngsters are more and more indulging in taking selfies as it is considered the coolest thing these

days; sometimes they even do not spare funerals.

Youngsters love the attention they get on social media platforms like Instagram, Facebook and Twitter where selfies act as key tool to increase popularity

The Thai Mental Health Department has warned that selfies obsession could have a negative effect on people's lives and work. Camera light and

electromagnetic radiation from mobile phones can also damage our skin, speed up ageing and promote wrinkles by constantly exposing the face to it.

The obsession with selfies has resulted in some unfortunate endings as well. At this point how can we ignore that recent tragic incident of Neelum Valley

Psychologists have added selfie obsession in the list of mental illness as well. They even say that people who continuously post selfies on social media may need help. The reason behind the selfie trend is just to seek approval and attention. Such behavior could lead to mental health problems, especially it can put a bump on self-confidence. It has also been observed that people who are obsessed with selfies, after sometime they start pointing out too much flaws on their face & in their overall personalities.

The obsession with selfies has resulted in some unfortunate endings as well. At this point how

can we ignore that recent tragic incident of Neelum Valley? Total of twenty-six medical students gathered on the Jegran Bridge to click a selfie. The bridge was able to withstand the weight of only five people, but just for the sake of a selfie these tourist students ignored the warning sign and lost their lives and for what? A selfie. No doubt, it is heart wrenching, but this is not the only case. Selfie deaths occur all over the world.

Camera light and electromagnetic radiation from mobile phones can damage our skin, speed up ageing and promote wrinkles by constantly exposing the face to it

This year in February a 22-year-old woman died in Thailand when a train hit her while she tried to take a selfie with a moving train in the background near Samsen train

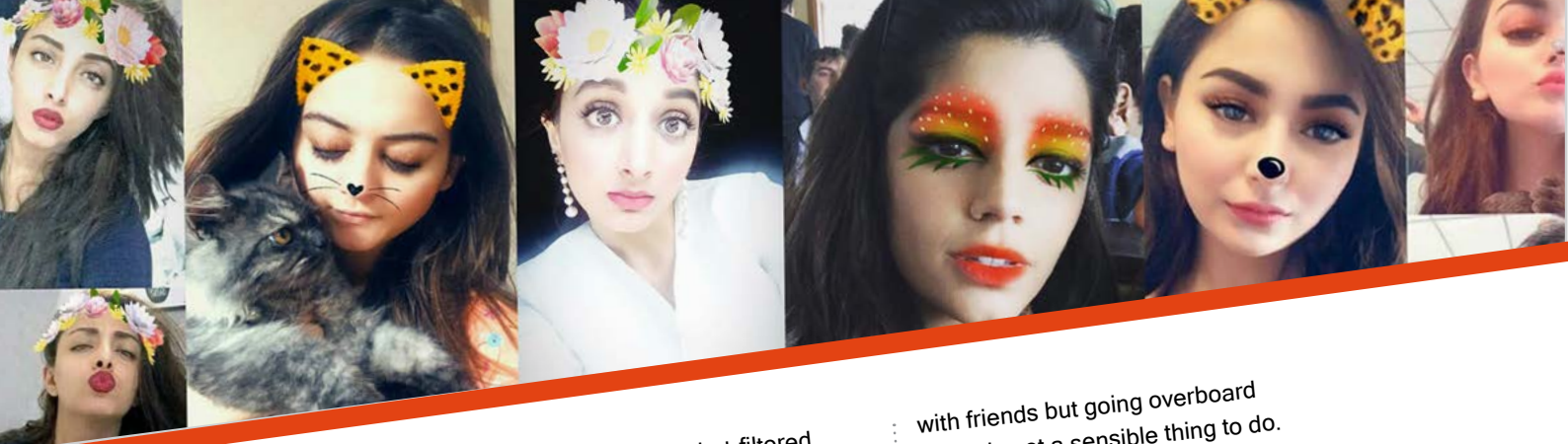
station in Bangkok's Phaya Thai district.

Selfie-culture has also increased the race among the mobile manufacturers to introduce mobile phones with high-resolution cameras

A 22 year-old woman and two girls aged 16 and 15 fell from a height of 10 meters when they were attempting to take a selfie on a bridge in Piauí, Northeast Brazil. Earlier this month a man in Nabarangpur, Odisha, India, attempted to click a selfie with a wounded bear and was mauled to death in the process.

The apps like Snapchat and Instagram have also played a major role in increasing selfie





obsession, as it has introduced beauty filters which give perfect results when someone clicks a selfie with it.

New York surgeon reported that photoshopped magazine faces of celebrities have long been the inspiration for patients seeking out plastic surgery, but now the trend has changed and patients are asking to look like the Snapchat-filtered version of them

New York surgeon reported that photoshopped magazine faces of celebrities have long been the inspiration for patients seeking out plastic surgery, but now the trends have changed and patients are asking to look

like the Snapchat-filtered version of them. Several Snapchat filters smooth out skin, make eyes bigger and the lips fuller. All of which fall in the line of today's beauty standards. These Snapchat filters trends have also caused tension among the users, and they seem unsatisfied with their natural looks.

The selfie craze has not only impacted general consumers, but it has changed the business dynamics as well. This selfie-culture has increased the race among the mobile manufacturers to introduce mobile phones with high-resolution cameras. There are also some smartphones available in the market that carry higher megapixel front camera lens than rear camera.

Preserving memories by taking selfie is definitely fun when travelling or hanging out

with friends but going overboard with it is not a sensible thing to do.

It is really sad that in order to preserve beautiful memories through pictures, people have forgot how to enjoy the real-life moments of their lives....!!!

According to a research which was conducted in 2015, more people died by taking selfies than by suffering from shark attacks. Moreover, it has also been reported that most of the selfie-related deaths were because of falling. It is really sad that in order to preserve beautiful memories through pictures, people have forgotten how to enjoy the real-life moments of their lives....!!!

Be yourself. Believe in yourself!



By Rizwana Khan

FUN TECH FACTS

TECH TWISTS



Google or Googol?

The name Google was created accidentally. A spelling error was made by the original founders who were under the impression they were going for Googol.

Who Is the Man?

TIME Magazine named the computer the "Man of the Year" in 1982.



Paypal: from worst to best

In 1999, PayPal, with its original business model, was voted top ten worst business ideas.

Car of the Future

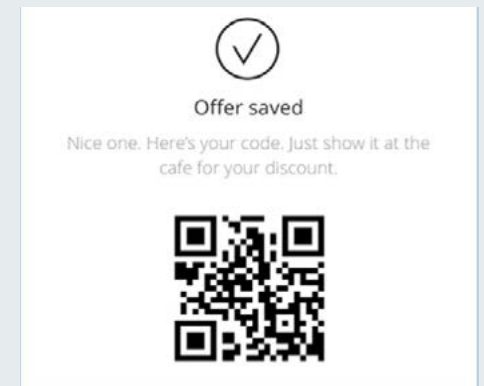
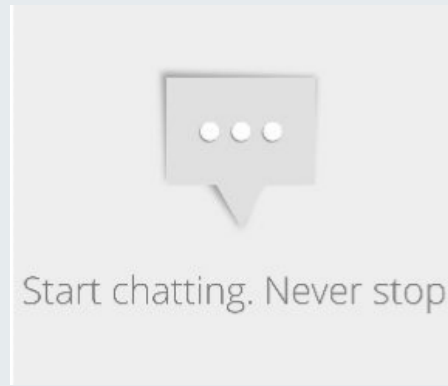
An ecofriendly car that can act as a backup power generator for your house in the event of a blackout? That's the futuristic Toyota FCV.



Robotaxi: The futuristic taxi

Remember in the 1990 film Total Recall when Arnold Schwarzenegger climbed into the robotaxi (Johnnycab)? Well, if you travel to the United Arab Emirates, you can now ride in a robotaxi, too. Run entirely on electricity, this autonomous taxi is no longer a thing of the future.





VEON APP

A Missed Opportunity or is the Best yet to Come?

Last year marked a new era of reinvention and innovation for VimpleCom when it rebranded to VEON as part of its efforts to transform itself from just a simple telco to new age Digital Service Company. In accordance with its changing global strategy, it rolled out VEON- an internet service platform focused primarily on content creation and dissemination. The service

was initially launched in Italy and later in its other markets. The VEON application platform launched by Jazz also made a lot of buzz in Pakistan. It was sort of a big deal with 2.7 million downloads in less than 90 days.

Since, content plays the central role in how data is served and consumed, Jazz launched this application to engage more consumers to increase the data

usage. The application aims to become a comprehensive infotainment and utility platform. It offers number of features i.e. it provides a repository of articles from news and media outlets, gives users the option to send and receive text messages to other VEON users and make and receive calls over the completely free packet data for Jazz users. Additionally, discount deals are also offered at various outlets and online stores.

The VEON application platform launched by Jazz made a lot of buzz in Pakistan with 2.7 million downloads in less than 90 days

The company plans to take the application to the next level

By Rizwana Khan

by adding other features to become a full-scale internet content aggregator, collecting data content from across the internet based on its users' specific interests and preferences.

The app is a very solid way to not only compete with OTT services like Whatsapp, Viber, Facebook and others but also other online service platforms as well

The idea is to enable users to use this application as a one-stop content discovery platform where they can perform all online activities. A very solid way to not only compete with OTT services like Whatsapp, Viber, Facebook and others but also other online service platforms as well.

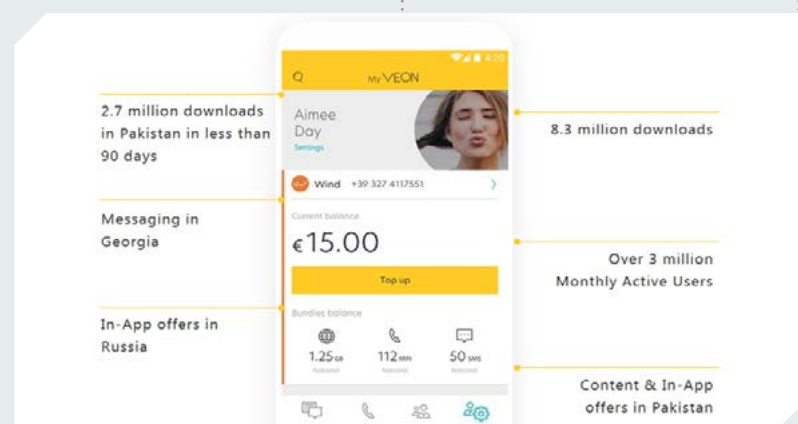
The hype that was created at the time of the launch was phenomenal, experts and analyst called it a transformative move that will change the telecom business once and for all. The company was applauded for its bold and far-sighted move and getting ahead of others to take on the two biggest challenges operators are facing today i.e stagnant growth despite massive investment, and growing competition from innovative internet giants with a global reach. But somehow till date things haven't turned out as everyone expected.

Jazz being the largest mobile operator of the country had more significant chance of success for such kind of services. All they needed or perhaps still need is to work harder on the product and its marketing i.e. get the right product to the right customer in the right context and at the right time. Currently, there are number of glitches in the

application platform that need to be fixed in order to achieve its full potential. In the current form, the application is a very basic that does not offer much value.

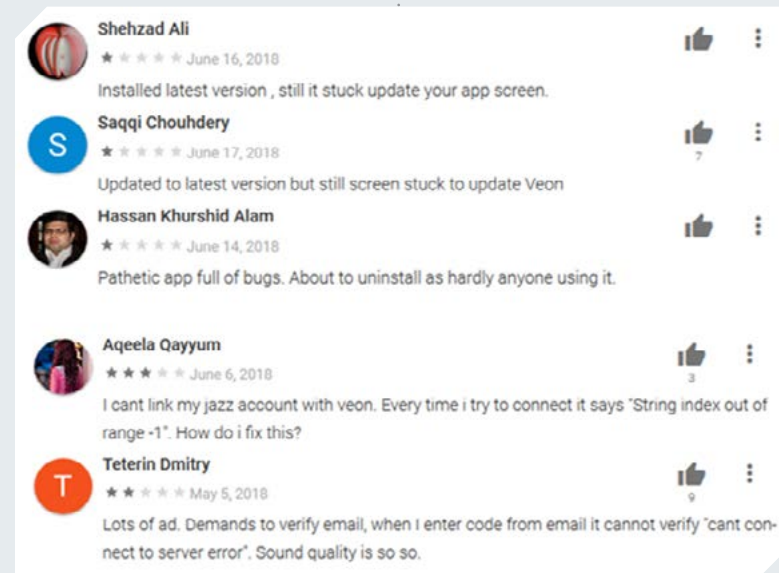
The number of publishers on board is quite limited while Channels are also not updated on regular basis which resulted in loss of customers' interest

While, it is easier to use but there is no uniqueness or anything fancy that could make it stand out against the crowded app market. The number of publishers on board is quite limited while



Source: Veon FY 2017 Report

Channels are also not updated on regular basis which resulted in loss of customers' interest. The app has to make these few fixes in order to improve the content availability.



In order to make the proposition look more attractive Veon's free call and messaging option was also introduced. However, messaging is a notoriously difficult market to break into.

The company entered the market quite vigorously by spending millions of dollars on the launch

There are number of well-established and popular apps in the market; so making its

presence felt requires more extensive work. By making the novel move of zero-rate access for users, the app managed to gain some traction among Jazz customers who are also offered

free MBs but the users of other networks like Telenor, Zong and Ufone still have to pay for data packages to avail Veon services.

The in-app discount offers on various brands of apparels, food and online stores were an instant hit. This single feature played a major role in Veon's instant popularity among users while, one does not see a lot of deals in the app now although a large portfolio of deals could really make a lot of difference.

Pakistan is among the fastest growing mobile markets of the

world with 135 million millennials which means that almost two-third of the total population is under the age of 30. So, in a lucrative market like Pakistan, Veon's ambitious steps are not without a reason. The company entered the market quite vigorously by spending millions of dollars on the launch with nationwide ad campaign, extensive promotions, partnerships with other high-end brands and most importantly, its remarkable launch ceremony in Lahore. But big launch events are highly over-rated; consumers don't really care about the launch, unless you are Apple.

It would have been much better if Veon had started off with a clean app and well-connected users with focus on one feature at a time

All that is needed is some initial core users who can be made happy few months down the line. It would have been much better if Veon had started off with a clean app and well-connected users with focus on one feature at a time.

As telecom revenues are shrinking and competition from OTTs is getting fiercer, So, overall Veon has made the right move and went straight for the kill. According to a research by McKinsey & Company,

the OTTs share could be as high as 60% of messaging and 25% of voice revenues by just next year. So if OTTs are entering the core telco market with innovative models, it is only right for network operators to digitize their service models as well.

As telecom revenues are shrinking and competition from OTTs is getting fiercer, Veon has made the right move and went straight for the kill

The app idea does have a lot of potential. Consumers are more drawn to media and content if they find it easily and navigate through it a much simpler and quick way. Therefore, if the content is of high quality and appeals to users, they will eventually be convinced to pay for it and will also have the potential to generate money via adverts. Similarly, starting various online e-commerce services will also create great revenue generating opportunities.

If Veon manages to reach the level of personal internet platform that it initially envisioned, it will be able to attract number of mobile users from other networks as well. This way, not only their app users will grow but substantial increases

in Jazz's network users will also be made possible. Furthermore, Veon plans to include number of other features as well which includes integration of mobile wallet, which will allow 3 million active JazzCash users to shop, pay utility bills and make various other payments from within the app, something on the lines of Wechat, a Chinese home-grow OTT app.



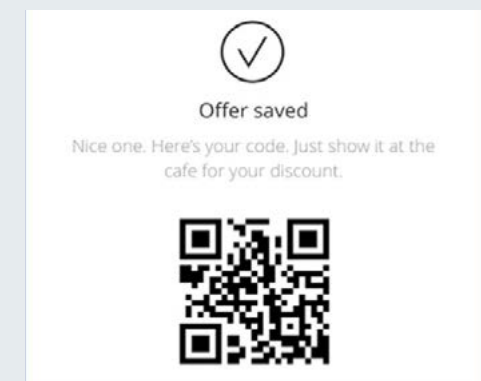
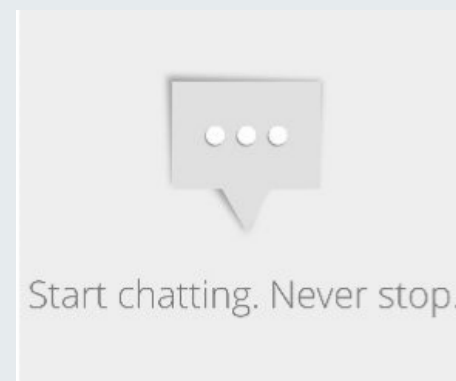
WeChat not only gives the instant messaging, video calls, group chats and file sharing but its users can almost do anything online, without leaving the app.

If Veon manages to reach the level of personal internet platform that it initially envisioned, it will be able to attract number of mobile users from other networks as well

They can play games, pay bills, read news, transfer money, order food online, arrange their foreign

trips and buy movie tickets and much more. It is essentially the hub of all online activities in China, something that Veon also dreamt to become. To reach the level of WeChat, VEON should not rely on messaging and social media alone; it should provide a one stop for all kind of platform that really takes the cake.

Overall, the number of VEON App downloads since the launch has reached more than 3 million while monthly active users have exceeded 1.2 million users. While this is a good number but still there is lot of room for improvement. There are 150 million cellular subscribers in the country while Jazz has 55 million subscribers which means that a large portion of market is still untouched. Now if Veon wants to pursue the same ambitions as WeChat, it has to step up its game; something expected to happen pretty soon as VEON team is working on complete overhaul of the application.



HUAWEI: P20 Pro

The Game Changer

By Shaheer Riaz

Camera

Huawei has introduced 20MP Mono lens + 40MP main RGB lens + 8MP Telephone lens, 68MP camera in total. It has 1/1.7 inch type sensor which is as big as a digital camera furthermore, we can enhance ISO up to 102400.

The Huawei P20 Pro is tackling low-light and night time photography head-on. The results are beautiful, clear, bright images even when daylight fades and night draws in. Its 5X Hybrid Zoom allows you to zoom in on your subject to produce outstanding results even from a distance.

The front camera of Huawei P20 Pro has a 24MP front camera with 3D Portrait Lighting. It gives a mirror of and mirror on option; the front camera has artificial intelligence chipset with a new Leica lens.

Design and Display

Huawei P20 Pro gives us full HD resolution of 1080 x 2240 pixels. It has 480 dpi for the clarity of icons and texts and it is giving us fantastic display in the category of colors, sharpness, brightness, and contrast.

The Huawei P20 Pro supports graphics card of Mali-G72 MP12 which is basically used in the 3D games; it scored full 10 points in multi-touch.

Its back is packed with metal body which gives it a sleek and shiny look.

Battery Timings

Huawei gives big battery options with its flagship devices and it is a good choice as compared to its competitors. The Huawei P20 Pro carries a fixed Li-Po battery of 4000 mAh. It gives 12-14 hours talk time and 18-19 hour of standby time. The device



comes with the fast charger that charges the phone in 1 hour and 15 minutes.

Processor

Huawei P20 Pro comes with 2.4 GHz Octa-core processor based on the architecture of ARM-Cortex A53. The chipset of Hisilicon Kirin 970 supports 1080p Full HD displays, along with Full HD video recording and playback.

The handset has 6GB RAM which is brilliant; it improves the efficiency of graphics, network, photography, and LTE connectivity.



Final Verdict

Huawei P20 Pro is an awesome device with notable features and specs. It has a triple camera lens that collectively makes up a 68MP super strong lens. That being said, it is a very expensive device.



Gabriel Branesu
Head of Branding and Digital Marketing



Irina Branesu
Global Creative Director



Shayan Mahmud
Managing Partner

SOCIAL MEDIA HAS CHANGED THE LANDSCAPE OF ADVERTISING



We all watched the advertising industry rapidly shift to the digital platform in recent years, and the idea of creativity almost became a meaningless buzzword in the process. Despite the challenges, some agencies succeeded in the new era by continuing to serve the basic purpose of advertising: crafting meaningful narratives.

EIKON7 WAS SET UP WITH THE BELIEF THAT MUTUALLY BENEFICIAL RELATIONSHIPS AND GREATER UNDERSTANDING CAN ONLY BE BUILT IN AN EVOLVING ENVIRONMENT THROUGH COLLABORATIONS THAT MEAN SOMETHING

A multinational digital marketing agency, Eikon7 was set up with the belief that mutually beneficial relationships and greater understanding can only be built in an evolving environment through collaborations that Mean Something. We got a chance to interview the founders - Shayan Mahmud (Managing Partner), Irina Branesu (Global Creative Director) and Gabriel Branesu (Head of Branding and Digital Marketing) - about how Eikon7 is doing things differently.

PW: How did Eikon7 come about?

Shayan: I was in Romania to work on post-production for a Pakistani film and whilst I was there, I was introduced to Gabriel by a mutual friend. We instantly hit it off, became good friends and that was sort of where it all began. Coincidentally the film I was working on needed digital marketing

and I asked Gabriel's agency Badcat (now Eikon7 Romania) to help. I loved their work, and we began discussing Pakistan and its potential.

PW: Why has Eikon7 expanded to the countries it has? Is there any particular reason for the current foot print?

Shayan: We believe in working with good people and that being our most solid foundation for expansion, we focus on whether the partner aligns with our vision and Eikon7's core focus? The location for us is always secondary.

THE DIFFERENCE IN PERSPECTIVES MADE EVERY BRAIN STORMING ANIMATED AND BURSTING WITH IDEAS

Gabriel: Also, we have noticed that multiculturalism boosts creativity. There have been projects on which Eikon 7 people from Pakistan, Romania and Rwanda worked together. The difference in perspectives made every brainstorming so animated and bursting with ideas and clients appreciate those surprising ideas. But the main reason that we see is the tremendous potential of bringing western know-how and experience to emerging markets, like Pakistan.

PW: Is there a story behind the name?

Shayan: Eikon means the 'image of heavenly things' and the 7 represents our desire to be in

all 7 continents. I have this very vivid memory of us constantly going back and forth, for weeks, deliberating on the name and Gabriel sending me a picture of a napkin with this rough sketch of our logo. It seems so surreal looking back at it.

Irina: We wanted something to speak about creation, about our desire to build wondrous and outstanding things.

Gabriel: Exactly, like the Seven Wonders of the World. And also about being an icon in our field and helping our clients to be icons in theirs.

PW: In a rapidly growing industry, what do you think you are doing differently from the other creative shops?

Irina: As Gabriel was saying before, talking about our cultural diversity, it's not only about different backgrounds, it is also about having already gone through a stage of development, in one country or another, or having leaped or bypassed it altogether and being able to share that knowledge.

EIKON MEANS THE 'IMAGE OF HEAVENLY THINGS' AND THE 7 REPRESENTS OUR DESIRE TO BE IN ALL 7 CONTINENTS

Eikon 7 works differently from your run of the mill multinationals. Our national offices work together on many projects, we meet clients over Skype or



Team in Pakistan

Zoom, we brainstorm together... We are one team, not different teams linked by a common brand name. We've been working like this not only for clients in Pakistan and Romania, but also for clients in the United States or Dubai, Austria and so on.

WE BELIEVE IN CURRENT DAYS THE ANALYTICAL APPROACH OF DIGITAL MEDIA HAS CHANGED THE LANDSCAPE OF ADVERTISING IN A BIG WAY

Gabriel: Another thing that we do and clients appreciate, especially smaller or start-up clients, is we roll up our sleeves and work with them on marketing issues not directly linked to communication, such as pricing or distribution, or even product development. We do it so the whole approach would be integrated. Because every element of the marketing mix conveys a message about your brand: product features say something about you, your values and priorities, the price says something about you, where you can be found (and how consistently) says something about you.

Shayan: I agree with Gabriel and Irina. We believe in today's age, the analytical approach of digital media has changed the landscape of advertising in a big way. Yes, in some ways advertising is an 'art' form and the medium is just a tool of expression; however, never before have the tools of expression or even commerce or trade been as accurate and measurable. Businesses are about 'bottom-line' and we feel that with Eikon7 we look to find that balance between art, science, analytics and most importantly, the 'bottom--line'.

PW: Given the dynamic changes in the industry, what skills do you look for in an ad man/ woman today?

Gabriel: They have to be Swiss army knife, so to speak, to have multiple talents and be able to multitask, or rapidly switch tasks. Copywriters, art directors and designers should be comfortable with social media, with branding and marketing, but also with video production.

Irina: I completely agree. Also, designers should be comfortable thinking in terms of UX/UI, video production design and why not, client service. The pace requires they speak directly to the client, on more than one occasion.

PW: Given your experiences abroad, how does Pakistan differ to the advertising landscape from Europe or the Middle East?

Irina: The tastes in design differ. Different fonts, different colors, different photography style... European advertising design is clearly more minimalistic, with emphasis on "cleaner" layouts and simplicity.

WE HIRE YOUNG, BRIGHT INDIVIDUALS WHOM WE GROOM OVER TIME AND CULTIVATE INTO OUR FUTURE MANAGEMENT

Gabriel: : You can feel some Indian influence in advertising, but Pakistan has its own unique style. TV is still the king, more so compared to Europe or the Middle East. On the other hand, given the population structure, with so many young people on mobiles, social media and all forms of online communication are becoming rapidly relevant, as is e-commerce.

PW: How do you cultivate the freedom of creative expression at your agency?

Shayan: I feel our emphasis on youth goes a long way in helping that happen. We're a different sort of agency, and we've learned the hard way the truth in that old adage 'can't teach an old dog new tricks'. So as a matter of principle, we hire young, bright individuals whom we groom over time and cultivate into our future management.

Irina: We praise and reward creativity and most of all, involvement; people who care about their work and about their client. Advertising today is not about one big idea per year, or even a decade, anymore. It's about ten good

ideas each day that will keep the ball rolling. That means everyone has the chance to see their ideas implemented.

PW: What are you most proud of so far?

Shayan: For me, personally, it has to be the culture. We've developed a real feeling of togetherness as a team and it's really heartwarming to see. I'd always think to myself when we were starting out that I hope Eikon7 is the kind of place people are proud to work at. I think we've come a long way in establishing that.

Gabriel: I am proud of our one team, of our success in creating an effective long-distance workflow. And I am proud of my partners. We have absolute trust among us, which made possible the rapid expansion and configuring the model on the go.

Irina: Our young and talented people, especially those in Pakistan. I have never seen anyone learning so fast and caring so much about their work.

PW: What do you feel is the next big trend in advertising?

Shayan: We'll let Gabriel take this one.

Gabriel: Sure. The trend seems to be increased personalization and micro targeting. The operational definition of targeting is changing to include more ephemeral parameters, like emotions. Basically, the resolution of the big picture is increasing, but the big picture is still the same. The integrated, multichannel approach is still the name of the game. New tools, such as virtual and augmented reality will just help with the online/offline integration.

NEW TOOLS, SUCH AS VIRTUAL AND AUGMENTED REALITY WILL JUST HELP WITH THE ONLINE/OFFLINE INTEGRATION

Marketing with meaning, cause related marketing and politicization of commercial marketing are also on the rise. It is not something entirely new, but what used to be done unconsciously, implicitly supporting one agenda or another, by catering to consumers' values and aspirations, is now done deliberately. This is especially due to the increasing impact of social media and user generated content. Generally, people are more aware of being influenced, and that complicates things, to some extent.

PW: lastly, we found your slogan 'Mean Something' fascinating. Can you tell us a little more about it?

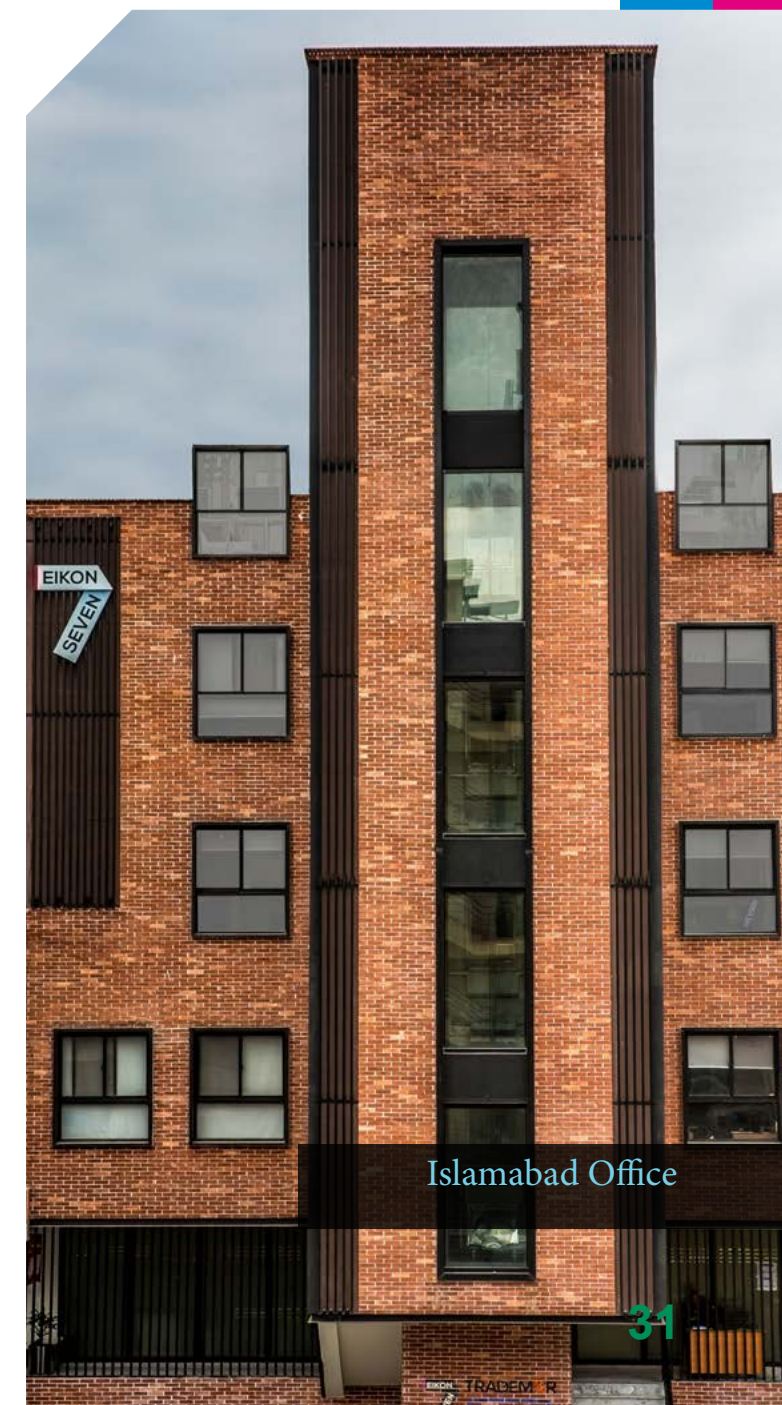
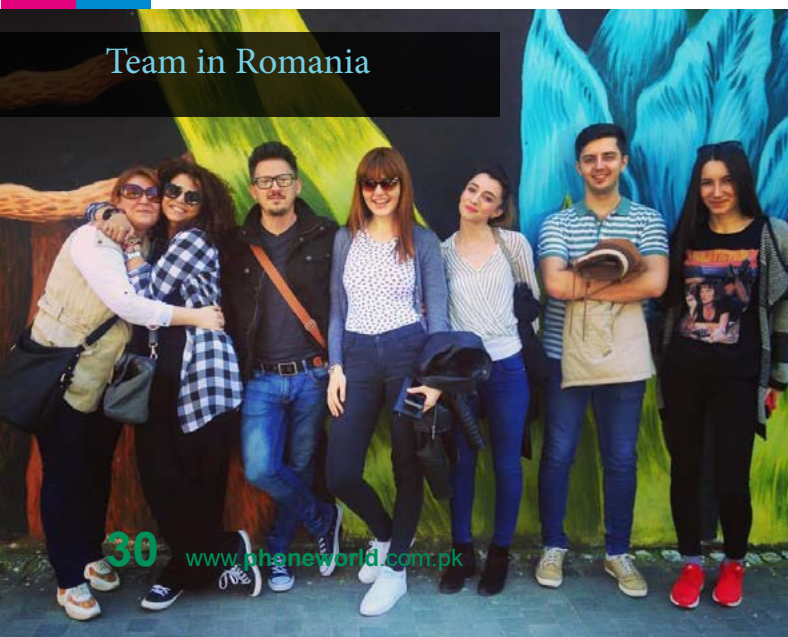
Irina: As I said, talking about our brand name, it's not just about getting noticed, it's about becoming a landmark, an icon, making a difference.

Gabriel: We are also firm believers in the idea (and the ideal) of marketing with meaning, the marketing and advertising that add real value to people's lives, not just informing them, or creating demand.

Shayan: I feel it more like a reminder: don't do meaningless work, be a part of something meaningful, and that's a reward in itself. Mean something to each other, to your partners, your coworkers, your clients.

Want to be part of Eikon7 team? Drop them a line at hr@eikon7.com.

Team in Romania



Islamabad Office



The beginning of an era of ARTIFICIAL INTELLIGENCE IN PAKISTAN

Have you ever thought of a life without any machine or gadget? Probably not, because technology has evolved lives ever in such a way that now to live without machines seems impossible. From robotic workforce to flying cars, the technology revolution is breaking all the barriers to reach the panicle of advancement. One such field of technology that impresses everyone these days is Artificial Intelligence. From Sophia the AI robot to the defined language of Facebook AI, artificial intelligence has gained tremendous coverage in the recent years. Artificial

Intelligence refers to the discipline of programming computers to become intelligent and make decisions, just as a human would do. Its primary purpose is to help humans when making sophisticated decisions, using data input into a system and then injecting code to help the computers make more intelligent decisions based on possible outcomes. The concept of Artificial intelligence is not new, but it is now the most evolving field of computer sciences.

AI helps in making effective decisions in medicine, healthcare, science, sports and many other fields. According to Gartner, by 2020, AI will be used to manage up to 85% of customer interactions. Today virtual assistants like Siri

and Alexa showcase a great understanding of human language. They are able to elucidate the discourse meaning and make intelligent judgments.

According to Gartner, by 2020, AI will be used to manage up to 85% of customer interactions

AI has helped to develop the augmented reality (AR) games like Pokemon Go, making the gaming experience more real and revolutionized. Robots are using AI programs to take the decisions intelligently. The ability to recognize faces has long been a benchmark for artificial intelligence. We can now control our home appliances with our phones. The Internet of



Onsa Mustafa

Things (IoT) has become one of the most massive technological shifts in recent years. Gartner predicts that 20.4 billion "things" will be connected by 2020. IoT technology requires the use of sensors, all of which collect vast quantities of data. All these vast material can be managed easily by Artificial Intelligence.

AI has helped to develop the augmented reality (AR) games like Pokemon Go, making the gaming experience more real

AI technology is growing at fast pace around the world, Pakistan is also moving towards the same direction. For the past few years, Pakistan's IT industry has witnessed incredible growth. According to the MoITT, over the last five years, Pakistan's IT industry has been growing rapidly at a rate of 150%. Moreover, the launch of 3G/4G services has helped to digitize the country's IT sector. Back in 2017, Pakistan's first pioneering Artificial Intelligence Advisory and Incubator ADDO became operational in the country. The aim of ADDO is to tackle grand challenges and create a better world by combining our imagination with the power of Artificial Intelligence to help corporations, governments, and start-ups to build data-driven platforms that radically improve services.

Keeping in mind the need for technology advancement, Pakistani Govt. is also investing Rs. 1.1 billion to initiate the projects of Artificial Intelligence in the country. Under the supervision of HEC, Six public-sector universities were selected to structure nine-labs for the research

on AI. Artificial Intelligence laboratory of these universities will make Pakistan a welcoming economy under the guidance of talented scientists by extending training to young engineers. This will result in flawless environment for the industry through automation.

Artificial intelligence is not only transforming the educational system, it is also making the medical field more modernized as well. One such initiative is taken by the researchers at Aga Khan University and the University of Virginia. They will collectively work on an innovative project using artificial intelligence to understand a particularly complex disorder of the intestine, called environmental enteric dysfunction (EED). Researchers aim to use the insights from their work to generate a comprehensive set of chemical warning signs that would help future clinicians diagnose EED through a simple blood or urine test.

The research center at LUMS is doing number of projects in the field of precision agriculture and forestry, the aim is to develop indigenous ground and aerial mobile robotics solution for the agriculture sector

Pakistan is one of those countries whose Agriculture sector contributes more than 25% of the GDP and nearly half of the Pakistan's total labor force is employed directly or indirectly in this sector. Using AI in this field will help to promote the economy of Pakistan. In this regard, the research center at LUMS is doing international and national projects in the field of

precision agriculture and forestry. The aim is to develop indigenous ground and aerial mobile robotics solution for the agriculture sector of Pakistan from purely technological perspective.

Pakistan could also benefit from such cutting-edge technologies as the future of artificial intelligence and machine learning is bright in Pakistan

There are some very impressive AI startups that have already started in Pakistan. A Karachi based company, BaseH, has launched world's first artificial intelligence content writer, which is a great achievement for Pakistan. The company named it Dante which is capable of writing a comprehensive news piece in a matter of seconds. It has already been writing Pakistan Stock Exchange closing reports and it will soon be able to write news reports using information from local and international media. A business startup Mountainise is also making waves. It is able to take business goals, amplify and execute them with the help of innovative solutions through artificial intelligence and machine learning. A Pakistani startup, Creative Verge, has developed an Artificial Intelligent Virtual Assist named 'Vassist' that aims to serve the user as a personal assistant by managing their daily schedule with the help of artificial intelligence.

Countries are moving towards AI to expand their business and industries into uncharted territories. Pakistan could also benefit from such cutting-edge technologies as the future of artificial intelligence and machine learning is also bright in Pakistan.

Xiaomi Mix 2S

Outrageously Good

Design & Display

Xiaomi Mi Mix 2S supports 1080 x 2160 pixels with 480dpi and it supports fantastic display in the category of color slots, sharpness, brightness, and contrast. This device has Adreno 630 which serves the best graphics. If we talk about the design of Xiaomi Mi Mix 2S, it has 5.99 inches display with a full view display with LED notification light and front camera at the bottom. The backside looks a lot like iPhone X, same camera design, and position. Rest of the body is totally simple and gives a very stylish look.

Camera

The Xiaomi Mi Mix 2S has a dual back camera of the 12MP with telephoto lens. The telephoto lens gives a longer focal length than the standard camera lens furthermore, it is packed with an IMX386 sensor with 27mm f/1.8 lens and f/2.4 and 1.25µm big pixels.

The interface of Xiaomi Mi Mix 2s camera is very simple and easy to use. Its main features include HDR, portrait mode, square, panorama and flash mode; AI feature is also present.

The noise level is very low and with perfect white balance and robust colors. Dynamic range works best even without using HDR mode while the blur effect for the background sets well in every picture.

Xiaomi Mi Mix 2S has a 5MP front camera with f/2.0 aperture and 1.4µm. It can record video in full 1080p quality but the front camera is located at bottom making it difficult to take a perfect selfie short.



Processor & Battery Timings


Xiaomi Mi Mix 2S has 2.7GHz octa-core processor with a chipset of Qualcomm SDM845 Snapdragon 845 that gives great experience in audio, video files and 3D applications.


It comes with 6GB RAM or 8GB RAM variants and we know that 6GB RAM or 8GB comes in limited smartphones. So, Xiaomi took a huge step with Mi Mix 2S.


Xiaomi Mi Mix 2S has fixed battery of Li-ion 3400 mAh which isn't bad but it would have been better if Xiaomi offered atleast 4000 mAh battery because Mi Mix 2S has 6/8GB RAM with an octa-core processor.


By Shaheer Riaz


Specs


OS: Android 8.0 (Oreo) 

Display: 5.99 inches 


Battery: Non-Removable Li-ion 3400 mAh 

Weight: 191 grams 

 Camera: Dual 12 MP + 12 MP, 2x optical zoom, autofocus, dual-LED dual-tone flash

 Memory: 6/8 GB RAM, 64/128 GB ROM

 Processor: Octa-core 2.7 GHz

 Dimensions: 150.9 x 74.9 x 8.1 mm



Good


- Brilliant Design and looks
- 6GB RAM/ 8GB RAM
- Qualcomm Chipset

Bad

- Front Camera is at lower end

Final Verdict

Xiaomi Mi Mix 2S is a great device with good features such as 8 GB RAM, dual camera, and good battery timings. The only downside of Mi Mix 2S is its front camera placement at the lower side.

 By Fizza Atique

DATA BREACHES AND

INTERNET SECURITY

Every now and then, companies announce that their systems were breached, followed by the extent of the damage, and what they're doing about it. Compromised data is a subject that needs public's full attention. Data breaches can result in millions of private records and sensitive data stolen, affecting not just the breached organization, but also everyone whose personal information may have been stolen. The worst disadvantage of internet is that you are always at risk.

DATA BREACH IS BASICALLY A LEAK OR RELEASE OF CONFIDENTIAL, PRIVATE AND SENSITIVE INFORMATION IN AN UNSECURED ENVIRONMENT

Data Breach is basically a leak or release of confidential, private and sensitive information in an unsecured environment. The continuous transfer of information makes it possible for attackers in any location to attempt data breaches on almost

any person or business they choose. Data Breach can happen accidentally or intentionally through cyber-attack. It is getting common with the ever growing technology and millions of people are affected by data breaches every year.

Just recently we heard about the Facebook's Cambridge Analytica scandal. Facebook revealed that up to 87 million users' data was shared with the political consultancy Cambridge Analytica. Another scandal revealed that Facebook Data of 3 mn users was leaked who took a personality quiz and the data was published on a poorly protected website. More recently Ride-hailing service, Careem also suffered from a massive data breach in which Cyber-attack on Careem affected 14 million customers.

Typical data breach operation includes the following steps:

- ◆ **Research:** The cyber hackers find the hidden weaknesses in security of a company
- ◆ **Attack:** After first step hackers make initial network attack or social attack.
- ◆ **Network/Social attack:** on a network

attack, a hacker uses system and application weaknesses to enter any organization's server. However, social attacks involve tricking and baiting employees for getting access to company's network. Even employees can be tricked in giving his/ her login credentials.

◆ **Exfiltration:** When hacker gets access to one computer, he can easily attack the network and can even reach confidential company data.

FACEBOOK REVEALED THAT UP TO 87 MILLION USERS' DATA WAS SHARED WITH THE POLITICAL CONSULTANCY CAMBRIDGE ANALYTICA. LATER ON ANOTHER SCANDAL REVEALED THAT FACEBOOK DATA OF 3 MN USERS WAS LEAKED BY TAKING A PERSONALITY QUIZ

How can data breaches be prevented?

As data breach comes in different forms, one cannot provide a single solution to stop data breaches. To cater this, a full fledged approach is required. Most of the data breaches can be avoided with common sense approach to data security. Most common ways to avoid data breach is not using credit cards with suspicious vendors and choosing long, unique passwords for online services. Also, keep software up to date with security patches and use security software such as antivirus and malwares will also help alleviate data breaches.

Employers can fight data breaches by ensuring that their employees have minimum amount of access to company's credentials and should have only that much access that is necessary to do their job. A company should also prepare a response plan that can be easily executed in case of data breach. Social media sites should encrypt their websites using SSL/TLS encryption to protect their customers' data.

End users are almost never the target of cybercriminals or hackers as they want to steal sensitive information in bulk. However, end users can be affected when their records are part of the information stolen from big companies such as in the Careem incident. In such cases, it is best to take following precautionary measures.



- Notify your bank. Verify your account details and change PIN codes.
- Double check email addresses from incoming emails. Cybercriminals can pose as bank representatives and ask for credentials.
- Do not click suspicious looking links or download files from unknown sources.
- If credentials or financials have been tinkered, contact the breached company and ask if they can assist in enrolling in a fraud victim assistance program.
- Never share your personal information on unverified websites and social media as social media companies collect data from users and later on purposely sell it to other companies.

KEEP SOFTWARE UP TO DATE WITH SECURITY PATCHES AND USING SECURITY SOFTWARE SUCH AS ANTIVIRUS AND MALWARES WILL ALSO HELP ALLEVIATE DATA BREACHES

European Union has taken a very positive initiative to tackle such issues, from which other countries can also learn. It launched new regulation called

General Data Protection Regulation- GDPR that follows the current data protection Act and ensures that user's data is not misused and allows people to give their feedback of how companies are using their data. In this way data protection rules became same throughout EU.

THERE IS A NEED FOR LEGISLATORS AND COURTS TO CONSIDER THE RIGHT TO PRIVACY IN THE REALM OF THE INTERNET WHERE VAST AMOUNT OF DATA ON EACH CITIZEN STORED

The data protection rules are applicable to all businesses based in EU or doing business in EU. All these companies will have to follow the new regulations if they collect any personal data from EU citizens. The new regulation is no doubt more difficult and it will also impose fines on companies who mislead it. This system is very important for building trust in emerging digital economy. GDPR was drafted to regulate how big companies' especially social media giants are using the personal data of users. GDPR will ensure that the data of user is safe as after the Cambridge Analytica scandal we have realized that user's data was not safe even with big organizations such as Facebook, Amazon, Google and Twitter too.

THE PREVIOUS IT MINISTRY HAS TALKED ABOUT A PROSPECTIVE DATA PROTECTION BILL, BUT NONE HAS BEEN INTRODUCED IN PARLIAMENT, AND PAKISTAN DOES NOT HAVE A PRIVACY COMMISSION SO FAR

Need of Laws in Pakistan:

There are currently no laws in Pakistan that protect individuals' data, despite Article 14 of the Constitution guaranteeing that "dignity of man, and subject to law, the privacy of home, shall be inviolable". There is a need for legislators and courts to consider the right to privacy in the realm of the internet where vast amounts of data on each citizen are stored.

Government of Pakistan launched Cybercrime Bill back in 2017; the bill covers different aspects related to cybercrime. After the implementation of this bill, government took staunch actions to cyber security incidents.



This bill also acted as a ray of hope for women who were previously harassed via social media. However Cybercrime bill only tackles incidents. Government should also device a law similar to GDPR to prevent such incidents.

THE GOVERNMENT SHOULD SET STANDARDS AND PROTOCOLS OF CYBER SECURITY FOR ALL CORPORATIONS AND ORGANIZATIONS WITHOUT WHICH THEY SHOULD NOT BE ALLOWED TO DEAL WITH PERSONAL INFORMATION OF CITIZENS

A recommendation for the federal government to make regulations to provide for "privacy and protection of data of subscribers" exists in Article 43 of the Electronic Transactions Ordinance 2002, but little has been done in this regard. The previous IT ministry has talked about a prospective data protection bill, but none has been introduced in parliament, and Pakistan does not have a privacy commission so far.

On an official level, the government must ensure that data protection and privacy laws are put in place to provide legal relief to citizens whose personal information is misused or breached not only by technology companies, but also mobile phone service providers, hospitals, schools, banks, public relations companies and so on. Further, the government should set standards and protocols of cyber security for all corporations and organizations without which they should not be allowed to deal with personal information of citizens.

By Rizwana Khan

Satya Nadella: The man behind Microsoft's Transformation

In 2014, Microsoft was in a hunt for the replacement of its long time CEO Steve Ballmer, it was a crucial time for the company. However the 5 month long hunt ended with all of the board members agreeing on "Satya Nadella" to take over as the next CEO of the world's biggest tech company.

Satya Nadella is an Indian American engineer and the current CEO of Microsoft. Nadella's educational background undoubtedly played a great role in shaping his technical and leadership abilities. After pursuing a degree in 'Electrical Engineering' from the reputed 'Manipal Institute of Technology' located in India, this tech wizard relocated to the United States. Here, he studied at esteemed institutions like the 'University of Wisconsin' and the 'Booth School of Business'. Nadella's life changed completely after he joined the IT giant 'Microsoft'. Slowly but steadily he grabbed bigger opportunities at the enterprise and went on to manage several divisions of the company. One of Satya's path-breaking accomplishments within the firm was to pave the way for the cloud computing technology, which later went on to become a trendsetter. Satya was responsible for the change in the technology from the client services to the cloud infrastructure and services. Soon after he was made the Executive Vice President of the cloud and enterprise group, he positively led the way to increasing revenues of the cloud services from 16.6 Billion USD to 20.3 Billion USD. It was only natural that he was the chosen one to be the next CEO. Just a few years ago, it was unthinkable that anyone would describe Microsoft as "cool." But CEO Satya Nadella has reinvigorated the company's mojo. Windows 10 is the best Windows in years, while hardware like the Surface Studio has even the most diehard of Apple fanboys salivating, even if they do it

secretly. What's Nadella's secret? He astutely recognizes that what worked yesterday won't necessarily keep working tomorrow. Case in point: Nadella recently said Microsoft's strategy is "not about a device operating system anymore," a thought that would've been labeled as heresy in Redmond just a decade ago.





Future of DIGITAL EDUCATION in Pakistan

Digital education is an advanced learning method that is facilitated by technology or by instructional practice that makes effective use of technology. It is the key to success in this modern era full of technologies. From empowered farmers and mobile banking to enhanced predictive analysis in economic policy making, Pakistan is on the cusp of a digitization drive. Pakistan's

education sector had a mixed engagement with digitalization.

Emphasis on digital technology has lagged in the past, but schools and universities are now being empowered to actively embrace the digital world.

Although there are still very less educational institutes that are providing facilities of digital education but this ratio is expected to improve by upcoming digital initiatives in future.

Some of the digitized trends in educational sector of Pakistan are as follows:

● Growing trend of digital classrooms

Most of the private schools and universities in Pakistan are making their classrooms digital by introducing interactive white boards, touch screens, computers and projectors. These smart classrooms helped in increased level of understanding on part of students.

By Laiba Mohsin

● Access to online learning material

Nowadays all the students are encouraged to go through internet facilities and avail required detailed knowledge of topics instead of learning bookish material only.

DIFFERENT EDUCATIONAL APPS ARE ALSO INTRODUCED IN SMART GADGETS THAT HELP STUDENTS TO UNDERSTAND AND GET KNOWLEDGE MORE EASILY

● E-books

The concept of getting knowledge using e-books is becoming very popular nowadays. Students can access any book by any author from around the world instead of searching books in libraries.

● Video based learning

Video based learning makes education engaging, entertaining and exploring. So, it is also gaining popularity among students to understand difficult concepts using the video interfaces.

● Popularity of online courses

Many universities are offering facilities of online courses and diplomas e.g Pakistan institute of management, Virtual University of Pakistan etc.

● Educational apps in smart phones/tablets

Different educational apps are also introduced in smart gadgets

that help students to understand and get knowledge more easily. Scribd, google reads, evernote, todoist are some examples of such apps.

● Game learning apps

Many applications based on games are introduced for toddlers with the help of which they can start learning. These apps include unscramble games, word games, puzzles etc.

● WI-FI availability

Some of the private institutes are providing Wi-Fi facilities in all of their departments which help students to gather information from internet in order to do their assignments and group study. Even the Daewoo and Metro bus service is also providing Wi-Fi facility to their passengers.

SOME OF THE PRIVATE INSTITUTES ARE PROVIDING WI-FI FACILITIES IN ALL OF THEIR DEPARTMENTS WHICH HELP STUDENTS TO GATHER INFORMATION FROM INTERNET

Some of the initiatives that have been taken for improvement of education sector of Pakistan are discussed below:

● Jazz Smart School program

In support of the government's Vision 2025, the Jazz Foundation

was set to use innovation in imparting education to 75 schools in the federal capital. 'Jazz Smart School' program was launched in partnership with the Capital Administration and Development Division (CADD) and the Federal Directorate of Education (FDE) on 19th February 2018. The Jazz Foundation has set up digital learning centers with hardware kits including laptops, projectors, clickers, tablets, speakers, UPS and mobile broadband.

THE JAZZ FOUNDATION HAS SET UP DIGITAL LEARNING CENTERS WITH HARDWARE KITS, INCLUDING LAPTOPS, PROJECTORS, CLICKERS, TABLETS, SPEAKERS, UPS AND MOBILE BROADBAND

The program's educational content includes digital textbooks, videos, practice material, interactive games, assessments and classroom activities.

● PM's national laptop scheme

Prime Minister's Youth Program was a special initiative launched by the Government of Pakistan in 2013 for five years during the regime of Shahbaz Sharif. According to the eligibility criteria many students have been awarded with laptops.

● Installation of IWBs in Khyber Pakhtunkhwa

K-P has now introduced learning methods using a combination of ICT learning tools.

Around 1,100 interactive whiteboards (IWBs) have been installed in government higher secondary schools with solar panels backup. The IWBs offer immense potential to teachers to create as well as curate digital content. These technologies also promise to make the schools environmental friendly. Although some steps have been taken to improve educational sector of Pakistan but still a lot of things need to improve.

AROUND 1,100 INTERACTIVE WHITEBOARDS (IWBs) HAVE BEEN INSTALLED IN GOVERNMENT HIGHER SECONDARY SCHOOLS WITH SOLAR PANELS BACKUP

Educational Budget 2018-2019

Higher Education Commission's development budget has been raised to PKR 46.7 billion as against PKR 35.7 billion in the outgoing fiscal year. According to the budgetary document, out of total 46.7 billion, around PKR 40,218 million has been allocated for ongoing schemes, while PKR 6,462 million has been allocated for new schemes.

Pre-Primary and Primary Education

✓ The government has allocated PKR 10.12 billion for pre-primary and primary

education affairs in budget 2018-19 as compared to PKR 8.748 billion for 2017-18.

Secondary Education

✓ Likewise, PKR 12.365 billion allocated for Secondary Education Affairs & Services for 2018-19 which was previously PKR 10.798 billion for 2017-18.

Tertiary Education

✓ And, PKR 71.824 billion embarked for Tertiary Education Affairs and Services against PKR 68.252 billion earmarked for 2017-18.

Pakistan's spending on education as a percentage of GDP remains among the lowest in the region South Asia which was 2.2 percentage of GDP in the fiscal year 2017 as compared to 2.3 percentage of GDP in the fiscal year 2016. It is sad to see that children of Pakistan are way behind in getting an education than every other country in the region.

IF WE WANT TO SEE PAKISTAN STAND AMONG DEVELOPED NATIONS THEN IT IS ESSENTIAL THAT THE GOVERNMENT ALLOCATES A DECENT BUDGET THAT ENSURES EQUAL AND QUALITY ACCESS TO EDUCATION

If we want to see Pakistan stand among developed nations then it is essential that the government allocates a decent

budget that ensures equal and quality access to education for all citizens of the country; technology should be given the central stage in all this process.

THE FIRST STEP TO IMPROVE DIGITAL EDUCATION IN PAKISTAN IS TO MAKE PROPER POLICIES AND SCHEMES THAT CAN HELP IN IMPLEMENTATION OF SMART SYSTEMS IN EDUCATIONAL INSTITUTES

Education must become the highest priority of the state not only in terms of GDP share but also for structural and curriculum reforms in our educational system to make it more productive, equitable and coherent. So, the first step to improve digital education in Pakistan is to make proper policies and schemes that can help in implementation of smart systems in educational institutes. It is the responsibility of the government to provide decent budget to make educational sector better. Government should provide short term digital courses to teachers to enhance their capabilities. Teachers' behavior towards students should change. They should use technology to find resources instead of delivering lectures based on old syllabus books. By taking these measures no one can stop Pakistan to lead in digital education.

SAMSUNG

Live colorful with New Galaxy Series

Samsung Pakistan has launched its latest lineup of Galaxy smartphones in Pakistan at an iftaar dinner held at a local hotel. The Galaxy J6, J4, A6 and A6+ come with Super AMOLED screens, along with their own unique features.

The Galaxy J6 displays truly vivid images all the way to the edge of the device. The Super AMOLED screen produces sharper contrast and more dynamic color so that the world that lies before your eyes looks clearer. Moreover, Infinity Display sets a new standard for an uninterrupted, immersive experience, so while the screen is larger, the device remains sleek and compact. This can be attributed to extremely thin bezels and swapping the physical home button with software powered in-display home button. The 18.5:9 aspect ratio lets you enjoy easier multitasking and truly immersive viewing.

The 8 MP front camera and 13 MP rear camera equipped with F1.9 lens on the J6, bring out more brightness and clarity to your photos, while an adjustable LED flash is also present. In addition to this, the model comes with in-built "stickers" that make capturing photos even more fun. Dual Messenger gives you the option to use two separate accounts for the same messenger app. Moreover, face recognition and fingerprint scanner let you access your phone quickly and conveniently. With 3 unique and attractive colors to choose from, Galaxy J6 suits every style.

The Galaxy J4 has a 5.5" Super AMOLED screen with a familiar 16:9 ratio and 720 x 1280 pixel resolution. The memory configuration is 2GB RAM + 16GB storage with microSD card slot present. The primary camera is the same as on the Galaxy J6 while the front-facing camera uses a 5MP sensor and keeps the adjustable LED flash.

Samsung has finally taken the wraps off the Galaxy A6 and A6 Plus, with the latter having dual cameras, a larger battery and a bigger screen. The Galaxy A6 Plus's dual cameras comprise of the main camera being 16MP f/1.7, along with a secondary 5MP rear camera for refocusing and depth of field effects. At the front end, users will find an impressive 24MP f/1.9 camera for selfies and video-calling. The Galaxy A6 Plus also offers a 6-inch 2,220 x 1,080 Super AMOLED display and a 3,500mAh battery. The Galaxy A6 has a 16MP f/1.7 rear camera, as well as a 16MP f/1.9 'selfie' camera. It also possesses a 5.6-inch 1,480 x 720 Super AMOLED screen and a 3,000mAh battery. Both A6 and A6 Plus pack a front-facing LED flash for those 'selfie' enthusiasts, keeping in line with the promise of a "camera that lets you be you".

On the occasion President Samsung Pakistan Mr. Y J Kim stated: "The Galaxy lineup of smartphones are built for today's millennial. These smart phones will set the standard for an unparalleled viewing experience with Samsung's signature Super AMOLED display. These phones also get amazing cameras that let users capture professional grade images and express themselves in a unique manner."



NOKIA 7 Plus

an extraordinary, affordable phone

Display

As we all know that Nokia gives the best display support system; Nokia 7 Plus is no exception with its full HD resolutions of 1080 x 2160 pixels.

Nokia 7 Plus has 480 dpi for the clarity of icons and texts; it has fantastic colors, sharpness, brightness, and contrast. It also provides 2960 x 1440 pixels resolutions which we can set in the setting menu but I guess 1080 pixels resolution is more suitable for normal usage.

The Nokia 7 Plus supports a graphic card of Adreno 512 which is mainly used in the 3D games.

Design

The Nokia 7 Plus is cut from a single piece of 6000 series aluminum, and covered in a ceramic-feel coating on the back. The screen blends smoothly down into a chamfered, diamond-cut body edge, and although the sides are flat, they offer good grip, and the phone is comfortable to hold. It's not slippery like a glass-bodied phone and the 6-inch screen size is manageable unless you have very small hands.

Camera

Nokia 7 Plus has dual back camera lens 12MP & 13MP with face detection & laser autofocus whereas; the front camera has 16MP selfie shooter. Both lenses can record video up to 2160p quality.

The back camera of Nokia 7 Plus has some excellent features like Carl Zeiss optics, OIS, dual-LED dual-tone flash Geo-tagging, touch focus, face detection, HDR, panorama. We can make our own watermark for our pictures; the options of altitude and compass tags are also present.

Overall the camera results are pretty good, although the focus can take a while to lock on and low light performance could be a lot better.



The front camera is also a 16Mp camera with a matching f/2.0 aperture. It offers brilliantly exposed selfies. The 'Bothie' feature isn't exactly something new, I found it unnecessary, but perhaps you can find a good use for it.

Processor

Nokia 7 Plus has 2.3GHz octa-core processor with the chipset of Qualcomm Snapdragon 660 which is considered one of the best chipsets in the market. It comes in two variants i.e 4GB RAM or 6GB RAM. It didn't show any lag or error and performed fairly well in all sections.

Performance

The Nokia 7 Plus runs on Android 8.1 Oreo. It's also a welcome change to have Google's Gboard set as the default keyboard, sensibly laid out notifications, and even the option to run the Android P beta.

By Shaheer Riaz

Specs

Dimensions: 158.4 x 75.6 x 8 mm

Display: 6.0" LCD

Battery: Non-removable Li-Ion 3800 mAh

Weight: 183 g



Camera: Dual: 12 MP (f/1.8, 25mm, 1.4µm) + 13 MP (f/2.6, 1.0µm), gyro EIS, dual pixel PDAF, 2x optical zoom, Zeiss optics, dual-LED dual-tone flash

Memory: 4 GB RAM, 64 GB ROM

Processor: Octa-core (4x2.2 GHz Kryo 260 & 4x1.8 GHz Kryo 260)

Price: PKR.36,900/-

For

- 4GB RAM, 64GB ROM
- Impressive battery performance
- Pure Android

Against

- Could do with some design tweaks

Final Verdict

Nokia 7 Plus is a great high-end mid-range smartphone available at an affordable price.

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.

4.5 Ufone
Ufone Ramadan
 Ufone always bring's social issues into focus. Its new TVC is also one such example. Ufone Ramadan TVC is based on real story of a woman who started an old home with the name Bint-e- Fatima Old Home. This is a very heat touching advert and is a thread of Ufone's campaign "Tum Hi Tou Ho!" Ufone 3G services might not be up to the mark but its TVCs have always won many hearts. Overall the theme, background music, and actors have done justice with the advert but the story line has taken the lead.

Verdict: Zabardast TVC



4.5 Samsung
Samsung Daekho Meri Nazar Se

Samsung has released a Ramadan special TVC "Daekho Meri Nazar se". it's a very thought provoking TVC, and literary gives goose bumps while watching it. Samsung invites people to look through its lens and see all humans as one. This TVC delivers a very good message and makes us realize where we stand and how we look down upon others when they are also same human like us. This TVC Delivers the same message delivered to us by PBUH that all human are created equal. With this TVC Samsung reveals that it will provide food to more than 1 million people. The whole theme and music is perfect and up to the mark.

Verdict: Kamaal Kar Dia



2 QMobile
QMobile Infinity Series

Recently QMobile has launched the Infinity series TVC. The brand ambassador Fawad khan highlighted the huge battery feature of Qinfinity, which comes with 16GB ROM & 1 GB RAM. The tagline of QMobile Infinity series TVC is "Push the boundaries" which sound quite catchy but when it comes to overall creativity, the commercial is not that impressive.

Verdict: Very ordinary....!!!

4.5 UBL
UBL Digital app

Usually we see the advertisements of banks with serious theme, but this time UBL has launched such a lively and entertaining TVC. The advertisement delivers the message in an amusing way about the UBL digital app. TVC explains how to use the app to make payments. The background theme song and music is awesome. The overall TVC is very impressive and unique.

Verdict: Creative and entertaining....!!



2 Optcl
PTCL unlimited Internet Connection

The recent TVC of PTCL unlimited internet connection disappointed us as compared to their previous TVCs. The brand ambassadors Mahira Khan and Shaheryar gave average performances. The dialogues in the form of poetry seem boring and run-of-the-mill. We lost our interest instantly in the advertisement as it was not so engaging.

Verdict: So uncool....!!



4 Telenor
Telenor- Share Your Meal

Telenor also released Ramadan Special TVC, named, Share your meal with a powerful message. It shows how we are ignorant sometimes when it comes to others. Telenor asks its users to Share their Sehri or Iftar photos using the hashtag #ShareYourMeal and in return Telenor Pakistan will make sure your shares are converted to meals for those in need. It is rare to get an opportunity to do some good from behind the comfort of your screens. Telenor has given us the opportunity to do just that; to come together and contribute to the needy people of our nation by making sure that every time you eat, food is served to the needy as well.

Verdict: Good Initiative and Good TVC



 By Shaheer Riaz

The trend of High-Tech CAMERAS in Smartphone

The world of digital image acquisition has evolved dramatically in the past decade. Perhaps most surprising and remarkable are the advances in smartphone camera technology. The quality and accuracy of image capturing became a key area of innovation and differentiation and now OEMs are frequently enhancing the capabilities of smartphone cameras. They continue to strive to offer a magnificent Lens Reflex camera experience on phones. This impact of smartphone cameras has led to a significant reduction in stand-alone digital camera sales over the last several years, as consumers are increasingly turning towards HDR smartphone camera instead of conventional DSLRs.

High tech smartphone cameras capture images with improved simplicity, resolution, and more life like color accuracy. A great example in the market is Apple and Samsung that have a long-standing reputation of offering advanced camera technology in their mobile phones

and have even received numerous awards from various photography organizations as well.

Although Samsung and Apple are leading the mobile industry but after the arrival of Chinese Companies like OPPO, Vivo, Xiaomi and Huawei the competition has become quite fierce

Although Samsung and Apple are leading the mobile industry but after the arrival of Chinese Companies like OPPO, Vivo,

Xiaomi, Huawei and many others the competition has become quite fierce. Market dynamics have especially changed while camera has become the focal feature of every smartphone.

Almost all the companies are making better lenses because of the preference users now give to camera quality. Now the time is moving from the dual camera lens to triple back camera lens and Huawei has just proven it by launching Huawei P20 Pro.

The best camera phones we have seen so far are in iPhone X and Google Pixel 2

Huawei P20 Pro has collectively 68MP back camera lens, which is really amazing.

The best camera phones we have seen so far are in iPhone X and Google Pixel 2. Although Samsung has also made a huge impact with its camera in S9 plus but it beautifies the

Sensors

The camera technology of any smartphone depends upon the camera compatibility of its color sensors.

Impact of smartphone cameras has led to a significant reduction in stand-alone digital camera sales over the last several years, as consumers are increasingly turning towards HDR smartphone camera instead of conventional DSLRs

The smartphone companies that didn't impress us with their any smartphone in terms of camera performance are QMobile, Nokia, and Meizu. Nokia has tried hard but still, they need to improve a lot to join the race of high-tech trends of camera phones.

To better understand that what makes a smartphone camera remarkable, we have listed down some key camera features that play important role in the quality of camera results.

image too much that doesn't look real. Xiaomi Mi 6 has a great camera results with its bouquet and unique effects. OnePlus also did a remarkable job with its OnePlus 5 and One Plus 5T for the camera lovers and the expert photographers also admired the results of One Plus. The One Plus images are so clear with the natural lighting and it beautifies the image in a way that doesn't look fake.

The color sensor manages measurement of correlated color temperature and also the infrared component of the ambient light. CCT is a metric in smartphones that is used to define the color appearance of a source of light by relating its color to a defined reference. Light CCT ranges make cool colors to warm colors.

Camera technology of any smartphone depends upon the camera compatibility of its color sensors

With accurate CCT and IR measurements, the lighting source can be identified as natural or artificial and used to set the optimal point for the image capture.

Aperture

Best smartphone cameras now have F 2.0 Aperture sometimes, even F 1.9 or F 1.8 apertures is good enough for camera quality.

EIS

Software stabilization or EIS is important for correcting minor shaking and blur from the images.

Flash Light

Dual LED flash or even a xenon flash is much needed, especially in low light environment. Although for the most part I avoid using a flash with smart phone pictures because it reduces the image quality with bad results and lightings.

Color sensor technology

This new color detector technology identifies the measurement of the ambient light plus it also confirms that the light is artificial or natural. It recognizes the exact light conditions with such precision that a smartphone easily catches the optimal white point.

Tips to take awesome Photos with your Phone

Whether you are using your smartphone camera or a DSLR, the key to photography is to keep learning and practicing, so the more you practice the better you will learn. The following tips will show you how to take awesome pictures with your phone.

- Always Use Gridlines because it helps balance your shot when taking pictures with your phone.
- Try to get closer to the object because when you use your smartphone camera's digital zoom, you lose a lot of fine details.
- Rather than using the same

pre-set filters used by countless teens around the world, try your hand at editing.

- Always clean your lens because phone's camera doesn't have a lens cap to protect it from all the lint in your pockets or fingerprint smudges.
- Try taking pictures with your phone from weird and different angles because taking pictures from weird angles can result in some of the most memorable photos.

Whether you are using your smartphone camera or a DSLR, the key to photography is to keep practicing

- If you want to take good pictures with your phone, you should forget about the flash.
- Turn your phone on its sides because it aims to produce horizontal pictures that take up the entire screen and not just a tiny slice.
- Use the volume button because using the standard shutter button will often throw your perfect picture off balance.



ACHIEVES PARTNERSHIP WITH ITS SECOND DISTRIBUTOR IN PAKISTAN, STRENGTHENING ITS FOOTPRINT IN THE MARKET

Global technology leader Xiaomi welcomes Airlink Communications as its second distributor in Pakistan. Well-known for its range of amazing products at honest prices, Xiaomi is committed to letting a wider customer group across the country enjoy a better life through innovative technology.

Xiaomi is an internet company with smartphones and smart hardware connected by an IoT platform at its core. It offers a broad range of hardware products developed in-house or in collaboration with ecosystem partners. Founded in 2010, Xiaomi's CEO Lei Jun and other seven co-founders started the company based on the vision "innovation for everyone". It has pioneered a unique business model, inspired by Internet thinking that ensures the highest level of efficiency, so it can make its amazing products with cutting-edge technology and innovative services available at accessible and honest prices.

"The partnership between Xiaomi and Airlink Communications is a record-breaking milestone in Xiaomi's journey to develop a strong relationship between the brand and its consumers," said Mr. Tony Liang, Country Head Xiaomi.

Airlink Communications is a well-established leading service provider with a strong international presence. It specializes in smartphone distribution and consumer electronics.

"We believe in reaching out to both low-end and high-end consumers and always bringing them warranted products at the best possible prices. Airlink Communications strives to combine the latest technology with modern and innovative sales techniques to change not only how brands are marketed but also how they define themselves," said Muzaffar H. Piracha, CEO of Airlink Communications.

"Airlink Communications also aim at providing post sale services to cater to customer needs with utmost priority. These services would help nourish the relationship with our consumers," he added.

Ever since Xiaomi entered the Pakistan market, Smart Link Technologies have been the leading distributor of Xiaomi for more than a year. With Air Link onboard, both distributors pledge to expand and strengthen Xiaomi's footprint in Pakistan to let more Pakistanian people enjoy a better life through innovative technology.

Xiaomi has been expanding its offline retail channels in Pakistan. So far, it has 11 Authorized Mi Stores across the country, bringing amazing products at honest prices through a rich lineup.



Huawei Y5 Prime

OS: Android v8.1 (Oreo)
Display: 5.45"
CPU: Quad-core 1.5 GHz
Camera: 13MP, LED flash,
Memory: 16 GB ROM, 2 GB RAM

Samsung Galaxy A8 Plus

OS: Android v7.1 (Nougat)
Display: 6.0"
CPU: Octa-Core 2.2 GHz
Camera: 16MP, LED flash
Memory: 64 GB ROM,
4 GB RAM

Meizu Pro 7 Plus

OS: Android v7.0 (Nougat)
Display: 5.7"
CPU: Deca-core 2.5 GHz
Camera: 12 MP +12MP dual,
LED flash
Memory: 128 GB ROM,
6 GB RAM

Huawei P20 Lite

OS: Android v8.0 (Oreo)
Display: 5.8"
CPU: Octa-Core 2.2 GHz
Camera: 16MP +2MP, LED Flash
Memory: 64 GB ROM, 4 GB RAM

Samsung Galaxy A8

OS: Android v7.1 (Nougat)
Display: 5.6"
CPU: Octa-core 2.2 GHz
Camera: 16MP Dual, LED flash
Memory: 64 GB ROM, 4 GB RAM

Honor 7A

OS: Android v8.0 (Oreo)
Display: 5.7"
CPU: Octa-core 1.2 GHz
Camera: 13 MP, LED Flash
Memory: 16 GB ROM,
2 GB RAM

Huawei Y9

OS: Android v7.1 (Nougat)
Display: 5.93"
CPU: Octa-Core 2.2GHz
Camera: 16MP +2MP, LED flash
Memory: 32 GB ROM, 3 GB RAM

Please Visit Our Website
www.phoneexpress.pk

Flat No.306, 3rd Floor Dossul Arcade, Jinnah
Avenue, Blue Area, Islamabad

One Plus 6

OS: Android v8.0 (Oreo)
Display: 6.3"
CPU: Octa-Core 2.5 GHz
Camera: 16 MP Dual, LED flash
Memory: 128 GB ROM,
6 GB RAM

Huawei P20 Pro

OS: Android v8.0 (Oreo)
Display: 6.1"
CPU: Octa-core 2.4 GHz
Camera: 40MP+20MP+8MP,
LED flash
Memory: 128 GB ROM,
6 GB RAM

Samsung Galaxy A8 Star

OS: Android v8.1 (Oreo)
Display: 6.3"
CPU: Octa-Core, 2.4GHz
Camera: 16MP + 24MP dual,
LED flash
Memory: 32 GB ROM, 4 GB RAM

Honor 10

OS: Android v8.1 (Oreo)
Display: 5.8"
CPU: Octa-core 2.4GHz
Camera: 16MP +24MP dual,
LED flash
Memory: 128GB ROM, 4 GB RAM

Honor 7C

OS: Android v8.0 (Oreo)
Display: 6.0"
CPU: Octa-Core 1.8 GHz
Camera: 13 +2 MP, LED flash
Memory: 32 GB ROM, 3 GB RAM

Infinix Hot 6 Pro

OS: Android v8.1 (Oreo)
Display: 6.0"
CPU: Quad-Core 1.4GHz
Camera: 13 MP + 2MP,
LED flash
Memory: 32 GB ROM,
3 GB RAM

HTC One X9

OS: Android v6.0 (Marshmallow)
Display: 5.0"
CPU: Octa-Core 2.2GHz
Camera: 13MP, LED flash
Memory: 16 GB ROM,
2 GB RAM

TOP MUST HAVE APPLICATIONS & GAMES FOR YOUR SMARTPHONE

Yummly Recipes & Shopping List

Rating : 4.5 Price: Free



Browse over one million different recipes to find exactly the meal you're craving. You can even set dietary preferences, so the recipes you see fit to your lifestyle or restrictions. Once you find a recipe, you can add all the ingredients to a shopping list.

Goodreads

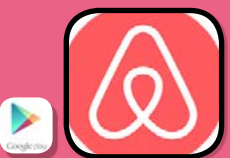
Rating : 4.1 Price: Free



Tap into the world's largest social network for readers with the Goodreads Android app! Read thousands of book reviews by your friends and other Goodreads members, keep a virtual bookshelf of what you've read, and build your to-read list as you discover great books on the app. Goodreads is a free service for everyone who reads.

Airbnb

Rating : 4.4 Price: Free



Forego the headache of trying to find and book a hotel, and instead find an open room or home to stay at on your travels. Users can search for accommodations, communicate directly with hosts, and book all through the app.

Splitwise

Rating : 4.6 Price: Free



Splitwise is the best way to share bills and IOUs and make sure that everyone gets paid back. Use Splitwise to split household bills with roommates, to figure out costs for a group vacation, or just to remember when a friend spots you for lunch. On Android, iPhone, or the web (<http://splitwise.com>), you can view your balances, track spending trends, set up email reminders for bills, and much much more!

Bandcamp

Rating : 4.4 Price: Free



The Bandcamp app gives you instant, unlimited streaming access to your Bandcamp purchases, lets you explore a vast catalog of music by artists from every corner of the globe, and opens your ears to the extraordinary with our radio show, the Bandcamp Weekly.

HappyCow Find Vegan Food & Vegetarian Restaurants

Rating : 4.4 Price: Free



Award winning app covering 180+ countries and online as a free-to-use website since 1999, this vegan food locator is the Play Store's #1 vegan and vegetarian restaurant guide which has been featured on CNN, New York Times and The Guardian. Search HappyCow to find a local café or restaurant near you or anywhere in the world. Also read over 300,000 reviews for vegan-friendly eateries and health food stores.

By Maryam Arshad

Pocket Casts

Rating : 4.6 Price: Free



We love podcasts, this podcast player is full featured, beautiful and easy to use. It has been chosen as a Google Play Top Developer, a Google Play Editors Choice and a Google Material Design Award. This app is relevant and up to date based on your feedback.

All Football - Latest News & Videos

Rating : 4.6 Price: Free



All Football app provides you with the latest and comprehensive football news, live scores, match videos and highlights. With „All Football“ app, you can follow your favorite teams and players, get live scores and results from all the matches and competitions as well as the latest Football news all around the world. Everything you need to know about football, all at your fingertips. Here's the description of the main Features of „All Football“.

FilmoraGo - Free Video Editor

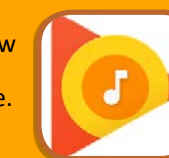
Rating : 4.4 Price: Free



A pretty powerful video editor application, which will not stamp a watermark or place a time limit on your clip. With FilmoraGo, making video with music and effects, FilmoraGo helps you make funny videos and relive your memories anywhere. And your amazing video could be easily shared to your friends on Youtube, Instagram, Facebook, WhatsApp .ect

Google Play Music

Rating : 3.9 Price: Free



Google Play Music provides free, ad-supported radio for what you're doing, how you're feeling, or what you want to hear. Instantly start radio stations based on songs, artists, or albums, or browse by genre, mood, activity, decade, and more. Bring your own music collection with you by uploading 50,000 of your own songs; then listen to them across Android, iOS, and the web, for free.

Fabulous: Motivate Me! Meditate, Relax, Sleep

Rating : 4.6 Price: Free



With science-based coaching as its backbone, Fabulous – Motivate Me! Will help instill healthy, positive habits and routines into your life — everything from better sleep, sticking to a morning routine, finding time for creativity, daily meditation, losing weight, and more.

Xbox

Rating : 4.3 Price: Free



Microsoft's Smartglass app not only brings your Xbox Live account and console interface to your phone, it also opens up your gaming experience, with many games offering special, second-screen features, such as maps and bonus content, through Smart Glass.

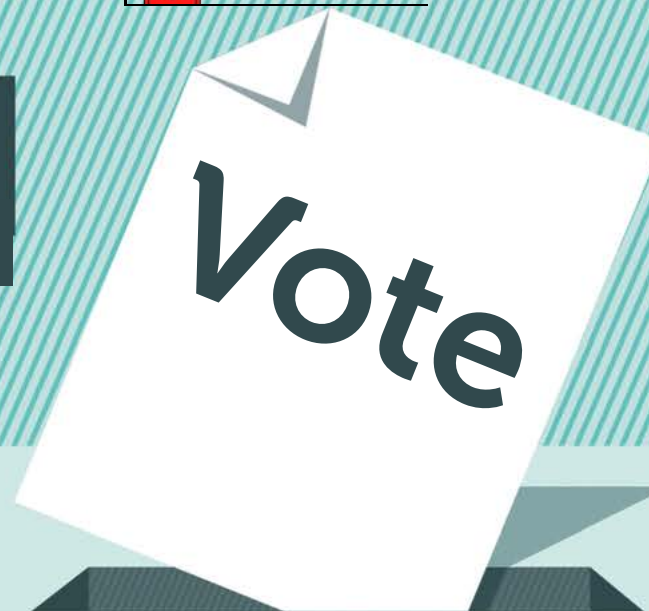
theScore: Live Sports Scores, News, Stats & Videos

Rating : 4.3 Price: Free



Find out why millions of sports fans prefer theScore! theScore brings you news, scores, stats, and videos from NBA Basketball, NCAA Basketball, MLB Baseball, NFL Football, NCAA Football, NHL Hockey, WNBA Basketball, English Premier League Soccer, La Liga Soccer, Champions League Soccer, FIFA World Cup 2018, PGA Golf - and every major league and competition!

How to Cast your Vote in Upcoming 2018 Elections



Voting is one of the most critical ways by which individuals influence the government decision making. We are sharing with you the procedure casting your vote in upcoming elections.

You must remember that before the elections, you must confirm your electoral area details. The Election Commission of Pakistan (ECP) has launched a verification service for registered voters. The service can be used via single Short Message Service (SMS) from any network, the eligible voter can easily verify his registration by sending Computerized National Identity Card (CNIC) number on 8300 without "-", i.e. digits only. The reply will have information like CNIC No. and Electoral Area name.

Following are the things you should know about elections:

Ballot - action or system of secret voting.

CNIC - National Identity Card provided to the citizen by the government.

Candidate - A person who is nominated for a political office.

Citizen - Connotes membership in a political society to which a duty of permanent allegiance is implied.

Constituency - a body of individuals entitled to elect a representative to a legislative or another representative body.

Democracy - a government in which the supreme power is vested in the people and exercised by them directly or indirectly through a system of representation.

Steps You Need to Take While Casting Your Vote:

- ✓ Get the Ballot Paper from the Presiding Officer
- ✓ You have to go behind the curtain and stamp your vote for your desired candidate
- ✓ After stamping, fold the ballot papers and put the green ballot paper in the green box and the white ballot paper in a white box
- ✓ After casting your vote, walk out of the Polling Station

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